

PRM

PACIFIC RIM MAGAZINE

2018 print and web issue

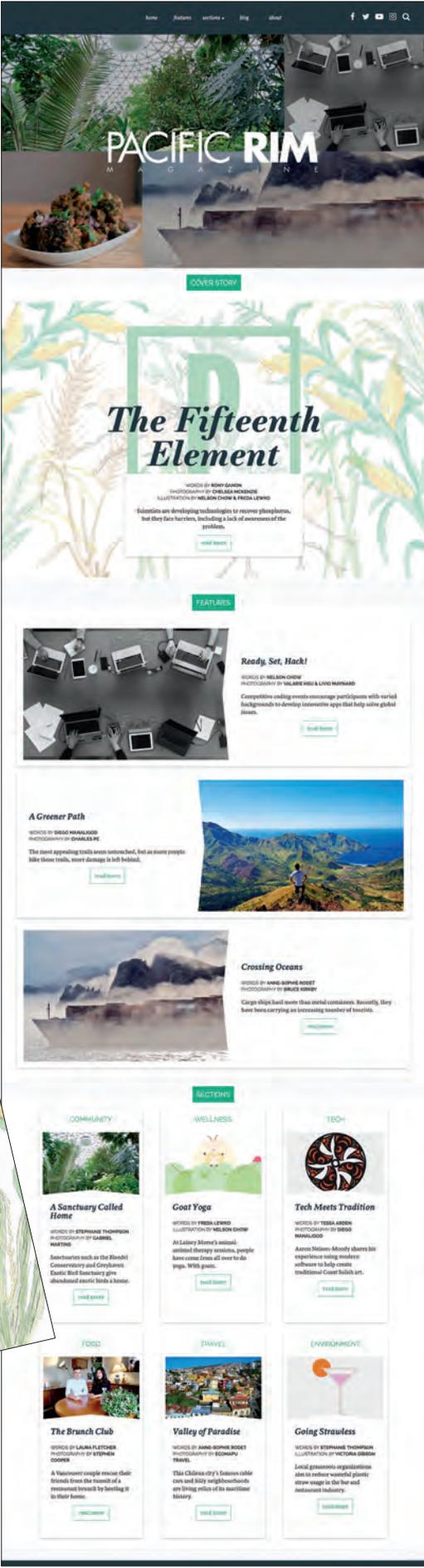
a welcome to advertisers

Entering its 30th year of publication, *Pacific Rim Magazine* continues a tradition of excellence by combining incisive journalism, vigorous design, and captivating photography. This award winning publication is distributed throughout British Columbia, in copies of the *Globe and Mail* in early May. Our readers are *Globe and Mail* readers, who are known for their above-average education and income. We target readers who seek out our advertisers' products and services, and are able to afford them.

The magazine is written, designed, edited and produced by students in the Publishing Program at Langara College. This intensive diploma program teaches cutting-edge publishing skills. The story selection is exacting. Pages are crafted according to a precise grid and colour palette. Instructors with extensive backgrounds in publishing oversee every step of the process. The results rival the highest quality Canadian magazines.

Past issues of PRM have given voice to timely subjects. From political and economic matters; to cuisine, sports, and culture; to technology and the environment, previous stories have informed readers in their understanding of Pacific Rim topics. With three decades of success in mind, we compose the 2018 issue, confident that all of your expectations will be rewarded in PRM.

Please join us as an advertiser and see the remarkable effect an ad in PRM will have on your business.



Langara.

THE COLLEGE OF HIGHER LEARNING.
 Published by Langara College
 100 West 49th Avenue, Vancouver, BC V5Y 2Z6 Canada

distribution plan

We are pleased to announce our continued distribution by the *Globe and Mail*. 12,000 copies of *Pacific Rim Magazine* will be distributed on Wednesday, May 9, 2018 throughout British Columbia to all of the *Globe and Mail*'s daily subscribers.

Another 500 copies are sent to institutions with connections to the Pacific Rim (embassies, trade offices and educational institutions around the Pacific Rim); and to media, colleges, universities and major public libraries. Total distribution: 14,500. Estimated readership: 40,000.

globe and mail highlights

Weekly Readership Facts:

- Readership under age 35: 33%
- Readership aged 36–64: 45%
- Household income above \$100,000: 39%

- *Globe and Mail* readers have above-average incomes and are better educated than Canadians in general.
- Millennials are the largest group of print readers.
- The *Globe and Mail* is Canada's leading news brand with the largest combined readership.

why you should be using magazine ads

70% of Canadians read a print magazine and overall magazine readership has remained consistent.
—Vividata, Fall 2017

58% of magazine readers have looked for more information based upon a print magazine ad—and that is even higher, (65%) for 25 to 34 year olds.
—MPA Factbook, 2014/15

Ads in magazines have a higher level of trust than ads on social media, online banner ads and ads served in search engine results.

