





BCBusiness magazine is your place to connect with the province's business community. In our pages, you'll find a diverse array of stories on everything from the biggest issues of the day to the personal trials, tribulations and successes of entrepreneurs. I firmly believe there is something for everyone under our banner and we go to great lengths to highlight the different people and companies that makes this province tick.

NATHAN CADDELL
EDITOR-IN-CHIEF



QUICK FACTS



READERS
PER COPY
4



TOTAL
READERSHIP
120,000



TOTAL
DISTRIBUTION
30,000

FOUNDED IN
1972

8 ISSUES
PER YEAR

EVERYTHING WE DO AT YOUR FINGERTIPS

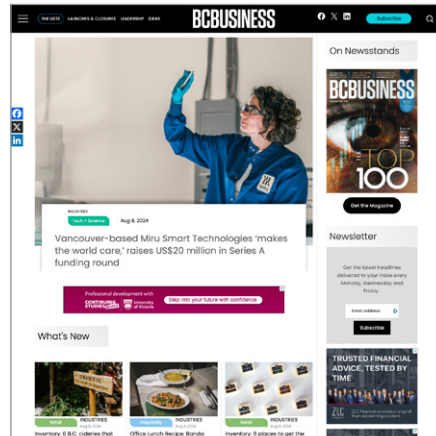
Stay updated on what's happening in the province by following us across print, digital, eNewsletter and social media.

MAGAZINE



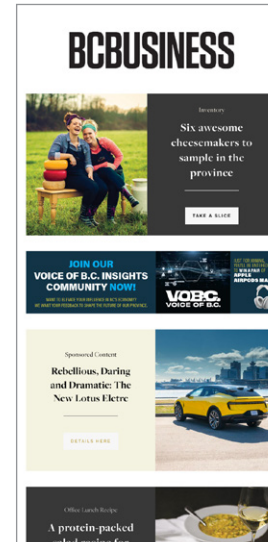
120,000 Readers

DIGITAL



86,600+ Page Views/Month
58,000+ Users/Month

NEWSLETTERS



5,300+ Opt-in Subscribers

SPONSORED REPORTS (PRINT + DIGITAL)



SOCIAL MEDIA

3,600+ Followers

4,000+ Followers

17,000+ Followers

Engage with *BCBusiness* however you like—and that goes double for our editorial team.
Throw us an email or a comment on social media to keep the conversation going.

CONNECTING THE BUSINESS COMMUNITY ACROSS BC

Our magazines are prominently displayed on newsstands and delivered straight to the doorsteps of the top CEOs, managers and business minds across the province. Thousands of organizations in B.C.—from the biggest companies to the mom-and-pop pizza shops—have copies of *BCBusiness* on their tables. That's because we take the time to tell the stories that every kind of reader, from all corners of the province, will resonate with.

QUICK FACTS



TOTAL DISTRIBUTION
30,000



TOTAL READERSHIP
120,000



READERS PER COPY
4

DISTRIBUTION

Targeted
Distribution

Helijet
terminals in
Vancouver and
Victoria

Paid
subscribers

Chambers of
Commerce
in B.C.

Newsstands

BC
Restaurant
and Food
Services
Association
members

Community
Engagement
Events

Various
business and
charity events
in B.C.



Over 50 years ago, Peter Legge bought *BCBusiness* magazine from Jimmy Pattison. In 2023, Legge sold parent company Canada Wide Media to Alive Publishing Group and handed the CEO reins to Ryan Benn, starting a new era for the magazine. Under Benn, *BCBusiness* will still focus on everything that helped it thrive for more than half a century, but those efforts will be even more amplified. We're excited to show you the wonders our province's business community has to give.

1

SIGNATURE EVENTS

Year after year, *BCBusiness* magazine hosts a unique and exclusive selection of events.

2

BEYOND PRINT

BCBusiness magazine extends beyond the page, engaging with the province by partnering in community events such as philanthropic galas, awards nights and speaker series with some of the biggest names in business.

3

CUSTOM MARKETING PACKAGES

Launching a product? Celebrating a milestone? Setting brand objectives? *BCBusiness* magazine can create a custom marketing campaign for your next big move.

CONTACT US >

INQUIRE TODAY FOR
TAILORED PACKAGES



WOMEN OF THE YEAR

Highlighting the exceptional women leading our province forward.

