

VICTORIA



british columbia full of life



TOURISM VICTORIA'S OFFICIAL VACATION GUIDE

2012 Media Kit



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With strategic marketing initiatives that mix print and online media, Tourism Victoria is ensuring its members get excellent media exposure and superb value. This targeted campaign is **highly successful** in driving people to **act now** in person, by phone, and online.

ONLINE VISIBILITY

Receive increased exposure of your advertising message through the dynamic virtual guide. Accessible on the home page of Tourism Victoria's highly trafficked website, this **interactive, hotlinked** guide will direct users instantly to your website, making information about your business even more accessible.

ACTIVE SOCIAL MEDIA ENGAGEMENT

This guide, and in turn your advertising message, is actively promoted to visitors to further enhance their Victoria experience through Tourism Victoria's engaging social media channels including **Facebook, Twitter, Flickr, YouTube** and a dynamic **Going Local blog**.



"Every year, Tourism Victoria distributes thousands of Vacation Guides and destination-related publications to tourists, travel influencers, and potential visitors; this translates into a considerable economic impact for our participating members and the entire region. We also know that this targeted exposure is great value for advertisers. Partnership in our publications allows us to continue to promote this fabulous destination to the world."

– Rob Gialloreto, CEO, Tourism Victoria



WHAT VACATION GUIDE ADVERTISERS ARE SAYING:

"We track phone calls from major publications in which we advertise. Tourism Victoria's Vacation Guide is **one of our top performers.**"

– Graham Bell, Advertising & Promotions Coordinator/Public Relations
The Butchart Gardens Ltd.

"I've advertised in the Tourism Victoria Vacation Guide for the last three years. After going through numerous advertising media and tourism magazines, **the Vacation Guide proved to be the most efficient advertising tool to promote my product.**

As for Page One Publishing, I found their services highly professional. The polite and efficient work of our Account Manager is admirable and I would not hesitate to recommend them to anyone seeking the best in advertising services."

– Jerry Dolejs
Owner, Big Bus Victoria

"Accent Inns has advertised in the Tourism Victoria Vacation Guide for the past 20 years. It's **a must-read for anybody visiting Victoria.** This publication remains an important part of our marketing efforts for the Victoria market."

– Joan Murrell,
Director of Sales & Marketing
Accent Inns

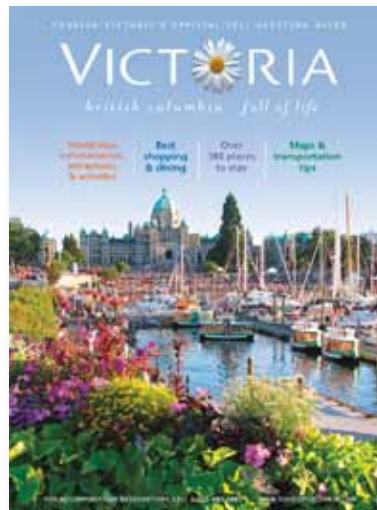
COMPREHENSIVE TARGETED DISTRIBUTION

225,000 copies

- ▶ actively promoted via online and social media channels
- ▶ high volume of circulation for maximum exposure
- ▶ distributed year-round at over **250** locations
- ▶ **HIGH PROFILE TOUR AND TRANSPORTATION VISIBILITY**
This guide is distributed on board key ferry routes, in the vehicles of dominant car services, and available on highly trafficked airlines.
- ▶ **TARGETED ACCOMMODATION PLACEMENT**
Prominent placement in-room and at the concierge desks of Victoria's most-visited and prominent hotels and bed and breakfasts.
- ▶ **HIGH-VOLUME VISITOR CENTRE EXPOSURE**
This publication is given out and endorsed by the staff at **Tourism Victoria's Visitor Centre** which serves over 800,000 visitors annually, making it the busiest centre in all of BC. Also distributed at more than 150 other visitor centres throughout BC, Alberta, and Washington.
- ▶ **STRATEGIC TRADESHOW AND SALES CALLS PRESENCE**
Actively distributed at well-attended tradeshows and to qualified tour operator leads in locations including **Seattle, Vancouver, California, and Alberta.**

VICTORIA'S TRAVELLER

- Likes things to be preplanned **36.1%**
- Likes to see as much as possible **35%**
- Considers themselves to be active **40%**
- Is willing to pay for green products **37.6%**
- Likes to be pampered **31.7%**



IN EVERY EDITION

This 72-page guide is packed with information for both pre-arrival planning and post-arrival vacationing...

Shopping

A highlight of Victoria's distinctive shopping areas and where to find the cornucopia of distinctive BC-made treasures and goods imported from every corner of the world.



Dining

An overview of Victoria's best dining from casual cafes, to fine dining, and mouth-watering choices of international cuisine.

