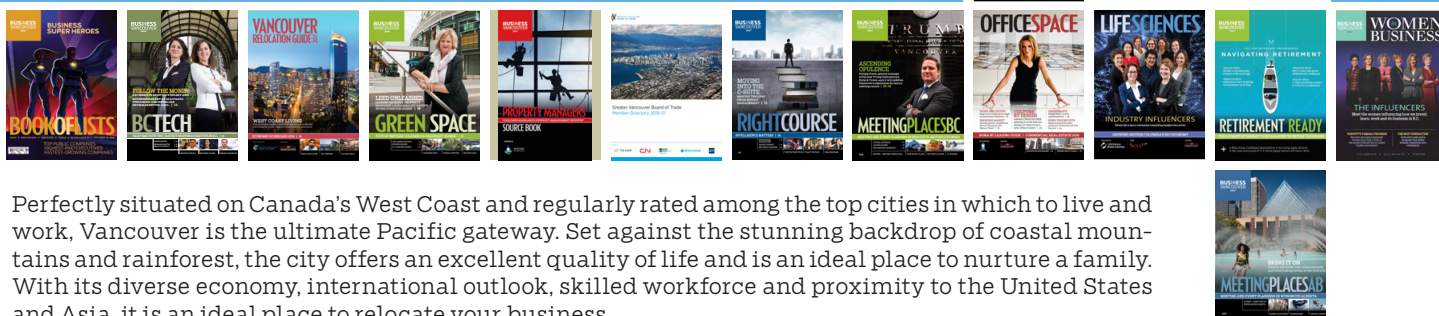


2018  
RATES  
& DATA

Reasons to move to Vancouver, British Columbia and essential advice on how to make it happen for you, your family and your business.



## THE OFFICIAL RELOCATION GUIDE OF THE GREATER VANCOUVER BOARD OF TRADE



Perfectly situated on Canada's West Coast and regularly rated among the top cities in which to live and work, Vancouver is the ultimate Pacific gateway. Set against the stunning backdrop of coastal mountains and rainforest, the city offers an excellent quality of life and is an ideal place to nurture a family. With its diverse economy, international outlook, skilled workforce and proximity to the United States and Asia, it is an ideal place to relocate your business.

**BUSINESS  
VANCOUVER**  
magazines



# VANCOUVER RELOCATION GUIDE 2018

## THE OFFICIAL RELOCATION GUIDE OF THE GREATER VANCOUVER BOARD OF TRADE



### To help you with your move

*Vancouver Relocation Guide* magazine is the leading source of relocation information for corporations, families and individuals moving to the Metro Vancouver area.

The magazine also provides a list of business associations, educational institutions (for your family) and relocation services.

#### PRINT AND ONLINE BENEFITS TO ADVERTISERS

Your ad will benefit from additional exposure in the digital replica edition of *The Vancouver Relocation Guide*. Website addresses appearing in ads will be hyperlinked to allow readers quick access to your site.



### DISTRIBUTION

- 12,500 copies will be printed for distribution in December 2017
- Paid subscribers of *Business in Vancouver* newspaper
- Board of Trade Corporate Members
- Selected boards of trade across North America
- Selected World Trade Centers
- Site selection firms in North America
- B.C. trade offices and Canadian consulates in the United States, North America, China, Japan, South Korea, India, United Kingdom and Germany
- Lower Mainland recruitment consultants
- Lower Mainland real estate association members
- Global trade/investment offices
- Asia Pacific Business Centre in Vancouver
- Offices of the Premier of British Columbia
- Offices of the Mayor of Vancouver
- BC Technology Industry Association (BCTIA) members
- City and district offices across the Lower Mainland
- YVR Vancouver Airport
- Tourism Vancouver

### OVERVIEW

#### TARGET AUDIENCE

- Business leaders, managers and influencers
- Educated young professionals
- Innovators and entrepreneurs

#### COMPELLING EDITORIAL

*Vancouver Relocation Guide* provides compelling stories of who has made the move to Vancouver

#### DIRECTORY OF SERVICE SUPPLIERS: IN PRINT AND ONLINE

The directory includes service providers who can help individuals and their families move and settle successfully in Vancouver. This directory is available in the printed guide and online at the *Business in Vancouver* website ([www.biv.com/publications](http://www.biv.com/publications) or [www.boardoftrade.com](http://www.boardoftrade.com)).

The directory includes companies specializing in the following services: realty, moving, insurance, legal advice, recruitment, education, accounting, temporary accommodation, rental (home and auto) and many others.