200 VIP ATTENDEES

WHO JOINS?

An exclusive list of those who want to interact with the women making a profound impact in B.C.

HIGHLIGHTS

Networking opportunities and the chance to hear from some of the most powerful and influential women in business.



JANUARY/FEBRUARY

THE REAL ESTATE ISSUE

Whatever you think about real estate investors, it's no secret that they provide the housing market with coveted capital. In the last few years, they've been disappearing in a tougher housing landscape and an economic downturn. That's one of the factors that's hindering development and, in turn, bringing less units to market for rent. We look to see if those trends are set to continue.

ECONOMIC OUTLOOK

Did the long-rumoured recession already happen? We take stock of a challenging year that was for the B.C. economy and look ahead to see what we might be headed for in 2025. We'll also identify 10 B.C. public companies that could be interesting plays for anyone hoping to strike local gold in the stock market.

SPECIAL FEATURE

Make A Difference



MARCH

30 UNDER 30

Our 12th annual 30 Under 30 competition continues our long-standing tradition of highlighting the best and brightest that the province has to offer. From high-powered executives to outstanding entrepreneurs, the graduates of our 30 Under 30 program have gone on to change the country and the world across industries, including fashion, science, art, construction and many more.

EDUCATION

We profile the newest programs in science, tech and business across the province's post-secondary institutions and highlight how they're helping BCers both start and advance their careers.



APRIL/MAY

MOST RESILIENT CITIES

Our annual ranking of the best cities for work in B.C. is back. Vancouver Island has had an iron grasp on the top few spots over the last couple of years. Can the Interior, the North or the Lower Mainland get back in the winners' circle?

PLUS

We go for a deep dive into Nanaimo as the city launches a brand refresh behind the slogan "Nanaimo Normal." Find out how the harbour city is moving its economy and its image forward.

TECH TALKS

B.C.'s tech industry has had a rough go of late. Is it ready to bounce back? We look into how local tech companies are finding success in sectors from transportation to interior design and more.

COLUMNS



BUSINESS CLIMATE

The climate crisis affects everything we do. We dive into how it's impacting companies and industries in ways you might not expect.



THE CONVERSATION

We sit down with a notable business leader in the province and pick their brain in a wide-ranging discussion about their work and life.



SMALL TOWN SUCCESS

We profile a different business making waves in one of B.C.'s smaller communities—expect everything from a kombucha producer to a lumber company.



JUNE

WOMEN OF THE YEAR

The sixth annual Women of the Year awards honours some of B.C.'s most inspiring and accomplished women across industries and in categories like Leader, Community Builder and Rising Star. Always one of our most anticipated issues, we can't wait to celebrate the women lifting the province up once again.

TOURISM SNAPSHOT

We check in on B.C.'s tourism industry as we head into another busy summer. What changes are afoot and how are businesses being affected? We also ask how entrepreneurs can best pivot and position their companies to keep up with trends in the sector.

SPECIAL FEATURE

Local Getaways



JULY/AUGUST

THE TOP 100

Our Top 100 issue is back as we rank the biggest companies in B.C. by revenue. Last year was yet another at the top for Telus, which was able to maintain the number spot despite a precipitous drop in revenue. Can a contender unseat it this year? We'll also have our usual companion piece with the ranking, which details the year that was for the B.C. economy.

PLUS THE TOP 100 AWARDS

For the first time, we're doling out the Top 100 Awards to companies and executives on the list. We'll give out honours for the biggest revenue gainer, rookie of the year and B.C.'s top executive.

GREENER PASTURES

B.C.'s forestry industry has been under siege lately due to a number of different factors. Is the sector set to rebound soon?



SEPTEMBER

LEADERSHIP

As so many leaders across the province know and demonstrate on a regular basis, doing good is good business. We'll profile a handful of companies and organizations that are putting their money where their mouths are when it comes to environmental and social issues.

SPORTS REPORT

We'll take the pulse on how some of the province's sports organizations are faring, including a check-in on the inaugural season of B.C.'s first professional women's soccer team.

SPECIAL FEATURE

Create A Legacy

COLUMNS



LAND VALUES

Veteran Vancouver writer Frances Bula investigates the always intriguing B.C. real estate market and dives into hot-button topics like shadows, cornerstores and development branding.



