

# 2020 MEDIA KIT

IN PRINT | IN DIGITAL | IN PERSON

## B.C.'s trusted business resource

Reach an engaged audience of key business decision-makers and deliver your message alongside BIV's compelling news and content – online, in print and at events.



# BUSINESS VANCOUVER

► BIV.COM

# BIV READER PROFILE

## PURCHASING

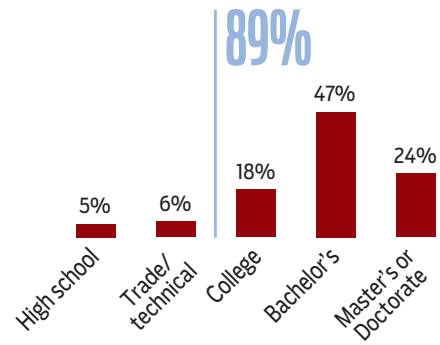
PRODUCTS/SERVICES | Percentage of readers involved in key product/service buying decisions

Advertising/marketing/PR	61%	Banking/financial/accounting services	43%
Internet/web services	51%	Training/management consulting	42%
Travel arrangements	50%	Convention/meeting facilities	40%
Computer hardware/software	49%	Legal services	40%
Printing services	48%	HR/personnel replacement services	37%
Employee training/education	47%	Employee benefits or insurance	32%
Office furniture/machines	46%	Office/warehouse/commercial space leasing	31%
Market research	45%	Shipping and transportation services	30%
Communications equipment/services	44%	Company cars, trucks or trailers	24%

**90%** OF READERS INVOLVED IN PURCHASE PROCESS

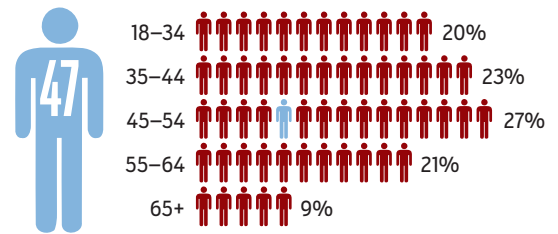
## EDUCATION

HIGHLY EDUCATED | Almost 90% have post-secondary degrees



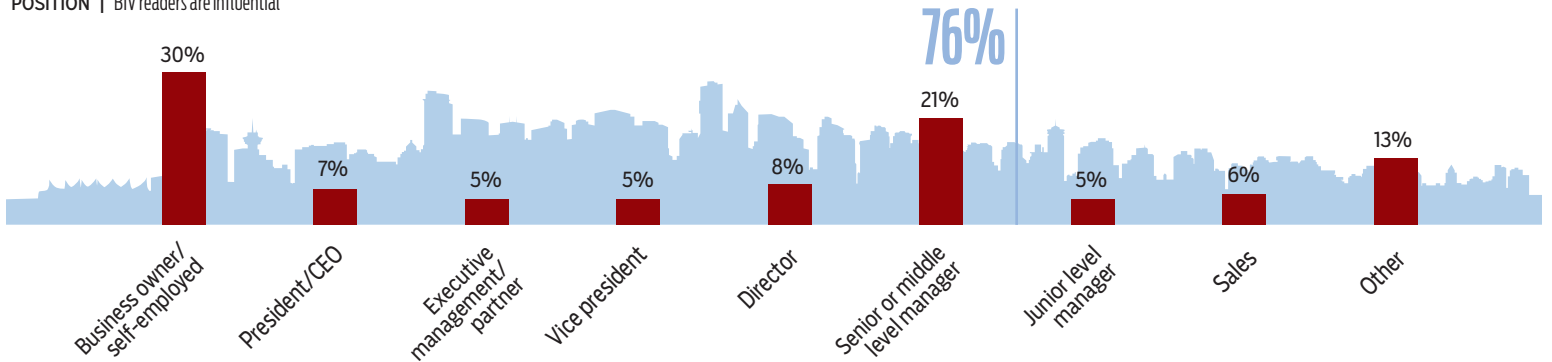
## AGE

AVERAGE AGE 47 | Half are 35–54 years old (and 43% are women)



