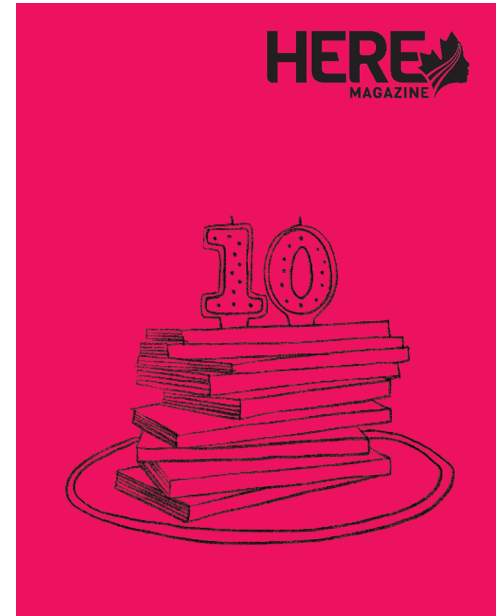


# 2025 MEDIA KIT



# 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**

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# **VANCOUVER ISLAND**

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# **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

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**Cover** - inside front, \$1000

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**Cover** - inside back, \$1000

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**Cover** - outside back, \$1000

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**Spread** - \$1500

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**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

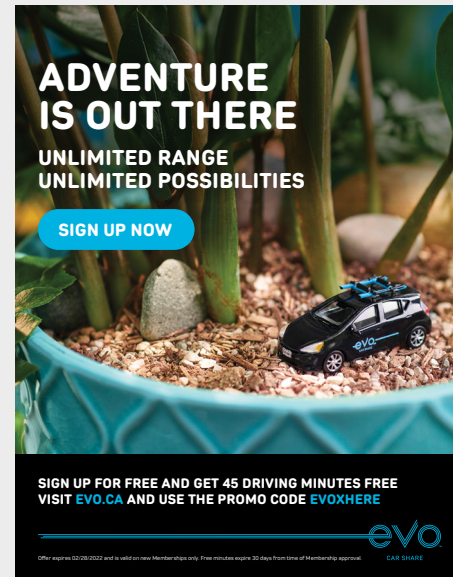
Edit and save your file in CMYK

**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



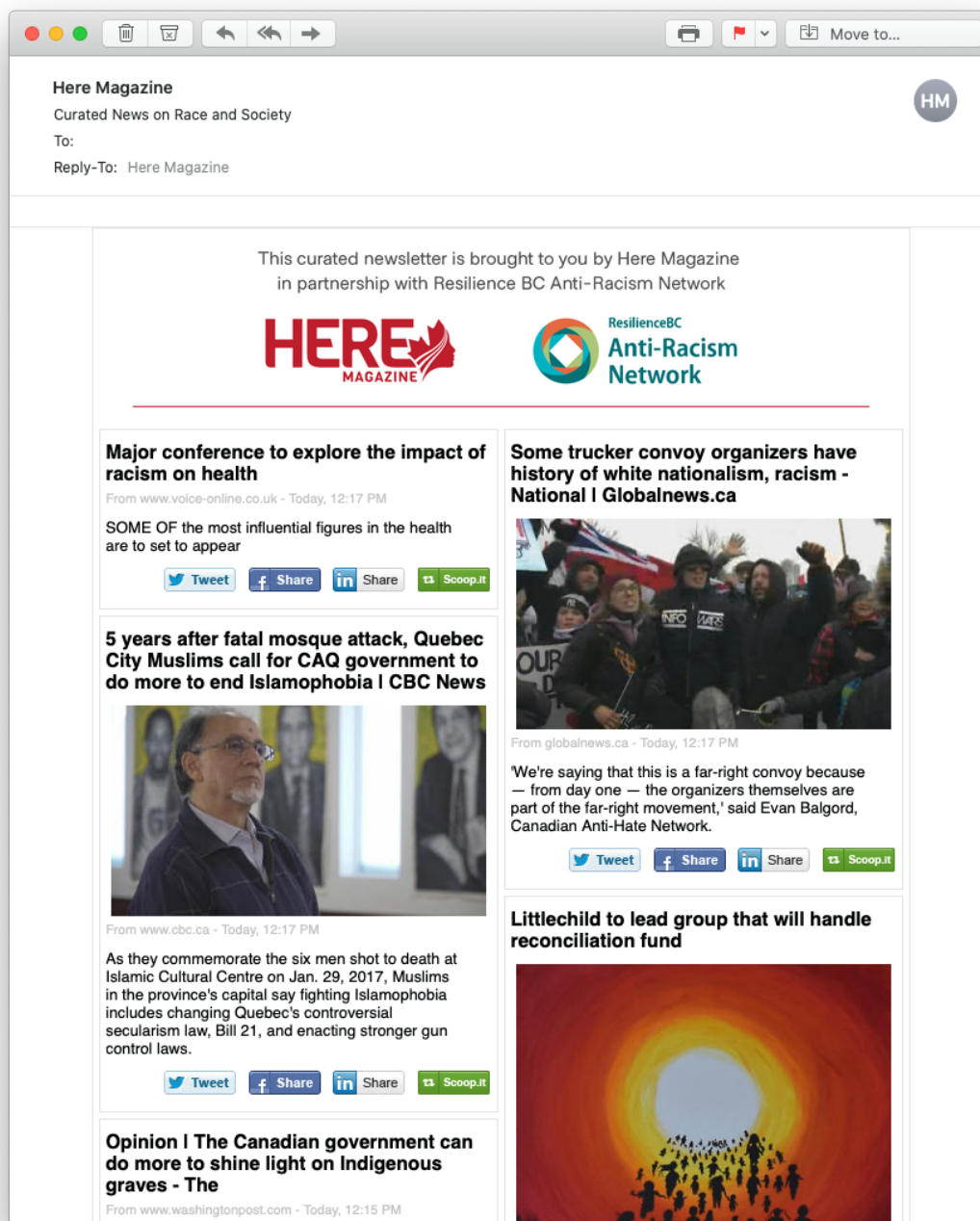
728x90



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