—Nielsen Global Trust in Advertising Survey, September 2015

Three-quarters of consumers prefer to read a paper copy of a magazine rather than an electronic version.

—Crowd DNA Rules of Attraction, Magnetic, 2014/15



awards

2017
College Media Association Pinnacle Awards
Winner, Website of the Year (Two-Year Program)
Third place, Magazine of the Year (Two-Year Program)

2016
College Media Association Pinnacle Awards
Winner, Website of the Year (Two-Year Program)
Runner-Up, Magazine of the Year (Two-Year Program)
Stack Awards
Finalist, Student Magazine of the Year

2015
College Media Association Pinnacle Awards
Best Feature Magazine (Two-Year Program)

2014
College Media Association Pinnacle Awards
Best Photo Illustration

Cover photography by Langara students:
Courtney Naesgaard 2016, Meghan Hemstra 2015,
Gaelen Glenn 2014, Dion Farrell 2013, Jennifer Mackenzie 2012.

print & web bundle

Having your ad appear in print and online provides the benefits of both platforms. Magazines are typically kept for a period of time and have multiple readers. Your digital ad will be displayed for a full year.

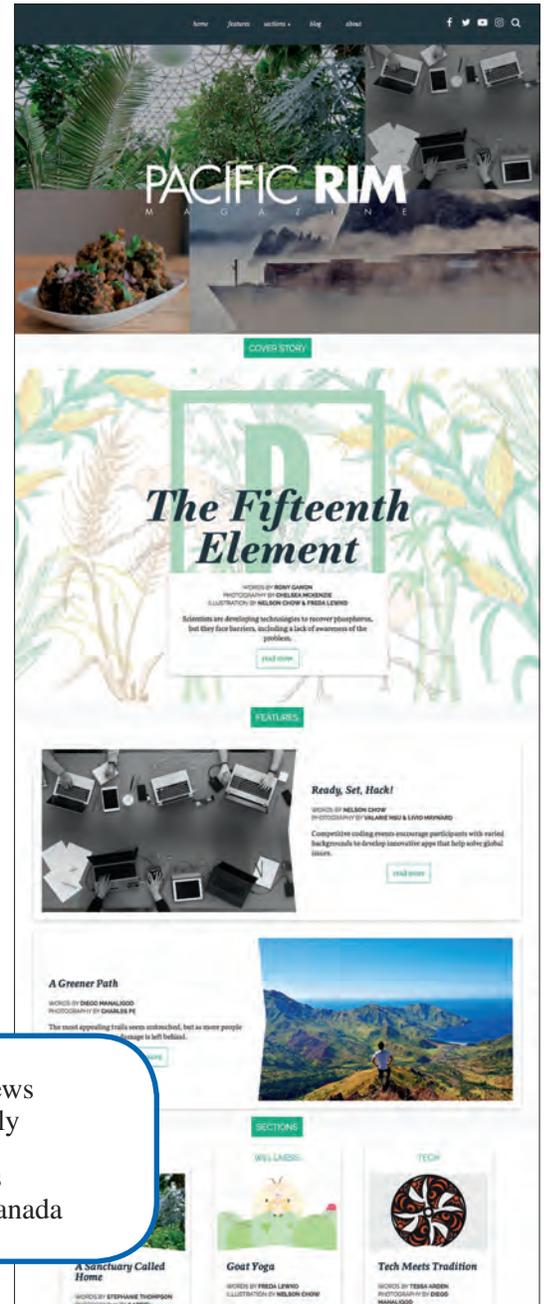
langaraPRM.com

Get more value by taking advantage of year-long exposure on LangaraPRM.com. The site is re-launched each summer with new content from the current issue of *Pacific Rim Magazine*. Your ad will run in rotation until August 2018 and can be linked to a URL of your choice.

The Publishing Program at Langara College has produced *Pacific Rim Magazine* for 21 years. LangaraPRM.com includes all these stories and generate significant traffic on the site. Continued interest in the Pacific Rim region and the relevant information we present brings more than 22,000 unique visitors annually. This produces 62,200 pageviews with visitors remaining on the site longer than the online average.