GO FIGURE

A statistical breakdown of a different industry and how it impacts our economy, from Halloween and watersports to mining and electric vehicles.



WEEKEND WARRIOR

We delve into how B.C. entrepreneurs and executive spend their out-of-office hours. Those activities include everything from hiking and biking to beekeeping.



OCTOBER

SMALL BUSINESS

We profile BIAs across the province to get a sense of the challenges small businesses are facing right now and what approaches the associations are using to promote their districts.

GIG MOVES

We take stock of a rising trend in the way we work: the gig economy. Going freelance has helped some BCers both embrace their passions and increase their earnings. We speak to many of them about why they made the change.

BREWING TROUBLE

B.C.'s breweries have always operated on thin margins. We profile some breweries in the province to find out how they've kept the taps on in an unforgiving industry.

SPECIAL FEATURES

- Undergrad
- Invest in BC in Partnership with BCEDA



NOVEMBER/DECEMBER

ENTREPRENEUR OF THE YEAR

It's the 31st edition of BCBusiness's Entrepreneur of the Year issue. One of our longest-running traditions continues with features on EY's Pacific Region Entrepreneur of the Year winners and finalists. Previous honourees include some of the most prolific BCers the province's business community has ever seen, and we know that tradition will continue once more as we pay tribute to the best of the best.

CAMERA CALLS

We put the spotlight on B.C.'s film industry. With other jurisdictions in Canada becoming more competitive in terms of filming locations, we look at where B.C. is and whether we can still claim that coveted "Hollywood North" designation.

SPECIAL FEATURES

- Independent Schools
- Education for Professionals
- Local Getaways

COLUMNS



INVENTORY

Want to know the people behind the tastiest chocolate in B.C.? How about the best shoemakers in town? We go industry by industry to find local goods.



SOCIAL CUES

How a brand presents itself on social media plays a huge role in the company's overall image. Each issue, we profile one business that's making waves online.



MY WORST DAY EVER

We hear from a different B.C. business pro on their worst day ever, and the lessons they learned from it.

NON BLEED ADS

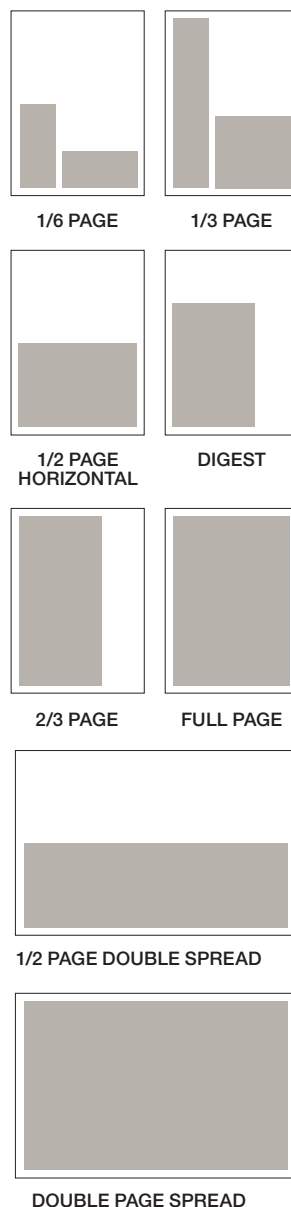
AD SIZES (inches) width by height	NON-BLEED SIZE
Full Page	7.125 x 10
2/3 Page Vertical	4.6 x 10
Digest	4.75 x 7.5
1/2 Page Horizontal	7.125 x 4.9
1/3 Page Vertical	2.3 x 10
1/3 Page Square	4.6 x 4.9
1/6 Page Vertical	2.2 x 4.9
1/6 Page Horizontal	4.6 x 2.35
Double Page Spread	15 x 10
1/2 Double Page Spread	15 x 4.9

BLEED ADS*

AD SIZES (inches) width by height	TRIM SIZE Please add minimum 1/8" beyond trim size on all sides to allow for bleed	BLEED SIZE For guaranteed type safety, all critical live material must be contained within live area.
Full Page	7.875 x 10.75	8.125 x 11
2/3 Page Vertical	4.85 x 10.75	5.1 x 11
Digest	—	—
1/2 Page Horizontal	7.875 x 5.275	8.125 x 5.525
1/3 Page Vertical	—	—
1/3 Page Square	—	—
1/6 Page Vertical	—	—
1/6 Page Horizontal	—	—
Double Page Spread	15.75 x 10.75	16 x 11
1/2 Double Page Spread	15.75 x 5.275	16 x 5.525

