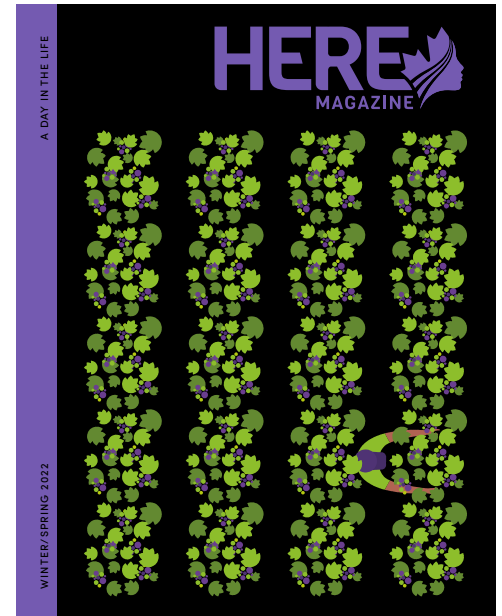


2023 MEDIA KIT



ABOUT



We are a full-colour magazine and interactive digital platform.

Our print publication is distributed throughout the Greater Victoria, mid- and up-Island regions and in select retail stores across **British Columbia** and **Canada**. Our digital platform engages visitors from all over Canada and the world. Our mandate is to provide a platform for newcomer and immigrant voices and experiences, to grow cross-cultural awareness and understanding, and to meaningfully connect diverse communities and cultures.



PRINT



VICTORIA

VANCOUVER ISLAND

CANADA-WIDE



PRINT RATES



Be the first business newcomers connect with in your industry. Be a leader who inspires others towards an inclusive, diverse, and welcoming community. **High design. High exposure.**



Publication trim size: 7.5 x 9.65

In-house design and production services are available.



Price list/Per issue

Cover - inside front, \$1000

Cover - inside back, \$1000

Cover - outside back, \$1000

Spread - \$1500

Full page - \$750

*Digital advertising space included with print advertising space purchase.

Design fees (if required), all ad sizes **\$125**

4x placement subtract 20%

Non-profit organization subtract 15%

PUBLICATION SIZE



Preferred digital format: PDF

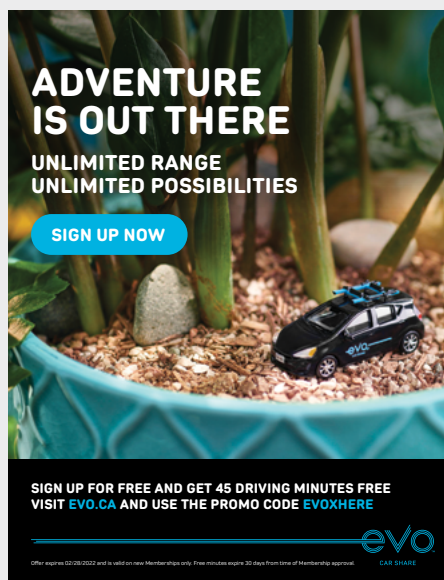
Edit and save your file in CMYK

Bleeds: 1/4" on each side

(Extend your background to fill the full "bleed area"- it'll make sure you don't end up with white edges when your ad is trimmed).

Just a photograph?

Save as a high-resolution JPG



Page 7.5" x 9.65"



Spread 15" x 9.65"