Though we get our share of international traffic, 51% of our visitors are from Canada. Mobile visitors using iOS—users known to spend more on average—outnumber Android by 2:1. A third of our visitors are aged 25 to 34. The rotating nature of how your ad will be displayed ensures you benefit from it appearing on pages with high traffic.

Bookings for a 1/3 page or smaller print ad will include a 300 x 250 pixel “Medium Rectangle” web ad. Bookings for a 1/2 page or larger print ad will include a 300 x 600 pixel “Half Page” web ad.



1:52	Average Visit Duration	62,200	Pageviews Annually
22,600	Unique Visitors Per Year	51%	Visitors from Canada

terms

- Advertising will not exceed 40% of the content
- Colour photography and graphic art will be used to illustrate articles
- 64 pages (including cover), printed on high-quality coated stock, minimum 150 line screen
- 14,500 copies will be printed and distributed
- Commissions: 15% to recognized agencies
- Payment in full is due within 30 days of receiving a published copy of the ad
- Supplied artwork must be digital
- Rates quoted are for space and printing only

contract

For further information regarding PRM, please contact:

Darren Bernaerdt
Publisher

Tel: 604-323-5432
Fax: 604-323-5393
Email: dbernaerdt@langara.ca

Don Hill
Advertising Director

Tel: 604-323-5371
Fax: 604-323-5393
Email: dhill@langara.ca

Production and technical information requests available from:

Terry van Roon
Managing Production Director

Tel: 604-323-5436
Fax: 604-323-5393
Email: tvanroon@langara.ca

services to advertisers

We can design your print and web ad for no charge!

Part of advertising with PRM means having a team of designers ready to create professional ads for the magazine and website at no cost.*

no charge design

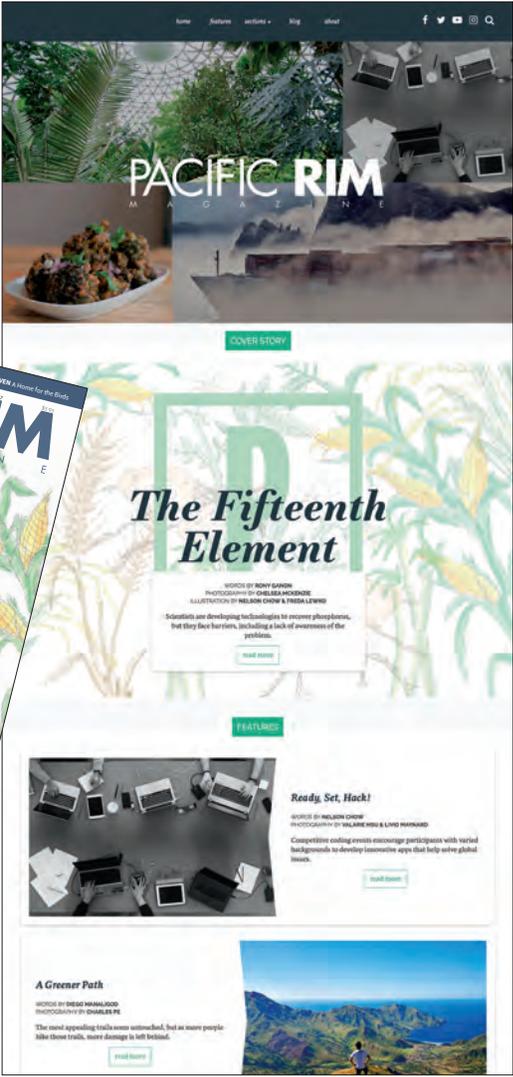
Do you need an ad that matches your current look or is it time for a fresh approach? Are you in need of a logo or does your current logo need updating? Do you have an ad that needs resizing to fit our format? Our advertising department will design your print and web ad to meet your needs.

no charge consultation

Horizontal? Vertical? Lots of text or just a headline and photo? If you wonder what kind of ad will best enhance your message, our advertising department will be happy to offer advice. Whether you have lots of ideas or no ideas, our advertising department will work with you to find the best solution.

no charge copywriting

Our editors are trained in advertising copywriting. They will work with you to create memorable copy to reach your customers.



no charge photography

Professional Photography students from Langara College, if contacted early enough, can shoot photographs for your ad (subject to restrictions**).

a collaborative process

- When your contract is forwarded to the advertising department we will contact you within a few days and begin discussions about your ad.
- After consultation, you will see a proof of the ad.
- Subsequent proofs will be supplied to you if necessary.
- Changes are made in a collaborative process until you are satisfied and are ready to sign-off.

