

LIFESTYLE indoor outdoor city

# y.a.m.

YOU AND ME :: LIVING SMART

2011  
MEDIA KIT

yammagazine.com



HOME & GARDEN • FOOD & WINE • FASHION • HEALTH & FITNESS • ARTS & CULTURE • TRAVEL

LIFESTYLE indoor outdoor city

# y.a.m.

YOU AND ME :: LIVING SMART



## YAM is Victoria's favourite lifestyle magazine.

Created specifically for people just like you and me — people who want to live smart, live well, and enjoy life in Greater Victoria to the fullest. YAM is all about keeping up to date with the newest trends in the fashionable world of food and drink, the most current concepts in home décor and design, the vibrant and thriving entertainment scene, and even this city's slightly quirkiest side.

Feature stories in YAM focus on topics that impact us right here in Victoria. They're penned by

established local writers who are living in the city they write about. YAM understands the challenges of maintaining a healthy balance of work and play and aims to highlight the best, specific-to-Victoria ways to make living in this city the most rewarding it can be.



Connecting to the YAM reader means you are connecting to the people who can afford to live well and live smart: people who are educated, engaged, and active; people who have the means and are interested in your products and services. Living smart means living well!

### WHAT YAM ADVERTISERS ARE SAYING:

"We ran our first ad in YAM, and had amazing feedback. Customers even cut out the ad and brought it in while shopping."

—Nicole Salthouse, Owner, Mango's

"Selecting Page One to spearhead our media campaign for brand exposure on Vancouver Island has been one of our best strategic moves ever. Their people, products, and technical abilities are second to none. We would highly recommend them to any company contemplating their next move towards raising the bar on their performance in this market."

—Bob Cherney, General Manager, Stormtech

"Page One Publishing has been very helpful in choosing which publication reaches my target market. New customers tell us regularly that they came in because they saw our ad in YAM magazine. It is always a pleasure to work with Page One."

—Leah Rourke, Owner, Rourke Group Design Inc. & Relish Home Furnishings

### YAM readers are a desirable target market

- Male 40%
- Female 60%
- Age 35-55
- Income \$75,000-250,000
- Education 70% have post-secondary education



## TARGETED DISTRIBUTION

**NEW**

To keep up with demand, we are increasing our circulation to **35,000 copies.**

YAM magazine's distribution plan is effective and comprehensive, ensuring your message reaches your target market.

### Exclusive home delivery

YAM is mailed direct to high-income homes and condos by Canada Post, including Oak Bay, Fairfield, Broadmead, Land's End, Cadboro Bay, Uplands, Mount Tolmie, James Bay, and downtown.



### Select retail locations

YAM can be found at over 75 select pick-up locations throughout Greater Victoria.

### YAM neighbourhood boxes

YAM can be found in our neighbourhood distribution boxes in select high traffic areas including downtown Victoria, Broadmead, Cook Street Village, Estevan, Oak Bay Village, Langford, Sidney, and Brentwood Bay.

### Events, subscribers, and VIP copies

YAM can be found at YAM-sponsored community events; it's also delivered by mail to subscribers, the downtown Victoria business community, and select VIPs.

## ADDED BENEFITS

**GET CLICKED.** We leverage your campaign by hot-linking your ad in our online interactive edition of YAM. With each new issue generating thousands of unique hits, we reach even more of your potential customers. Past editions are also made available, and are easily viewed and shared online.



**GET SEEN.** Become a preferred YAM retail pick-up location and draw new traffic to your store. We make it easy by bringing you a sleek, transparent stand to display the current issue. If you run out, we will deliver more!

### GET MAPPED.

When you become a pick-up location, your business will be listed on our Facebook "Get your Copy" page and displayed on Google Maps.



Google maps

## EXTENSIONS OF THE YAM BRAND

### SOCIAL MEDIA ENGAGEMENT

We actively engage our readers and grow brand awareness through social media platforms including Facebook, Twitter, and YouTube.



### COMMUNITY INVOLVEMENT

Victoria is a vibrant and thriving city where people want to live smart and live well. YAM magazine aligns with partners who share this vision.



### SUPPORT MARKETING

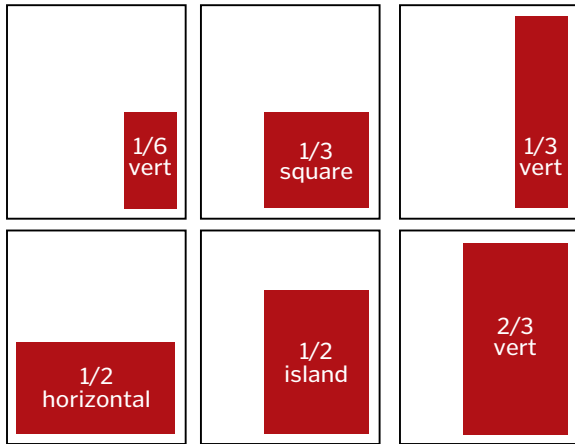
Backed by an award-winning publishing team, our current marketing initiatives including transit advertising, events and tradeshows, sponsorships, and publication cross-marketing.

Now is the time to enhance your current ad program or to launch a new campaign. Contact us today at 250-595-7243 or [style@yammagazine.com](mailto:style@yammagazine.com).

# ADVERTISING IN YAM

## AD SIZES

Page Size	Inches
1/6 Vertical	2.39 x 4.7
1/3 Square	4.94 x 4.7
1/3 Vertical	2.39 x 9.58
1/2 Horizontal	7.5 x 4.7
1/2 Island	4.94 x 7.14
2/3 Vertical	4.94 x 9.58
Full Page (with .125" bleed)	8.5 x 11
Full Page (no bleed)	7.25 x 9.58
DPS (with .125" bleed)	16.75 x 11



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

## CLOSING DATES 2011

2011 Issue	Space Close	Ad Material
JAN/FEB	November 12	November 17
MAR/APR	January 21	January 28
MAY/JUN	March 11	March 16
JUL/AUG	May 13	May 18
SEP/OCT	July 15	July 20
NOV/DEC	September 16	September 21

YAM is distributed the first week of the month (ie. the Jan/Feb issue is delivered the week of January 1 to 7).

## CREATIVE SERVICES\*

As a service to our valued clients, Page One is happy to offer professional design services. Our designers bring years of experience in marketing a vast array of businesses, and they are well-versed in the target market of YAM magazine.

1) New ad builds:	Ad Size	Cost
	1/6 and 1/3	\$250
	1/2 and 2/3	\$325
	Full Page	\$400

2) Changes to existing ads or ad resize: \$50 - \$100

\*Pricing based on all materials (imagery, copy, etc.) supplied to Page One. Rates do not include photography or stock imagery.

**Page One Publishing** was established in 1998 and is one of British Columbia's largest magazine publishers.

With thought-provoking content, stunning photography, and environmentally friendly (FSC certified) paper, Page One has proven itself a leader in magazine development and publishing.



Celebrating over **12 years** of producing award-winning magazines.

2nd Floor, 1322 Government Street, Victoria 250-595-7243 TOLL FREE 1-866-595-7243 www.pageonepublishing.ca