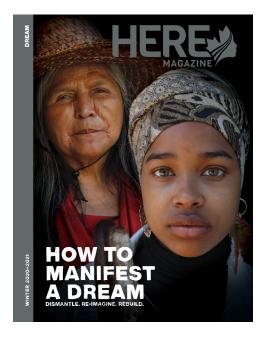
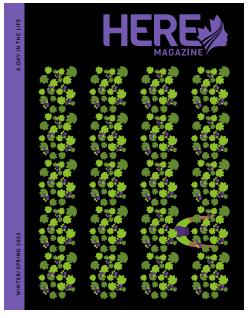
2025 MEDIA MT

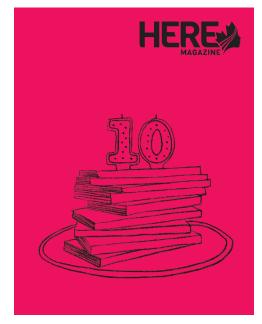


ABOUT









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.





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.**



Price list/Per issue

Cover - inside front, \$1000

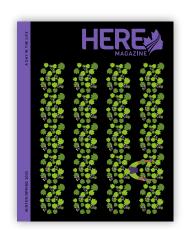
Cover - inside back, \$1000

Cover - outside back, \$1000

Spread - \$1500

Full page - \$750

*Digital advertising space included with print advertising space purchase.



Publication trim size: 7.5 x 9.65

In-house design and production services are available.

Design fees (if required), all ad sizes **\$125**4x placement subtract 20%

Non-profit organization subtract 15%

PUBLICATION SIZE



Preferred digital format: PDF

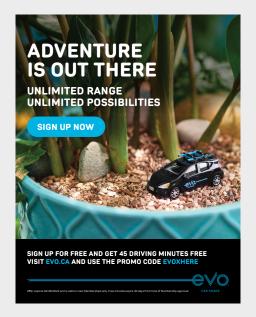
Edit and save your file in CMYK

Bleeds: 1/4" on each side

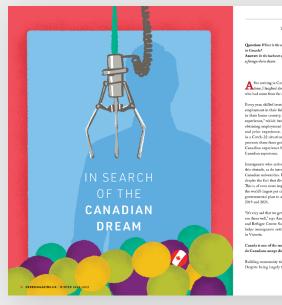
(Extend your background to fill the full "bleed area"- it'll make sure you don't end up with white edges when your ad is trimmed).

Just a photograph?

Save as a high-resolution JPG



Page 7.5" x 9.65"



CANADA DREAMIN

Words by Chandrima Mazumdar

Illustrations by Salchipulpo

Question: Where is the safest place to have a heart attack in Canada? Answer: In the backseat of a cab—because the driver is likely

After arriving in Canada, I heard this joke often, and at t time, I laughed about this strange reality for immigrar

Every year, skilled immigrants arriving in Canada fall to ge employment in their field of expertise desple being saufflici in their home country. Employers cite a lack of "Canadiar experience," which become a barrier for new immigrant obtaining employment commensurate with their education and prior experience. Immigrants of them find themselve in a Cardo-22 situation: Their lack of Canadian experience prevents them from getting a job, and they condince to be de-Canadian experience because they card get a job without

Immigrants who arrive as permanent residents encous his obstack, as do international anteners who graduate for Canadian universities. Provige experience is often devalue despite the first that deversity is proven to boost products: This is of even more importance in Canada, which has one the world's largest per capits immigration rates and a system povernmental, plan to admix a million immigrants betwee 2019 and 2019.

"It's very sad that we get all these talented people and we do use them well," says Amarjit Bhalla of the Victoria Immigra and Refugee Centre Society (VIRCS), an organization th helps immigrants settle down and build community tila. Victoria.

Canada is one of the most diverse countries in the world, but do Canadians accept diversity?

Building community ties is a struggle for many immigrant Despite being largely friendly, Canadian social circles a or easy to break into. The Lack of social acceptance leads minigrants to become socially insular, which emerges sliques and neighbourhoods that consist overwhelmingly of redife rationalities. Out of a natural desire to feel connected at ski, immigrants seek out browing near those who obsererir cultural background, those who do not find their cultural ractices alien no object to the weall of brite cooking.

This further perpetuate the cycle of non-scotlaration, but a place of the perpetuate that the checked, but imported children does inconsequent in their checked, but imported that the checked of the che

The acciditation process is further deliqued when many called intelligents and working in minimum or low-puring job that don't reflect their prometti. This process the stress than forestend distillations. Divinsing prior superman is equidated to randog out by, and suggests that many called the stress of the s

Spread 15" x 9.65"

DIGITAL PACKAGE



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



300x250



728x90

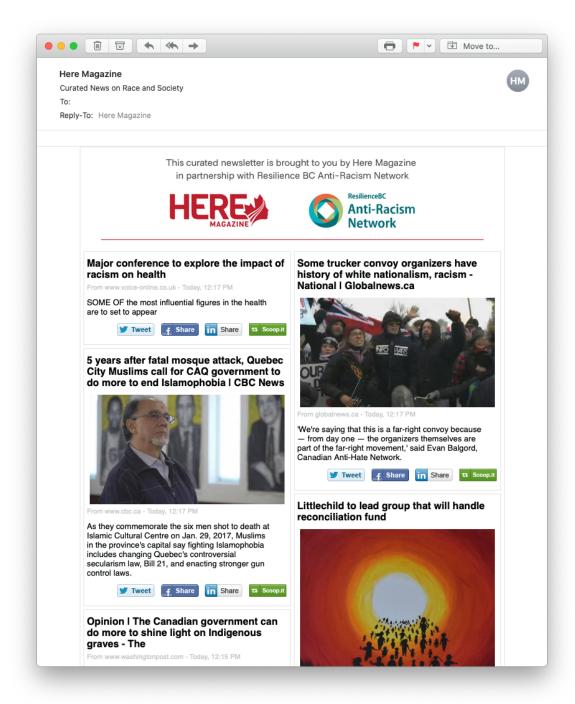


970x250

NEWSLETTER



Newsletter Sponsorship \$500/6 months



SOCIAL



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





- 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!
- Fig. 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!



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	 □ LinkedIn □ Facebook □ X □ Instagram □ TikTok □ Eventbrite or similar □ Newsletter □ Email
Assets	 □ Event logo and brand development □ Original photography or videography content □ Digital poster □ Print poster □ Digital email and newsletter card □ Facebook Event Page banner (s) □ Eventbrite banner □ Social media visuals for all platforms □ Newspaper or magazine print ad □ Sandwich board sign □ Hanging banner □ Standing banner □ Foam boards, table top or easel □ Brochure or flyer □ Designs for swag □ Backdrop or media wall □ Press Release



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

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

^{*}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.



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]

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**

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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