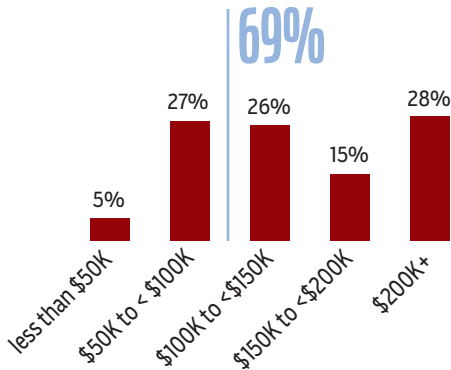
## JOB LEVEL

POSITION | BIV readers are influential



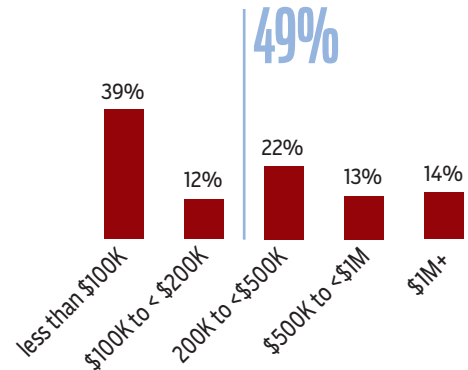
## MONEY

HOUSEHOLD INCOME | BIV readers are affluent



## MONEY

INVESTMENTS | Almost 50% have investment portfolios valued at \$200K+



SOURCE: READER SURVEY – JULY 2013, CONDUCTED BY INSIGHTS WEST. (SAMPLE: 933 BIV READERS)

**BUSINESS VANCOUVER** ▶ [biv.com](http://biv.com)

t:604.688.2398 f:604.688.1963 e:ads@biv.com www.biv.com 303 West 5th Avenue, Vancouver B.C. V5Y 1J6

UPDATED—OCTOBER 11, 2019

# PRINT ADVERTISING RATE CARD 29

## SPECIAL POSITION AD SIZES

COVER EAR LUG 2.8" x 1.8"	DOUBLE PAGE SPREAD 20.6" x 13.4"	1/2 DOUBLE PAGE SPREAD 20.6" x 6.2"
COVER BANNER 6.8" x 1.8"		

3/8 DOUBLE PAGE SPREAD 20.6" x 4.6"	1/4 DOUBLE PAGE SPREAD 20.6" x 3"	1/4 FLOAT 9.8" x 3"
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## SPECIAL POSITIONS - PRICE PER AD, INCLUDES FULL COLOUR

Frequency Discounts	Single ad rate	4X Rate 10% off	8X Rate 20% off	13X Rate 25% off
Cover Earlug	\$1,777	\$1,602	\$1,424	\$1,333
Cover Banner	\$2,463	\$2,218	\$1,970	\$1,848
Double Full Page Spread	\$14,720	\$13,248	\$11,776	\$11,042
Page 2 - 1/2 Page Horizontal	\$4,923	\$4,433	\$3,939	\$3,693
1/2 Double Page Spread	\$9,852	\$8,867	\$7,880	\$7,388
3/8 Double Page Spread	\$7,755	\$6,980	\$6,203	\$5,817
1/4 Double Page Spread/Float	\$6,276	\$5,646	\$5,018	\$4,707
Back Page	\$7,054	\$6,348	\$5,644	\$5,295
List Ear Lug and Banner	\$1,760			

Other guaranteed placement subject to 15% surcharge. All prices quoted exclude taxes and agency commission (NET).