Accommodation

A guide to Victoria's wide range of accommodations to suit every taste and budget, from charming bed and breakfasts to full service hotels.



Attractions, Museums, Arts and Entertainment

Helping visitors navigate Victoria's thriving cultural scene in every season, for every interest.

Outdoor Activities and Tours

An exploration of the many enticing reasons to get outdoors and enjoy Victoria's awe-inspiring scenery.



Transportation

How to travel to and from Victoria by air, sea, or land in a relaxing, easy and enjoyable manner.

Visitor, Member and Company Services

A resource directory for visitors with detailed contact information on a variety of useful businesses and services.

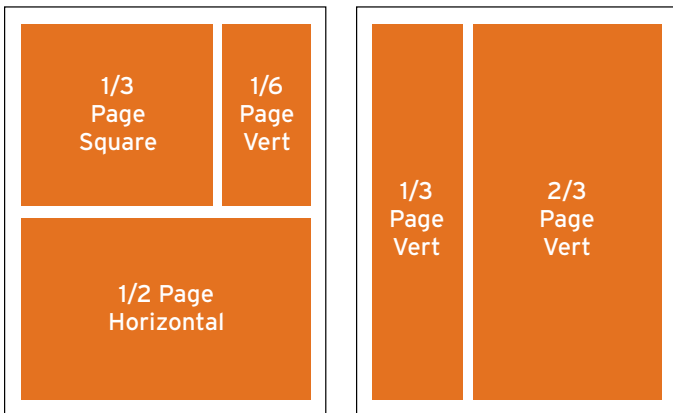
Maps

Detailed maps of downtown Victoria and Greater Victoria, helping visitors reach their places of interest.

ADVERTISING SPECIFICATIONS

Magazine Specifications

Trim Size: 8"(w) x 10.75"(h)
 Bleed: Minimum .125"
 Colour: CMYK throughout
 Printing: Web Offset, coated stock, 133 lpi
 Binding: Saddle Stitched



Questions about file formats or ad sizes?
 We're here to help!

ADVERTISING SIZES INCHES (wxh)

| Unit Size | Live Area* | Bleed | Trim |
|-----------------|---------------|-----------|-----------|
| Full Page | 7.5 x 10.25 | 8.25 x 11 | 8 x 10.75 |
| 2/3 Page Vert. | 4.667 x 10 | - | - |
| 1/2 Page Horiz. | 7.083 x 4.875 | - | - |
| 1/3 Page Vert. | 2.25 x 10 | - | - |
| 1/3 Page Sq. | 4.667 x 4.875 | - | - |
| 1/6 Page Vert. | 2.25 x 4.875 | - | - |

GROUP PAGE AD SIZES INCHES (wxh)

| Category | Live Area* | Bleed | Trim |
|-------------|------------|-------|------|
| Luxury Inns | 4 x 1.5 | - | - |

* All critical matter must be kept within the live area.

Note: Dining, Shopping and Galleries ads are formatted and will be designed by Page One Publishing. Please supply your text, logos and photos to the contact below.



Tourism Victoria publications are printed on ecologically friendly FSC-certified paper using vegetable-based inks.

Mechanical Specifications

GENERAL

The following are guidelines for material supplied to Page One Publishing Inc.

- A colour laser proof or PDF must be supplied with digital ads. We accept no responsibility for content or colour accuracy if a proof has not been supplied.
- A proof of your ad will be generated and faxed or sent via email to confirm accuracy.

FILE COMPATIBILITY

Digital material must be supplied to the following specifications:

Programs (Macintosh format only):

- Adobe InDesign® – up to and including CS4 version
- Adobe Illustrator® – up to and including CS4 version
- Adobe Photoshop® – up to and including CS4 version
- QuarkXPress® – up to and including version 5.01

Artwork:

- Resolution of images must be 300 dpi
- Images or graphic elements must be CMYK process separation

File Formats:

- We accept files in the following formats: Press-optimized PDF (preferred format), INDD, AI, EPS, TIFF, QXD

Fonts:

- All fonts must be supplied – both printer and screen fonts – or converted to outlines. Only Postscript fonts are supported.

SUPPLYING MATERIAL

A PDF or colour laser proof must be supplied.

Digital material may be supplied in one of the following ways:

- Email - file should be compressed
 - include name of ad and publication
 - provide a PDF proof or courier a laser proof to Page One Publishing
 - email files to ads@pageonepublishing.ca
- FTP - to post files to Page One Publishing's FTP site, visit our website at www.pageonepublishing.ca

IMPORTANT

We will not be held responsible for supplied material that does not meet the above specifications.

For more information or to advertise, please call **250-595-7243** or email **sales@pageonepublishing.ca**



Celebrating over
12 years of producing
 award-winning magazines.