* If, in the consultation process, the advertiser requires and agrees to outside resources that will result in extra costs (e.g. a photo from an online image bank) then those costs will be incurred by the advertiser.

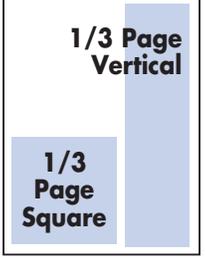
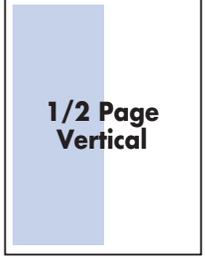
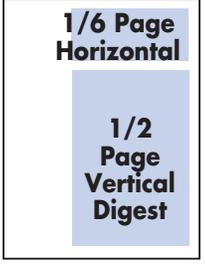
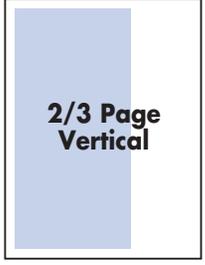
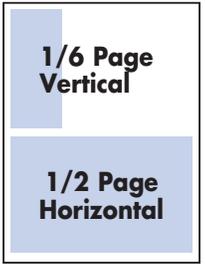
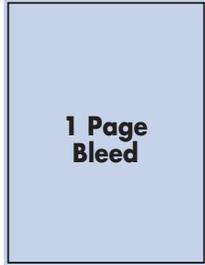
The advertising department strives to work with the highest quality formats but can be limited by what the advertiser submits.

** Advertising photography is usually available free of charge for one-time use of images in Pacific Rim Magazine. After that use, copyright remains with the photographer. Use of advertising photos in other media must be arranged in writing between the advertiser and the photographer. The photographer may charge fees for publication of photos in media in addition to Pacific Rim Magazine.

2018 rate card

sizes

	Trim size		
	Width	Depth	+ Bleed
1 page	8 1/8" (8.125)	10 3/4" (10.75)	1/8" (.125)
2/3 page vertical	4 5/8" (4.625)	10"	
1/2 page vertical	3 7/16" (3.4375)	10"	
1/2 page horizontal	7"	4 15/16" (4.9375)	
1/2 page vertical digest	4 5/8" (4.625)	7 1/2" (7.5)	
1/3 page vertical	2 1/4" (2.25)	10"	
1/3 page square	4 5/8" (4.625)	4 15/16" (4.9375)	
1/6 page vertical	2 1/4" (2.25)	4 15/16" (4.9375)	
1/6 page horizontal	4 5/8" (4.625)	2 3/8" (2.375)	



rates

	One Time		Three Times	
	Colour	B&W	Colour (x3)	B&W (x3)
1 page*	\$2,175	\$1,470	\$1,495	\$1,050
2/3 page*	\$1,690	\$1,175	\$1,190	\$825
1/2 page*	\$1,270	\$885	\$895	\$615
1/3 page*	\$895	\$620	\$630	\$435
1/6 page*	\$510	\$345	\$360	\$245
2 facing pages*	\$3,360		\$2,355	
centre spread	\$4,095		\$2,870	
inside back cover	\$2,520		\$1,765	
page three	\$2,995		\$2,095	
inside front cover or outside back cover	\$2,730		\$1,910	

*Confirmed placement on inside pages \$50 while available (only within space booking deadline).

dates

Ad space booked by:	March 16, 2018
Art received for PRM created ads by:	March 23, 2018*
Client supplied ads received by:	April 3, 2018
Publication:	May 9, 2018

*If PRM is creating the ad, any text or visual materials the client may be supplying are to be received by this date.

Production and technical information requests available from:
Terry van Roon
 Managing Production Director
 604-323-5436
 tvanroon@langara.ca

For further information regarding PRM, please contact:
Darren Bernaardt
 Publisher
 604-323-5432
 dbernaardt@langara.ca

Ad Traffic manager
 (after Feb.21)
 604-323-5942
 prmads@langara.ca

Cheques to be made payable to:
Langara College
 Please provide your invoice number and mail to:
Langara College, Accounts Receivable
 100 West 49th Avenue,
 Vancouver BC V5Y 2Z6

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