## PRE-PRINTED INSERTS

Annual frequency	1 Time	6 Times	12+
Full press run (per thousand)	\$236	\$210	\$189
Partial press run (per thousand)	\$310	\$277	\$250
Minimum:	5,000		

## DEADLINES

<b>Space deadlines</b>	preceding Monday 3 pm
<b>Material deadlines</b>	
Copy and art	preceding Friday 12 noon
Press-ready	preceding Tuesday 12 noon
<i>Note: supplement and special feature deadlines are at least 24 hours earlier</i>	

## ADVERTISING PRODUCTION

Final advertising supplied material should be (in order of preference):

1. A PDF x/1a file (CMYK, all fonts embedded, images 200ppi) Black or grey recommended % of black only.
2. An Illustrator CS6 (or lower) file or eps file with all fonts converted to outlines and all images embedded. Colour space must be CMYK, not RGB. Images should be 200ppi

## DOMINANCE AD SIZES

FULL PAGE 9.8" x 13.4"	3/5 VERTICAL 5.8" x 12.5"	1/2 HORIZONTAL 9.8" x 6.2"	1/2 JUNIOR 5.8" x 9.3"
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## IDENTITY AD SIZES

2/5 VERTICAL 3.8" x 12.5"	3/8 HORIZONTAL 9.8" x 4.6"	1/4 HORIZONTAL 9.8" x 3"	1/4 JUNIOR 4.8" x 6.2"
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## AWARENESS AD SIZES

1/5 HORIZONTAL 5.8" x 3"	1/5 JUNIOR 3.8" x 6.2"	1/10 SQUARE 3.8" x 3"	LIST EAR LUG 1.8" x 1.5"
			BANNER 9.8" x 1.4"

## ANNUAL FREQUENCY AGREEMENTS - PRICE PER AD, INCLUDES FULL COLOUR

Standard modular sizes	Single ad rate	6X rate 10% off	12X rate 15% off	18X rate 20% off	26X rate 25% off	52X rate 30% off
Full Page	\$6,399	\$5,758	\$5,441	\$5,119	\$4,801	\$4,480
3/5 Vertical	\$5,188	\$4,669	\$4,410	\$4,151	\$3,892	\$3,629
1/2 Page	\$4,284	\$3,855	\$3,640	\$3,426	\$3,210	\$3,000
2/5 Vertical	\$3,654	\$3,289	\$3,105	\$2,924	\$2,741	\$2,559
3/8 Horizontal	\$3,372	\$3,035	\$2,866	\$2,697	\$2,530	\$2,360
1/4 Page	\$2,728	\$2,456	\$2,318	\$2,182	\$2,046	\$1,909
1/5 Page	\$2,114	\$1,903	\$1,798	\$1,690	\$1,584	\$1,480
Banner	\$1,711	\$1,538	\$1,454	\$1,370	\$1,283	\$1,197
1/10 Square	\$879	\$792	\$746	\$703	\$659	\$616

All prices quoted exclude taxes and agency commission (NET). Other guaranteed placement subject to 15% surcharge.

Business in Vancouver reserves the right to make modifications to the rate card in terms of pricing and items available. If you have any questions, please speak with your account manager.

# ONLINE ADVERTISING RATE CARD 29

SITE SPONSORSHIP	Weekly	4 Weeks
Includes: Responsive Big Box, Leaderboard and Skyscraper	\$635	\$1,985
<b>DAILY E-NEWSLETTER</b>		
Leaderboard	\$937	\$3,341
Big Box	\$744	\$2,646
<b>WEEKLY E-NEWSLETTER</b>		
Leaderboard	\$397	\$1,433
Big Box	\$265	\$959

BI-WEEKLY DATEBOOK LISTINGS EMAIL	Weekly	4 Weeks
Leaderboard	\$529	\$959
Big Box	\$400	\$717
<b>SPONSORED CONTENT</b>		
Per article		\$3,281

## BIV.COM

**1:1 BIG BOX**  
300 X 300

**6:1 LEADERBOARD**  
1170 X 150  
900 X 150  
600 X 100  
300 X 50

**1:4 SKYSCRAPER**  
160 X 640  
240 X 960

## NEWSLETTER

LEADERBOARD (600X100)

