

2026 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

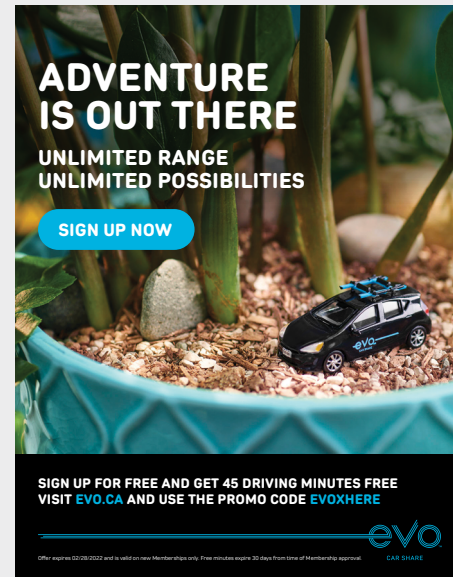
Edit and save your file in CMYK

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



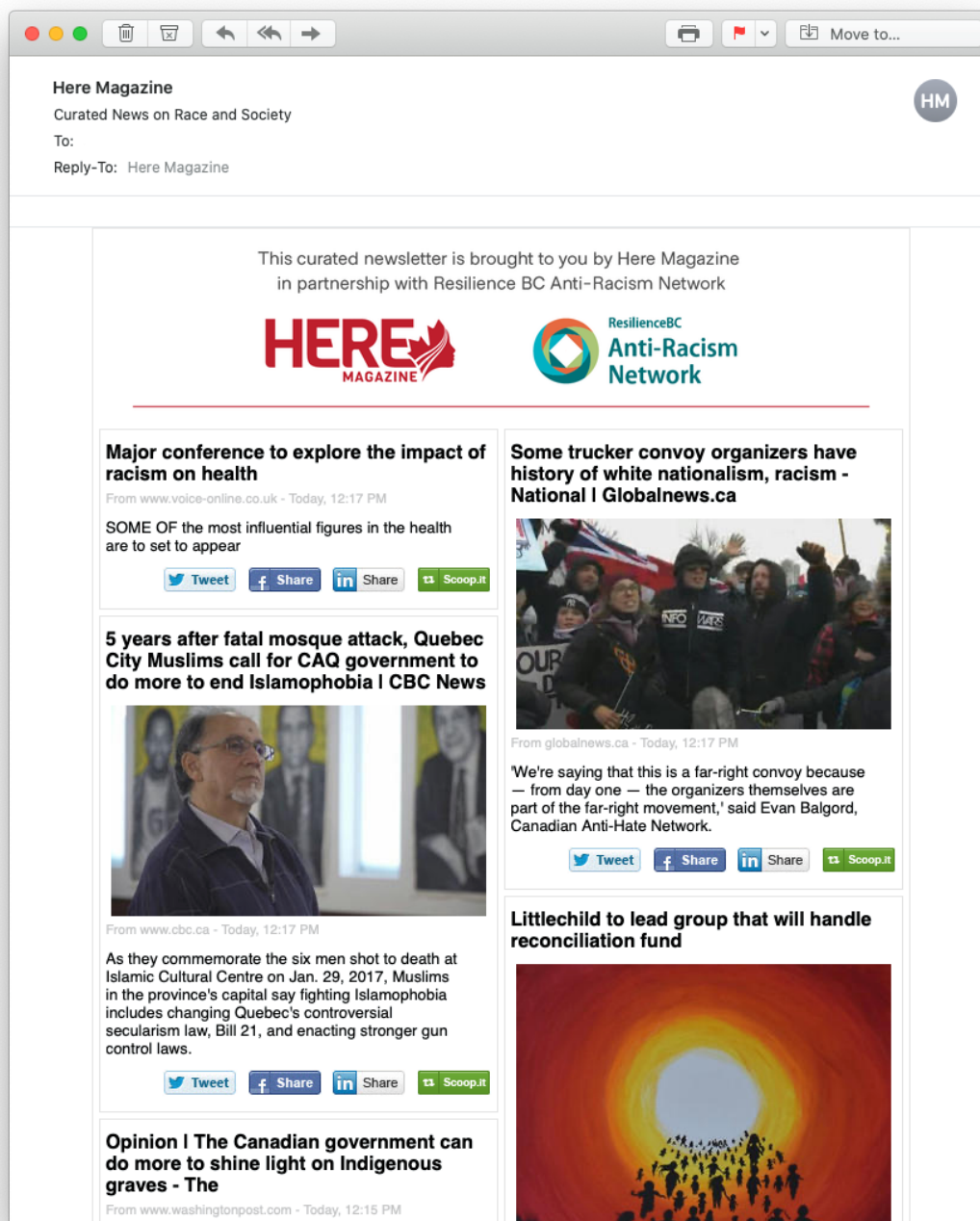
728x90



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

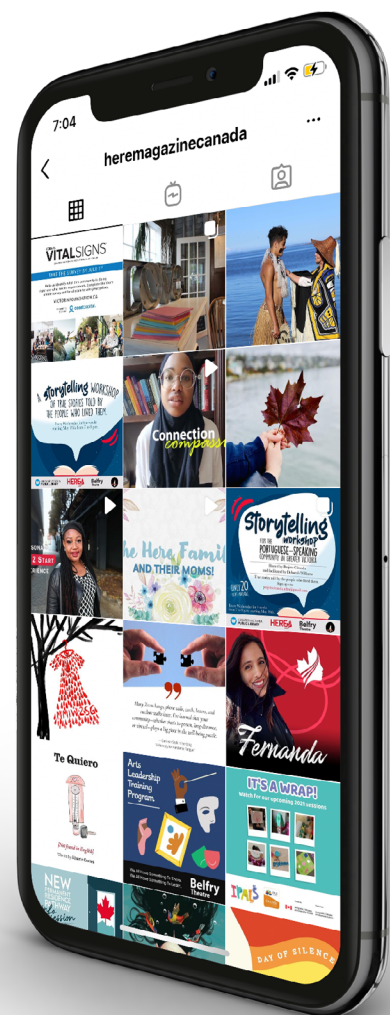
\$50 per hour

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



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	☐ 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

EVENT CAMPAIGN SERVICES



“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

*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]

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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