**BLEED SIZE: Please keep non-bleeding content within the live area of 0.375" from trim size, all around.

AD SIZES



WE ACCEPT

- **PDF FILES** (PDFX1/a files are preferred)*
- **NATIVE FILES** created in Photoshop, Illustrator, InDesign, EPS, TIFF, JPG
- * Only finished ads to our exact size specifications can be submitted as a PDF. If ad production is required, logos and images must be supplied in one of the formats listed above

WE DO NOT ACCEPT

- Native files created in Corel Draw, Quark Xpress, Microsoft Office (i.e. Word or Publisher)

FILE SUBMISSION

Please submit files via email.

- Send emails to ads@canadawide.com; include **name of ad, publication and issue date**

PROOFS

Colour matching cannot be guaranteed unless a professionally calibrated, industry standard colour match proof is provided

RULES FOR ACCURATE OUTPUT

BELOW ARE GUIDELINES FOR PRODUCING THE BEST FILE POSSIBLE:

- **DIMENSIONS:** Please refer to our ad sizes (above) and supply ads at exact sizes
- **COLOUR:** All files should be created and supplied in CMYK. RGB, Spot Colour and files with ICC profiles will be automatically converted on intake and some colour shift may occur
- **RESOLUTION:** Images must be a minimum 300 ppi when placed at 100% in ad
- **CROP MARKS:** Must be offset a minimum of p9 or 0.125" from trim edge. Registration marks are not required
- **FORMATS:** All fonts must be converted to outlines in the native file to ensure accuracy.
- **BLEEDS:** Minimum 0.125" bleed required beyond trim marks. Ensure that bleeds are included in settings for PDF creation
- **TRAPPING:** Do not supply trapped files (trapping is handled in prepress to our printer's specifications)
- **BORDER:** Please include a border on all fractional ads; minimum 0.3pt

2025 DATES

ISSUE	HARD CLOSE	AD MATERIAL DUE	DELIVERY WEEK
January/February	November 6, 2024	November 20, 2024	December 20, 2024
March	January 2, 2025	January 15, 2025	February 14, 2025
April/May	January 29, 2025	February 11, 2025	March 14, 2025
June	March 25, 2025	April 7, 2025	May 9, 2025
July/August	April 23, 2025	May 6, 2025	June 13, 2025
September	June 25, 2025	July 9, 2025	August 12, 2025
October	July 30, 2025	August 13, 2025	September 19, 2025
November/December	August 27, 2025	September 9, 2025	October 27, 2025

*EXTENSIONS MAY BE AVAILABLE ON REQUEST





PHOTO: TANYA GOEHRING




BCBUSINESS.CA DIGITAL

Innovative custom multi-platform programs for brands that drive impactful results.

FAST FACTS



-  Average pageviews per month: **86,600+**
- Average unique pageviews per month: **58,800+**
-  Newsletter subscribers: **5,300+**
- Average Open Rate: **35.2%**