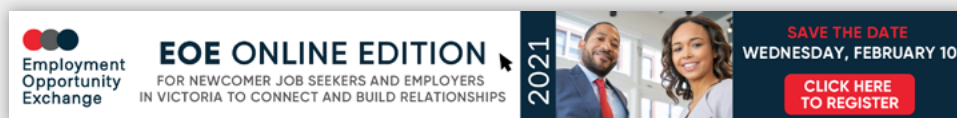
DIGITAL PACKAGE



Banner + Page + Footer Display: \$300/month



300x250



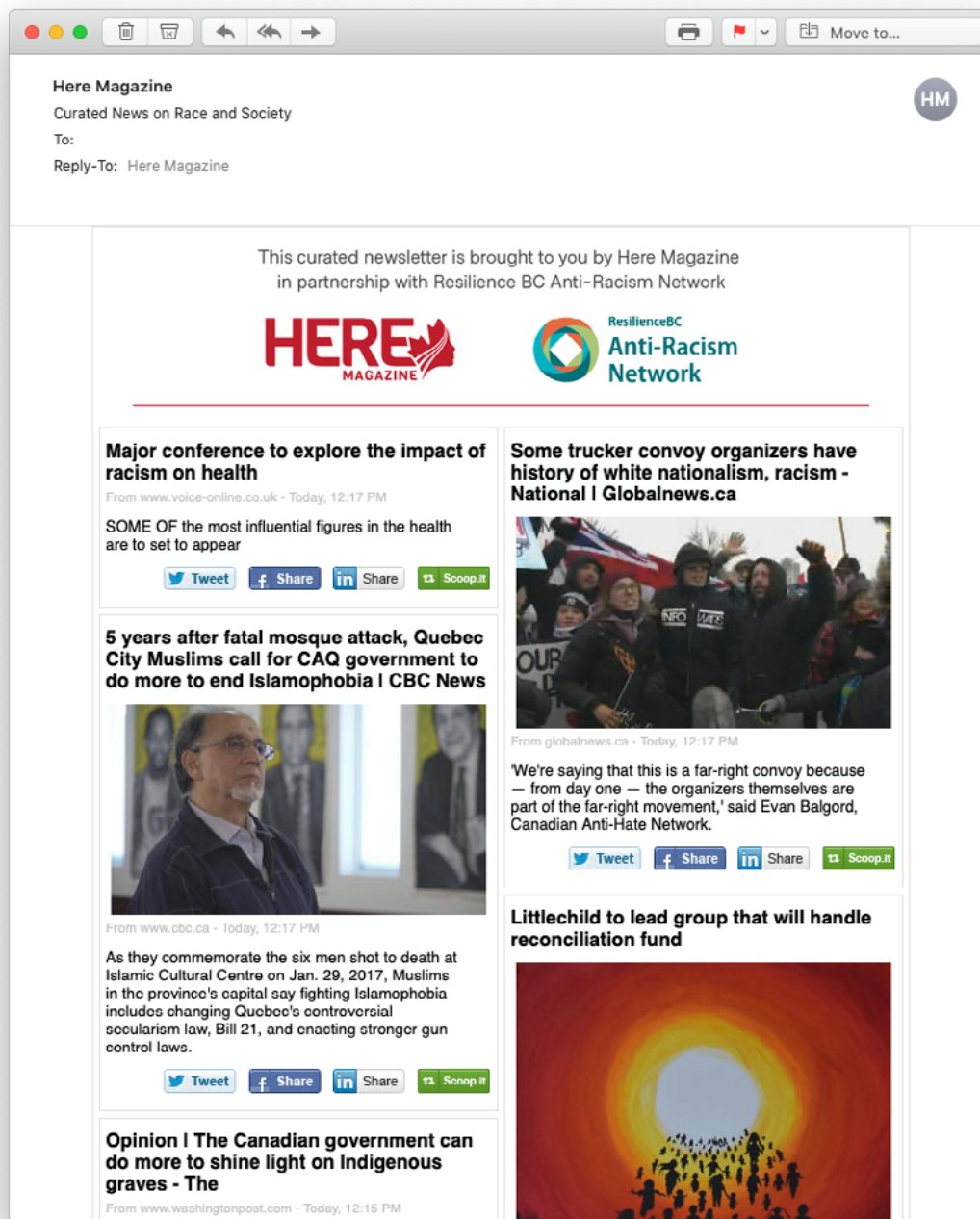
728x90



970x250



Newsletter Sponsorship \$500/6 months





Social Media Marketing

Optional with print and digital advertising space.
Once-a-month mini social media campaign on Here Magazine LinkedIn, Facebook, Instagram, and Twitter platforms highlighting your organization, program, initiative, or service.

Asset & Collateral Development

includes: graphic design for promotional materials; development of a logo package and branding guidelines; development of marketing plans and materials; and development of collateral pipeline and social media calendar

\$50 per hour

Social Media Management

includes: scheduling, posting, and boosting of social media posts; engagement in social media; and creation and management of other online marketing channels (e.g., Eventbrite)

\$30 per hour

15% discount for non-profit organizations





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