For more information call Marie Pearsall  
Tel: 604-608-5158 | TF: 1-800-208-2011 | [mpearsall@biv.com](mailto:mpearsall@biv.com)



303 West 5th Avenue,  
Vancouver, B.C. V5Y 1J6  
Telephone: (604) 688-2398  
Fax: (604) 688-6058



# VANCOUVER RELOCATION GUIDE 2018

ADVERTISING CLOSE DATE:  
MATERIAL DUE:  
PUBLICATION DATE:  
DISTRIBUTION:

NOVEMBER 6, 2017  
NOVEMBER 8, 2017  
DECEMBER 2017  
12,500 COPIES

## DISPLAY RATES

Size	4 colour	Spot colour	Black & White
Double Page Spread	\$8,190	\$7,100	\$6,575
Full Page	4,480	3,930	3,705
2/3 Page	3,700	3,140	2,915
1/2 Page	3,480	2,860	2,580
1/3 Page	2,750	2,190	1,965
1/4 Page	2,240	1,660	1,345
1/6 Page	1,850	1,430	1,235

- Custom spot colour matched in process
- For guaranteed positions other than listed below, add 10%
- All rates are net and in Canadian dollars
- Rates do not include gst

### Production notes

- Production charges are included in the rates above for *basic prep work*.
- For ads requiring basic layout, the customer *must* provide:  
1. a mock-up 2. logo 3. image (photo) if required and 4. text.
- Revisions will be limited to 2 proofs at no charge after which time, an hourly rate or portion of will apply.
- Charges will apply to extensive design and/or multiple revisions.

## SPECIAL POSITIONS

- Cover space is available on a first-come, first served basis.
- All special positions are four-colour and non-cancelable.

Outside Back Cover	\$6,170
Inside Front or Back Cover	5,500
Premium	5,015

## GROUP BUY OPPORTUNITIES

Book 2 or more ads within 12 months and receive the following discount off each publication:

- 2 magazines: 15% discount
- 3 or more magazines: 20% discount

## SPONSORSHIP OPPORTUNITIES

Call today for more information.

THE OFFICIAL RELOCATION GUIDE  
OF THE GREATER VANCOUVER  
BOARD OF TRADE



## MECHANICAL REQUIREMENTS

Size <small>Not all sizes available in every publication</small>	WIDTH (inches)	HEIGHT (inches)
Full-page bleed	8 1/8 + 1/4 bleed	10 3/4 + 1/4 bleed
Full-page non-bleed/type area	7 1/8	9 3/4
2/3 Horizontal	7 1/8	6 5/16
2/3 Vertical	4 11/16	9 9/16
1/2 Horizontal	7 1/8	4 11/16
1/2 Vertical	3 7/16	9 9/16
1/2 Island	4 11/16	7
1/3 Horizontal	7 1/8	3
1/3 Square	4 11/16	4 11/16
1/3 Vertical	2 1/4	9 9/16
1/4 Horizontal	7 1/8	2 1/4
1/4 Square	3 7/16	4 11/16
1/6 Vertical	2 1/4	4 11/16
1/6 Horizontal	4 11/16	2 1/4
Banner <small>Available only under lists &amp; directories</small>	7 1/8	1
Double-page spread (with bleed)	16 3/4	11 1/4

## TECHNICAL REQUIREMENTS

**Submission guidelines:** Please provide (in order of preference): a press-ready PDF or PDFx 1a file, an Illustrator CS6 or lower EPS file with all fonts converted to outlines, a Mac InDesign CS6 file with all supporting files and postscript fonts. Images should be 300 pixels per inch. FTP is available, but please talk to us first. And please supply a proof of your ad.

**Note:** When supplying logos for our database publications, black and white vector EPS files (such as those created in Adobe Illustrator) are preferred. If you do not have a vector version of your logo please supply a black and white TIFF.

**Bleed ads:** Please keep all critical elements 1/2" in from the trim.

## ENHANCED DIGITAL PACKAGES

### \$9,600 | Double-Page Spread enhanced includes:

- Double-Page ad in the magazine
- Share of voice display ads on the *Relocation Guide* article pages on BIV.com
- Four week share of voice display ads on BIV.com

### \$5,600 | Full-Page enhanced includes:

- Full-Page ad in the magazine
- Share of voice display ads on the *Relocation Guide* article pages on BIV.com
- Three weeks share of voice display ads on BIV.com

### \$4,290 | Half-Page enhanced includes:

- Half-Page ad in the magazine
- Share of voice display ads on the *Relocation Guide* article pages on BIV.com
- Two week share of voice display ads on BIV.com

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