BIG BOX  
(300X300)

BIG BOX  
(300X300)

BIG BOX  
(300X300)

## Online restrictions

JPG/GIF: 40kb | PNG or 3rd party ad tags | HTML5. All ads must adhere to IAB standards | Newsletter ads: JPG or static GIF only

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# JAN 2020 – DEC 2020 BIV CONTENT PLANNER

Issue	Lists	FOCUS SECTIONS
<b>JANUARY</b> BIV EVENTS   FORTY UNDER 40 AWARDS		
BIV MAGAZINES   BIV MAGAZINE: RETIREMENT		
1575	6 Alternative Energy Companies in B.C.	SOUNDING BOARD
1576	13 Interior Design Firms in Metro Van	CONSTRUCTION IN VANCOUVER – Quarterly
1577	20 Digital and Media Agencies in B.C.	
1578	27 Top 100 Money Sources	
<b>FEBRUARY</b> BIV MAGAZINES   BIV MAGAZINE: EDUCATION WOMEN IN BUSINESS SPRING		
1579	3 Security Companies in B.C.	SOUNDING BOARD
1580	10 Tourist Attractions in B.C.	
1581	17 Top 100 Manufacturers in Metro Vancouver	INFLUENTIAL WOMEN IN BUSINESS
1582	24 PR Agencies in B.C.	
<b>MARCH</b> BIV EVENTS   INFLUENTIAL WOMEN IN BUSINESS		
BIV MAGAZINES   BIV MAGAZINE: INVESTING IN BC		
1583	2 Communications Technology Co.s in B.C.	SOUNDING BOARD
1584	9 Consulting Engineering Firms in B.C.	ENGINEERING National Engineering Week – Annual
1585	16 B.C. Mining M&A in 2019	MINING REPORT – Quarterly
1586	23 Software Companies in B.C.	
1587	30 Top 100 Deals: Real Estate 2019	COMMERCIAL REAL ESTATE – Quarterly
<b>APRIL</b> BIV MAGAZINES   BIV MAGAZINE: GATEWAY LIFESCIENCES		
1588	6 Top 100 Deals: Corporate Finance	SOUNDING BOARD RESIDENTIAL REAL ESTATE – Biannual
1589	13 B.C. Construction Project Starts in 2019	CONSTRUCTION IN VANCOUVER – Quarterly
1590	20 Commercial Printers in B.C.	HUMAN RESOURCE – Biannual
1591	27 Life Sciences Companies in B.C.	COMMERCIAL REAL ESTATE AWARDS
<b>MAY</b> BIV EVENT   COMMERCIAL REAL ESTATE AWARDS		
BIV MAGAZINES   BIV MAGAZINE: ARTS & ENTERTAINMENT OFFICE SPACE		
1592	4 Professional Organizations in B.C.	SOUNDING BOARD SMALL BUSINESS – Biannual
1593	11 Mining Companies in B.C.	MINING REPORT – Quarterly CFO OF THE YEAR AWARDS
1594	18 Top 100 Tech Companies in B.C.	
1595	25 Public Golf Courses in B.C.	
<b>JUNE</b> BIV EVENT   CFO OF THE YEAR AWARDS		
BIV MAGAZINES   BIV MAGAZINE: BC TECH FIRST NATIONS MAGAZINE		
1596	1 Commercial Property Managers in B.C.	SOUNDING BOARD COMMERCIAL REAL ESTATE – Quarterly
1597	8 Law Firms in Metro Vancouver	BUSINESS LAW – Biannual
1598	15 Biggest Hotels in Metro Vancouver	
1599	22 Top 100 Public Companies in B.C.	
1600/1601	29 Accounting Firms in B.C.	BUSINESS ACCOUNTING ANNUAL