REFERRAL SOURCE

-  Social **8.5%**
-  Direct **52%**
-  Search **36.6%**

AUDIENCE

Primary Age Group **25-54**

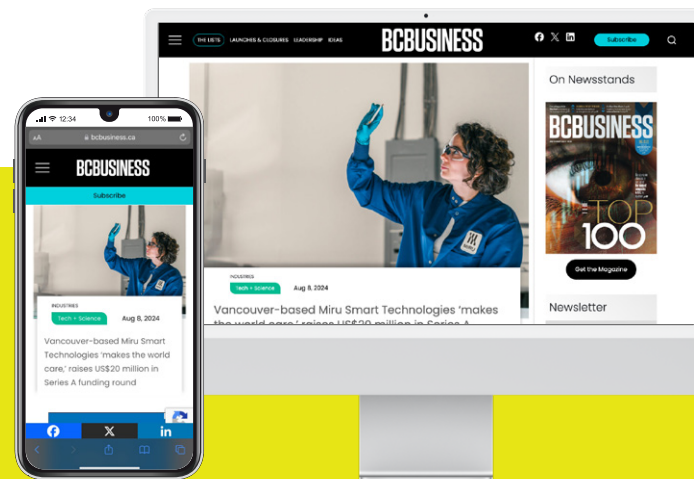
-  **50.7%** Male
-  **49.3%** Female

TOP CITIES

- Vancouver
- Toronto
- Surrey
- Burnaby
- Kelowna

INTERESTS

- News + Politics
- Banking + Finance
- Travel
- Local News
- Business News



BANNER ADVERTISING

ROTATING DISPLAY ADS

LEADERBOARD: 728w x 90h pixels

BIG BOX: 300w x 250h pixels

HALF PAGE: 300w x 600h pixels

WEBSITE STANDARD RATES*(NET):

Run of Site Digital Ad Impressions: \$25 CPM

Run of Network: Ask your account manager

OTHER OPTIONS

- 1 SECTION TAKEOVER:** \$1,500 per day
- 2 CATEGORY TAKEOVER:** \$750 per day
- 3 PAGE TETHER:** \$35 CPM
- 4 GEO-TARGETING:** \$30 CPM

1 NEWSLETTER

BCBusiness opt-in subscriber list: **5,300+**

AVERAGE OPEN RATE: 35.2%

RATES (NET)

WEEKLY RATE: \$495

(Includes an ad Monday, Wednesday and Friday)

AD SIZE

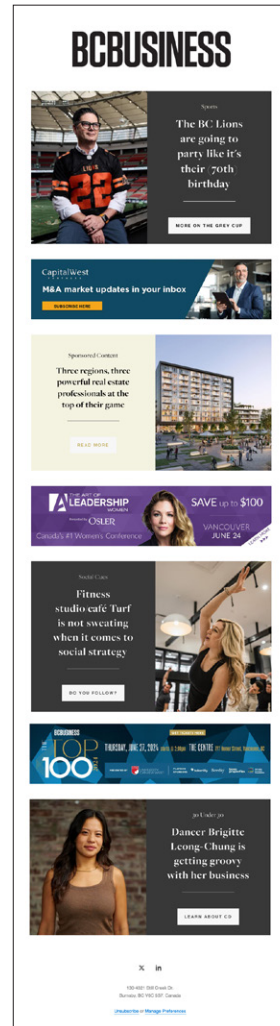
HORIZONTAL BANNERS:

1200w x 800h pixels

SPECIFICATIONS

FORMATS: GIF, PNG or JPG
(If submitting an animated GIF, please note that readers using Microsoft Outlook 2007 and later shows only the first frame of the series in a GIF file)

FILE MAX. SIZE: 60KB.
Provide URL link



HORIZONTAL BANNER

2 DEDICATED EBLAST

Send a custom eBlast to the BCBusiness opt-in subscriber list: **5,300+**

AVERAGE OPEN RATE: 35.1%

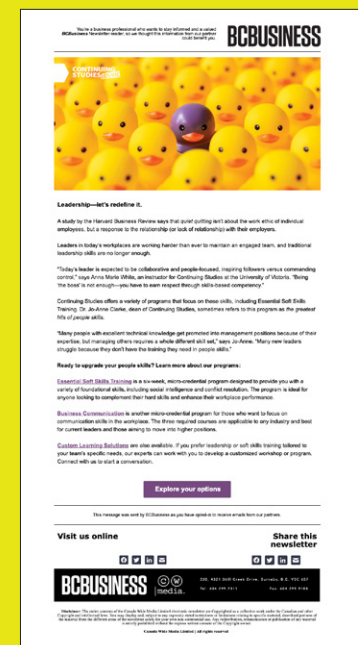
AVERAGE CLICK-THROUGH OPEN RATE: 4.3%

RATES (NET):

ONE EBLAST: \$1,250

AD SIZES:

HORIZONTAL BANNERS: 1200 x 800



*All rates are in CDN dollars (taxes not included).
Rates are for space only. Production not included.

