

# 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

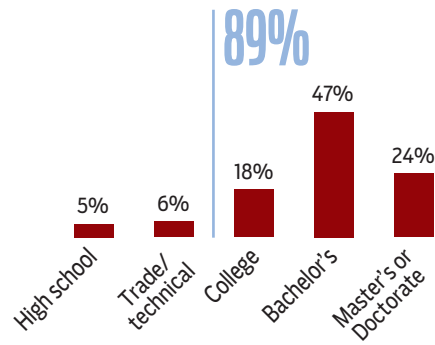
PRODUCTS/SERVICES | Percentage of readers involved in key product/service buying decisions

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

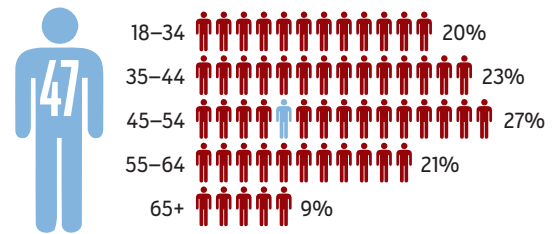
## EDUCATION

HIGHLY EDUCATED | Almost 90% have post-secondary degrees



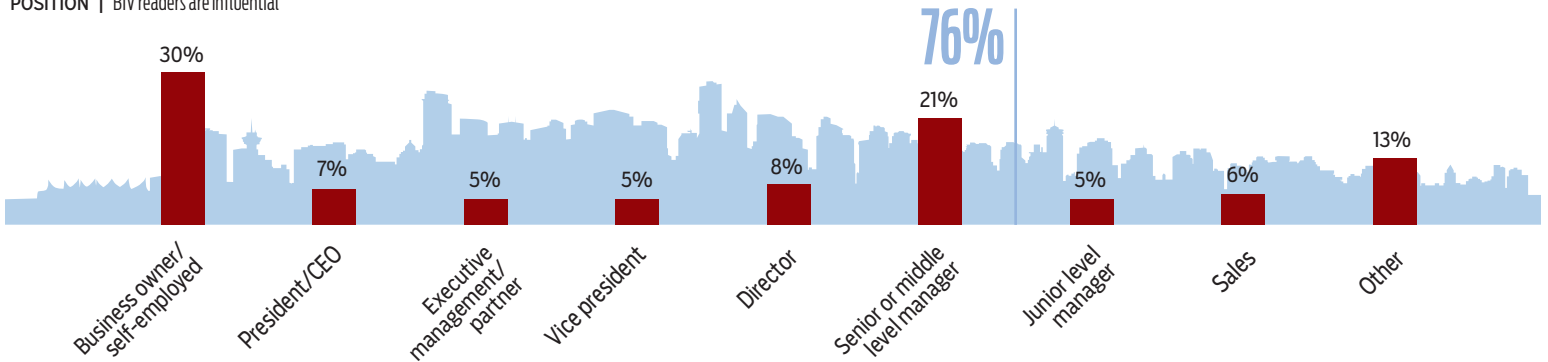
## AGE

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



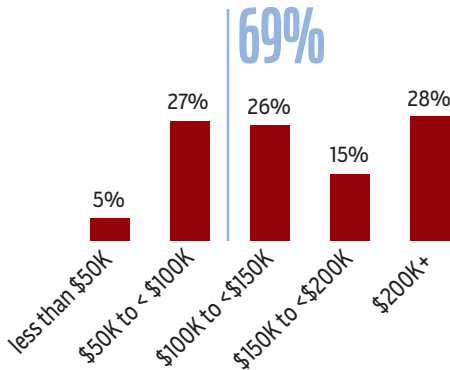
## JOB LEVEL

POSITION | BIV readers are influential



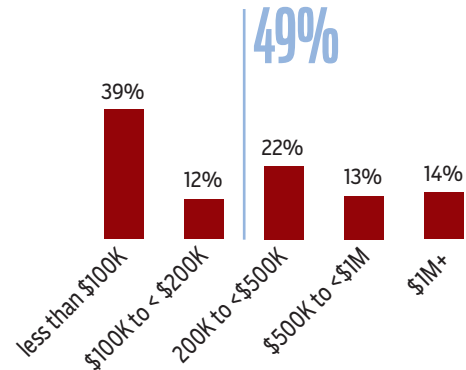
## MONEY

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—JANUARY 20, 2020

# 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"

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

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

# PRODUCTION GUIDELINES

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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

### 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**

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

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