Issue	Lists	FOCUS SECTIONS
<b>JULY</b> BIV MAGAZINES   BIV MAGAZINE: SUSTAINABILITY		
1602	13 Construction Companies in B.C.	CONSTRUCTION IN VANCOUVER – Quarterly
1603	20 Trade & Consumer Shows Forestry Companies in B.C.	FORESTRY – Annual
1604/1605	27 Top 100 Highest-paid Executives in B.C.	
<b>AUGUST</b> BIV EVENT   BUSINESS LEADERS GOLF TOURNAMENT		
BIV MAGAZINES   BOOK OF LISTS		
1606	10 Women Owned Businesses in B.C. Convention & Meeting Venues in B.C.	SOUNDING BOARD
1607	17 Biggest Insurance Brokerage Firms in B.C.	
1608	24 Top 100 Fastest-growing Companies in B.C.	FASTEST-GROWING COMPANIES
1609	31 Shopping Centres in B.C.	COMMERCIAL REAL ESTATE – Quarterly CTO OF THE YEAR AWARDS
<b>SEPTEMBER</b> BIV EVENTS   CTO OF THE YEAR AWARDS		
BIV MAGAZINES   BIV MAGAZINE: DIGITAL HEALTH WOMEN IN BUSINESS FALL		
1610	7 Financial Planning Firms in Metro Vancouver	SOUNDING BOARD
1611	14 Biggest Companies Based in Surrey	
1612	21 Mines in B.C.	MINING REPORT – Quarterly
1613	28 Biggest Port Terminals	RESIDENTIAL REAL ESTATE – Biannual
<b>OCTOBER</b> BIV EVENTS   FASTEST-GROWING COMPANIES		
BIV MAGAZINES   BIV MAGAZINE: MEETING PLACES WESTERN CANADA		
1614	5 National/Global Companies in B.C.	SOUNDING BOARD SMALL BUSINESS – Biannual (Small Business Week) CEO OF THE YEAR AWARDS
1615	12 Architecture Firms in Metro Vancouver	CONSTRUCTION IN VANCOUVER – Quarterly
1616	19 Employee Benefit Companies in B.C.	HUMAN RESOURCE – Biannual
1617	26 Digital Arts Companies	B.C. EXPORT AWARDS
<b>NOVEMBER</b> BIV EVENTS   CEO OF THE YEAR AWARDS BC EXPORT AWARDS		
BIV MAGAZINES   BIV MAGAZINE: GIVING PROPERTY MANAGERS SOURCEBOOK JOY		
1618	2 Biggest Post-Secondary Schools in B.C.	SOUNDING BOARD
1619	9 Biggest Cannabis Retailers/Growers	BUSINESS LAW – Biannual
1620	16 Top 100 Most Profitable Companies in B.C.	
1621	23 Commercial Real Estate Brokerages in B.C.	COMMERCIAL REAL ESTATE – Quarterly
1622	30 Casinos and Gaming Centres in B.C.	
<b>DECEMBER</b> BIV MAGAZINES   40 UNDER 40		
1623	7 Biggest First Nations Businesses	SOUNDING BOARD 40 UNDER 40 MAGAZINE
1624	14 Top Performing B.C. Mining Stocks	MINING REPORT – Quarterly
1625/1626	21 Newsmaker of the Year & Year in Review	

# PRODUCTION GUIDELINES

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### SENDING MATERIAL

Final advertising supplied material should be emailed to your sales rep.

### ADVERTISING POLICIES & STANDARDS

The publisher reserves the right to omit, limit or edit the copy or size of an advertisement which in the publisher's opinion is unacceptable.

The advertiser agrees that the publisher shall not be liable for damages arising out of errors in, or omissions of, an advertisement beyond the amount charged for the space occupied or to be occupied by that advertisement, whether such error or omission is due to negligence by the publisher or otherwise.

**The publisher will not be responsible for more than one incorrect insertion.**

**Cancellations will be accepted only up to the deadline for space insertion.**

Frequency contracts and agreements cancelled before completion will be short-rated at the earned rate.

**MATERIAL DEADLINE:  
Tuesdays at 12 noon**

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