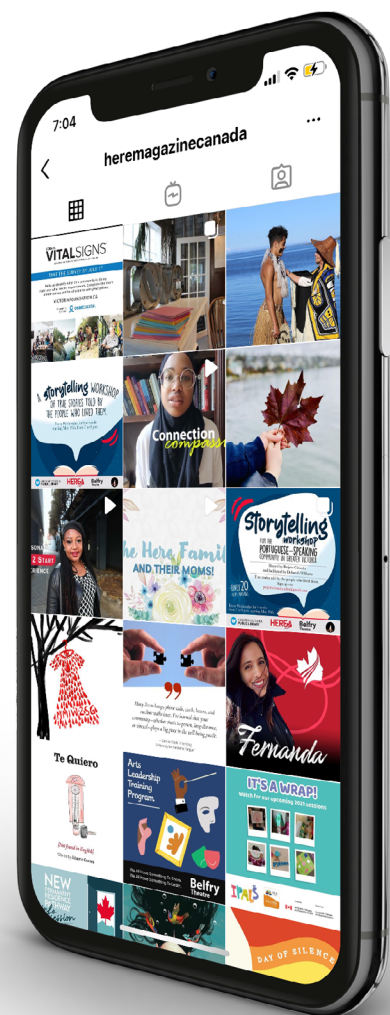
\$50 per hour

## 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



# EVENT CAMPAIGN SERVICES



- 🤖 Planning an event in Greater Victoria or online and want a full house? We have extensive experience with Event Campaigns!
- 🤖 Each event is unique and we can tailor your campaign for your needs. For example, your event may include many different events and require multiple assets and promotions or your event might just be one big event that you want to shout about from the rooftops!
- 🤖 Your campaign might be short and energetic or a long, slow burn to the big day.
- 🤖 You might want to manage your own social media or you might want us to take over for the campaign period.
- 🤖 You might want to add a poster campaign or a radio spot! You might want an old-school print campaign in a newspaper or magazine.
- 🤖 You might want photography or videography support to capture the special moments at your event.

