

WestShore – the magazine all of Victoria will be reading

WestShore will offer its readers entertaining articles that are easy to read and visually stimulating, featuring exceptional photography. WestShore will have a high-end, high class look and feel with a modern, accessible design.

Editorial Departments

Dispatches – Articles from Colwood, Highlands, Langford, Metchosin and View Royal – the inside story – what makes these communities tick; what is there to see and do? What would it be like to live in one of these Vancouver Island gems?

Feature – A feature article will provide interesting perspectives and unique experiences available on the WestShore.

Fitness – There are so many fitness opportunities on the WestShore. This section will feature different things to do, places to explore, and ways to stay fit throughout the year.

Arts and Culture – The best of regional art, theatre and music.

WestShore People – Highlighting interesting individuals who have made a significant contribution to life on the WestShore.

Shopping – A look at what's new and exciting in the world of retail.

Business – Exploring West Shore businesses and the local economy.

WestShore Recipe – A regular column featuring local food vendors and a recipe based on food grown or produced in this region.

The Facts

- 40,000 circulation, 100,000 + readership
- 80 pages, perfect bound
- Published bi-annually
- Available on BC Ferries and Victoria airport
- Doorstep delivery to every WestShore home
- Available at WestShore retailers
- Supplied to Greater Victoria realtors and Welcome Wagon

The Details - Ad Sizes, Rates Etc.

File formats: Press Ready PDFs preferred. InDesign, Illustrator or Photoshop. If supplying QuarkXpres or PC formatted files, supply as press ready PDF. CorelDraw files must be exported as EPS files and all fonts must be converted to outlines. Bitmapped images should be 300 pixels per inch. Please supply an accompanying JPEG or hardcopy proof.

Send to: Files up to 5 MB - email to tom@integralcreative.ca
Files up to 64 MB - upload to www.integralcreative.ca/upload
or mail CD or DVD to Integral Creative, 134 Clarence St., Victoria, BC V8V 2J2

More Info: Charlotte Wallis – 250-478-1130, chamber@westshore.bc.ca
Ad Specs/Technical – Tom Spetter – 250-598-3986, tom@integralcreative.ca

To ensure an easy to read, super stylish publication where the ads really stand out, we are only offering full and half page standard advertisements. A special directory section at the back of the magazine will offer horizontal, quarter-page, format ads. These popular pages will be the go-to place for readers wanting to purchase products or services in the West Shore.

Display Ad Rates (All advertisements are full colour)

	Chamber Members	Non Members
Outside Back Cover Full Page - Trim size: 9" w X 10 ³ / ₄ " h, bleed add 1/8", live area 1/2" margin	\$4,001	\$4,447
Inside Front or Back Cover Full Page - Trim size: 9" w X 10 ³ / ₄ " h, bleed add 1/8", live area 1/2" margin	\$3,638	\$4,042
Double Page Spread - Trim size: 18" w X 10 ³ / ₄ " h, bleed add 1/8", live area 1/2" margin	\$5,292	\$5,880
Full Page - Trim size: 9" w X 10 ³ / ₄ " h, bleed add 1/8", live area 1/2" margin	\$3,113	\$3,458
Half Page Horizontal - 8" w X 5 ¹ / ₁₆ " h	\$1,907	\$2,119
Quarter Page Format ad - Supply Logo (EPS or vector preferred) • 3 ¹ / ₂ " w X 2 ¹ / ₄ " h Photo at 300 pixels per inch 60 words of text + contact information.	\$855	\$950
Block Ads - Single block: 2.5"w x 2.5"h Double block: 5.25"w x 2.5"h	Single \$400	Double \$600

*Please add G.S.T. to prices. Ads can be designed for additional fee.

WestShore

The Art of Island Living



The WestShore's lifestyle magazine

Published by the WestShore Chamber of Commerce.
Over 40,000 circulation with 100,000 + readers!

WestShore Magazine • High Profile • High Class High Energy • Huge Circulation!

WestShore is a full colour, high quality, perfect bound, 80-page magazine. It's a must-read lifestyle magazine that's chock full of articles on the five municipalities that were once called the Western Communities. Feature articles on green living, recreation, development, people and places, shopping, beaches, boardwalks, and just about anything else that catches the attention of the editorial team will find its way into this dynamic new magazine.

WestShore just loves coffee tables and will hang around them for months just waiting to be picked up again and again as people settle back to read yet another fascinating article about one of BC's fastest growing regions. WestShore will be published twice a year; spring and fall, and will be distributed free of charge.



Top 6 reasons to advertise in our magazine

- 1** With a circulation of over 40,000 copies and a readership in excess of 100,000, WestShore magazine is going to be the first place people look for information when considering relocating to the WestShore, coming to shop or play, or just checking the region out!
- 2** Targeted distribution includes: BC Ferries (Swartz Bay – Tsawwassen run; year round) and the Victoria International airport; approximately 800 realtors; delivery to every home on the WestShore and random delivery throughout the Capital Regional District.
- 3** WestShore – The Art of Island Living offers the only mass media advertising opportunity focused entirely on the WestShore.
- 4** Everyone's talking about the WestShore – after all it's where all the action is. People are also talking about WestShore – The Art of Island Living. We hear comments almost daily from people from all over Victoria, and even from visitors who have picked it up on the ferries or at the airport, telling us how much they love the magazine, and that they read it from cover to cover.
- 5** WestShore has a six-month shelf life and the WestShore Chamber of Commerce website features a PDF copy of the current and archived editions of WestShore.
- 6** People actually READ this magazine! Many tell us they read it from cover to cover, and that means your ad is going to be seen. This isn't the type of magazine people flip through and right on past your ad, they see your ad as they're turning the page to keep reading!

Call Charlotte Wallis: 250.478.1130

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