SUPPLIED SOCIAL MEDIA MESSAGE

 3,600+ Followers

 4,000+ Followers

 17,000+ Followers

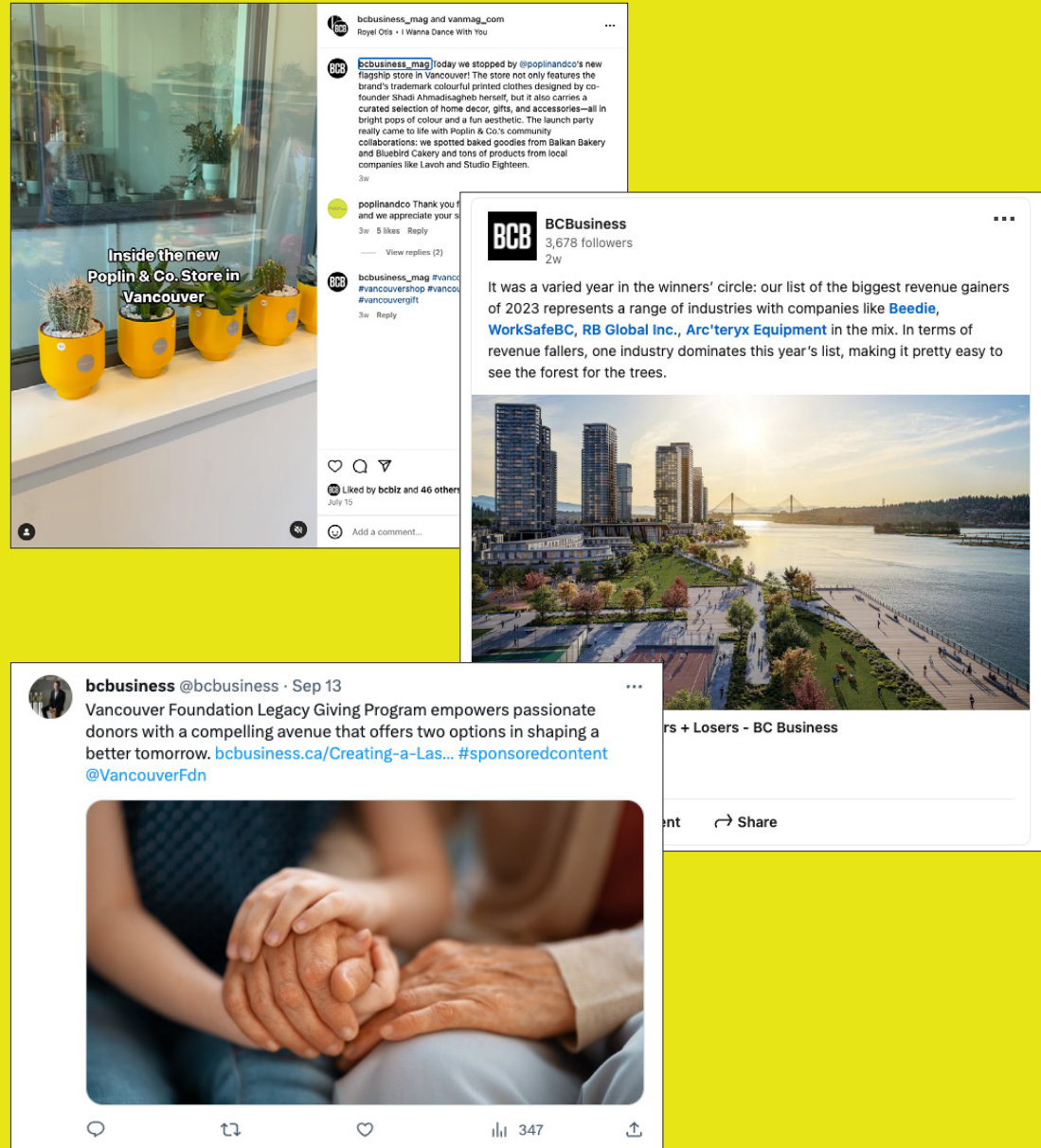
RATES (NET)

LINKEDIN, FACEBOOK & INSTAGRAM
PACKAGE: \$1,885

CUSTOM INSTAGRAM AND FACEBOOK REEL:

\$1,800 (Includes 1 edit)




*All rates are in CDN dollars (taxes not included).
Rates are for space only. Production not included



SPONSORED CONTENT PACKAGE WITH BCBUSINESS

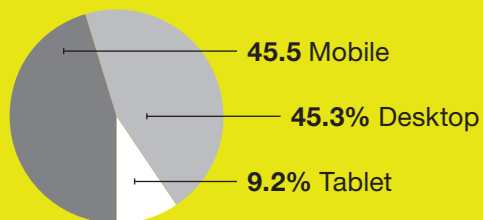
Our sponsored content packages are an effective and inexpensive way to promote your brand as the industry leader, feature your expert team members, and highlight your company's history, achievements, products and expertise.