**We can coordinate it all!**

# EVENT CAMPAIGN SERVICES



Example of an event campaign and possible assets and promotional activities:

“My Best Event”	
Campaign length	12 weeks
Single or multiple events	One event
In-person or virtual	In-person
Social Media and marketing channels	<input type="checkbox"/> LinkedIn <input type="checkbox"/> Facebook <input type="checkbox"/> X <input type="checkbox"/> Instagram <input type="checkbox"/> TikTok <input type="checkbox"/> Eventbrite or similar <input type="checkbox"/> Newsletter <input type="checkbox"/> Email
Assets	<input type="checkbox"/> Event logo and brand development <input type="checkbox"/> Original photography or videography content <input type="checkbox"/> Digital poster <input type="checkbox"/> Print poster <input type="checkbox"/> Digital email and newsletter card <input type="checkbox"/> Facebook Event Page banner (s) <input type="checkbox"/> Eventbrite banner <input type="checkbox"/> Social media visuals for all platforms <input type="checkbox"/> Newspaper or magazine print ad <input type="checkbox"/> Sandwich board sign <input type="checkbox"/> Hanging banner <input type="checkbox"/> Standing banner <input type="checkbox"/> Foam boards, table top or easel <input type="checkbox"/> Brochure or flyer <input type="checkbox"/> Designs for swag <input type="checkbox"/> Backdrop or media wall <input type="checkbox"/> Press Release



# EVENT CAMPAIGN SERVICES



“My Best Event”	
Social Media Posts	<input type="checkbox"/> 1-2 per week on 4 platforms or fewer <input type="checkbox"/> 2-3 per week on 4 platforms or fewer <input type="checkbox"/> 1-2 per week on more than 4 platforms <input type="checkbox"/> 2-3 per week on more than 4 platforms
Event Photography or Videography	<input type="checkbox"/> Photography, incl. 8 hours of curating and editing <input type="checkbox"/> Videography, incl. 8 hours of curating and editing <input type="checkbox"/> Post-event promotional video development
Other promotional activities	<input type="checkbox"/> Newspaper or magazine advertising* <input type="checkbox"/> Poster campaign* <input type="checkbox"/> Radio advertising and/or live radio at event* <input type="checkbox"/> Other digital advertising, e.g. airport screens at YYJ <input type="checkbox"/> Online calendars*, e.g. Tourism Victoria <input type="checkbox"/> Online media*, e.g. Victoria Buzz <input type="checkbox"/> Social media boosts <input type="checkbox"/> Swag* <input type="checkbox"/> Here Magazine channels**, e.g. website ad banners, newsletter, socials, WhatsApp

\*These are third-party services that we can coordinate. Deliverables at cost.

\*\*We will consider promoting your event on our own channels if the initiative is aligned with our mission and mandate and is of benefit to newcomers, immigrants, and Indigenous or BPOC-identifying members of the community.

**Note:**

We require 8 weeks notice before the expected start date of a new campaign

Registered not-for-profit and charitable organizations receive a 15% discount

# EVENT CAMPAIGN SERVICES



## Example 1

### An 8-week campaign for multiple events (e.g. a film festival) with:

- Campaign set-up (**5 hours** - schedule + comms pipeline + resource development)
- 2-3 socials posts/week on 4 platforms or fewer (**16 hours** - creative + copy + posting)
- Poster campaign (**5 hours** - creative + admin)
- Facebook Event page; (**2 hours** - creative + copy + post) x number of events
- Eventbrite page (**2 hours** - creative + copy + post) x number of events
- Event Photography (flat rate of \$1K) x number of events

**30 hours** @ \$50 = **\$1500** + [extra hours based on number of events]

+ Photography \$1000 = **\$2500** + [extra hours based on number of events]

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## Example 2

### A 12-week campaign for a single event (e.g. a workshop) with:

- Campaign set-up (**5 hours** - schedule + comms pipeline + resource development)
- 1-2 socials posts/week on 4 platforms or fewer (**16 hours** - creative + copy + posting)
- Facebook Event page; (**2 hours** - creative + copy + post)
- Eventbrite page (**4 hours** - creative + copy + post)
- Workbook design (**12 hours** - creative + print setup)

**39 hours** @ \$50 = **\$1950**

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## Example 3

### 3 x 4-week campaigns for an event series (e.g. community dialogues):

- Campaign set-up (**5 hours** - schedule + comms pipeline + resource development) x1
- 2-3 socials posts/week on 4 platforms or fewer (**8 hours** - creative + copy + posting) x3
- Facebook Event page; (**2 hours** - creative + copy + post) x3
- Eventbrite page (**2 hours** - creative + copy + post) x3
- Event Photography (flat rate of \$1K) x3

**41 hours** @ \$50 = **\$2050**

+ Photography \$3000 = **\$5050**



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