BCBUSINESS FAST FACTS

-  Distribution: **30,000** | Readership: **120,000**
-  Average household income: **\$100,000+**
-  Newsletter subscribers: **5,300+**, Open Rate: **35.2%**

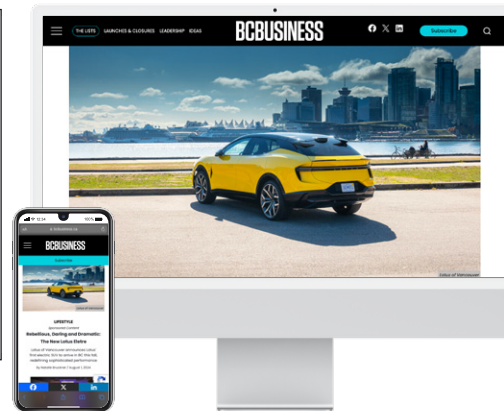
AUDIENCE

-  Average unique pageviews per month: **86,600+**
- Primary Age Group **25-54**
-  **50.7%** Male
-  **49.3%** Female



WHAT'S INCLUDED?

- 1 400 word article
- 2 A professional writer to develop the message and write it for you
- 3 Design of sponsored content for print
- 4 Placement in-stream with editorial on BCBusiness.ca
- 5 Promotion via Newsletter display ad and social media channels
- 6 Article lives on the site in the most relevant vertical forever
- 7 Detailed summary report of key metrics



KEY BENEFITS

- Add credibility to your brand by associating with our long-term prestige and high-quality reputation
- Complements existing SEO and Google AdWords/PPC efforts
- ROI is easy to calculate and evaluate campaign performance

VALUE ADD-ONS

- Newsletter display ads (one week)
- Dedicated eNewsletter blast (takeover)
- Site display ads, CPM
- Product giveaway contest
- Syndication of article on sister brand

PRINT + DIGITAL
\$7,875




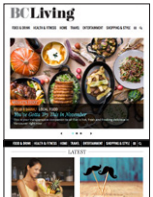

DIGITAL ONLY
\$4,500

**UPGRADE TO 900 WORDS AND A
DOUBLE PAGE SPREAD \$14,500**

CONTACT US >

**QUESTIONS?
CUSTOM BUNDLES?**
Ask your Account Manager!

ADVERTISE WITH OUR OTHER IN-HOUSE PUBLICATIONS

MAGAZINE	EDITORIAL FOCUS	FREQUENCY	DISTRIBUTION	AGE	GENDER	PRINT	MONTHLY DIGITAL PAGEVIEWS	
VANCOUVER MAGAZINE + VANMAG.COM	Insightful, informative coverage of the issues, the people, the places and the events that shape Vancouver	7	B.C.	24-54	55.1% Female 44.9% Male	25,000	183,300+	
WESTERN LIVING + WESTERNLIVING.CA	Informs and entertains a sophisticated and engaged urban reader on home design, décor, food, wine and travel	6	B.C.	25-54	62.4% Female 37.6% Male	32,500	55,000+	
AWARD	Serving the needs of Canadian architects, interior designers, builders, general contractors, consulting engineers and landscape architects.	4	National across Canada	40-54	Male	10,000	-	
BCLIVING.CA	The BCLiving brand helps you to live life in B.C. to the fullest.	Daily	B.C. and beyond	35-54	Female	-	31,000+	
TV WEEK	A guide to what to watch each week.	52	Lower Mainland, Vancouver Island and the Sunshine Coast	50+	50/50	13,100+	-	

HEAD OFFICE

CANADA WIDE MEDIA LTD.
130, 4321 Still Creek Drive,
Burnaby, BC V5C 6S7

SALES INQUIRIES

E sales@canadawide.com

P 604-299-7311

PHOTO: LILLIE LOUISE MAJOR

