



LIFE AT ITS FINEST

BOULEVARD

MAGAZINE



VANCOUVER CHINESE | VANCOUVER | OKANAGAN | VICTORIA | CENTRAL VANCOUVER ISLAND

2017/18 MEDIA KIT

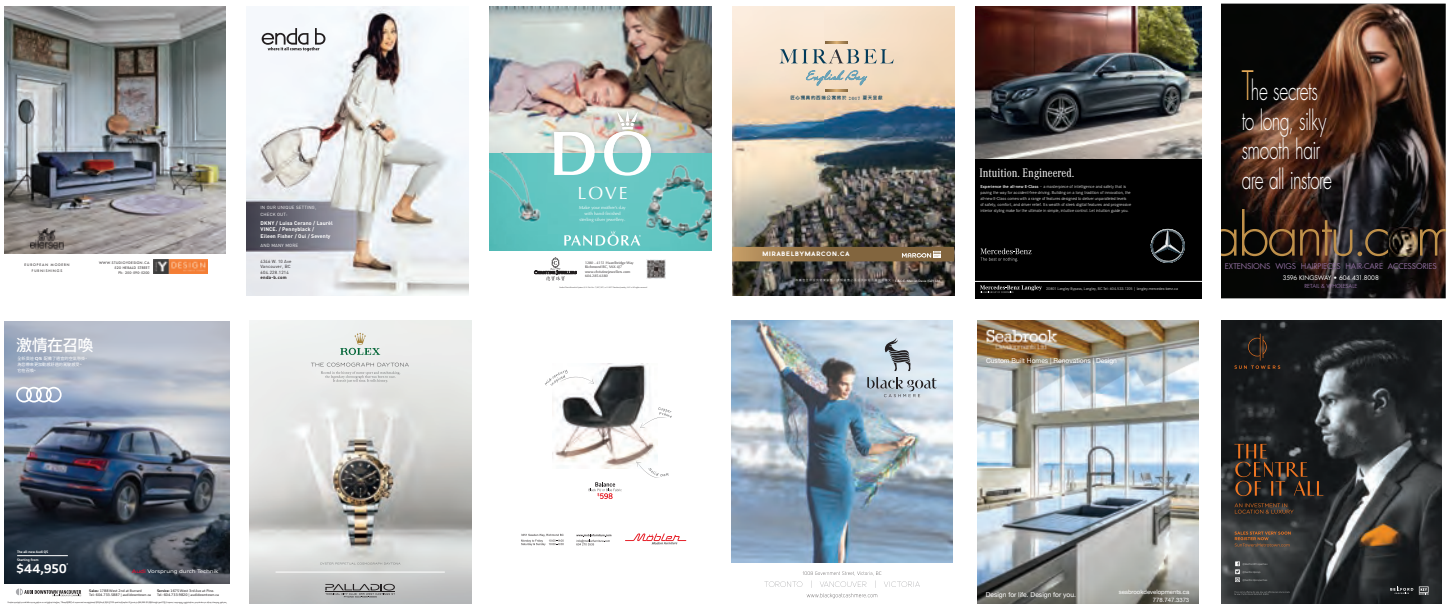
Boulevard magazine, celebrating over 25 years of publishing

Boulevard is proud to represent the great region we live in — our readers live “Life at its Finest” in Canada’s most desirable environment.

Fresh, well-written, beautiful to look at, engaging and satisfying to read, *Boulevard* connects with British Columbia’s most influential and aspirational readers with stories on people, places, food, wine, homes, health, technology and more. Capturing the personality, culture and vitality of each region, *Boulevard* is top in its class, valued and retained by all of B.C.’s diverse readers who live and recognize its style and publishing excellence.



COMMITTED TO OUR ADVERTISERS



FOR MORE INFORMATION CONTACT HARRY VAN HEMMEN, 604-649-1707, harryvh@blackpress.ca

TOTAL BRITISH COLUMBIA BOULEVARD MAGAZINE CIRCULATION

730,000

READERS PER COPY **3.5**
TOTAL ANNUAL READERSHIP **2,555,000**

VANCOUVER BOULEVARD CHINESE 20,000
11 times per year
Vancouver's most popular ethnic magazine. With over 650,000 Chinese in Metro Vancouver, Boulevard Chinese magazine reaches all of this market with 11 issues publishing every month, except for January, allowing us to produce a supersized Chinese New Year edition every February. February 2018 is the Year of the Dog.



VANCOUVER BOULEVARD ENGLISH 20,000
6 times per year
The request from the western market in Vancouver was to have a Boulevard magazine in English. The Boulevard Group responded with the very popular Boulevard English Metro Vancouver edition adding to our other 4 Boulevard magazines, making Boulevard the fastest growing magazine in Western Canada.



OKANAGAN BOULEVARD ENGLISH 30,000
6 times per year
Okanagan Boulevard bases out of Kelowna has been a welcome edition for the Okanagan Valley. Already popular and already showing off the wonders of urban and valley living, Canada's finest and most desirable climate families and retirees are moving to the Okanagan in droves, creating a vibrant economy and a successful publication.



VICTORIA BOULEVARD ENGLISH 25,000
6 times per year
26 years of publishing Victoria Boulevard a entrenched this incredibly popular magazine in the southern Vancouver Island region like no other publication or media. Everyone knows it, everyone recognizes it and everyone loves its rich images and insightful editorials surrounding our Capital.



CENTRAL VANCOUVER ISLAND BOULEVARD ENGLISH 15,000
4 times per year
One trip up to Central Vancouver Island will surprise you when you see the vibrancy of this area and its residences. Style, beauty and lifestyle are highly valued in this region with a market that has the means to afford it. An absolute jewel on the most desired island in the world to live on.



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VANCOUVER
BOULEVARD
CHINESE
20,000

DISTRIBUTION		
Homes	%	Amount
High End Condo Drops	15.3	3046
Businesses		
Home Furniture Showrooms	20.3	4062
YVR Airport	5.1	1015
Luxury Auto Showrooms	19.0	3800
VIP Casino Lounges	20.1	4015
Drug and Home Stores	10.1	2031
Shopping Malls Frequented	10.1	2031
TOTAL DISTRIBUTION		20000



VANCOUVER
BOULEVARD
ENGLISH
20,000

DISTRIBUTION		
Homes	%	Amount
High End Home Drops	90	18000
Businesses		
Home Furniture Showrooms	2.5	500
Luxury Auto Showrooms	2.5	500
Drug and Home Stores	2.5	500
Shopping Malls Frequented	2.5	500
TOTAL DISTRIBUTION		20000



OKANAGAN
BOULEVARD
ENGLISH
30,000

DISTRIBUTION		
Homes		20000
Kelowna	Residential	10000
Vernon	Residential	5000
Penticton	Residential	3000
Peachland	Residential	1000
Summerland	Residential	1000
Businesses		10000
Businesses	Business	6000
Replenishment	Business	3000
TOTAL DISTRIBUTION		30000



VICTORIA
BOULEVARD
ENGLISH
25,000

DISTRIBUTION		
Homes		15000
Oak Bay	Residential	4556
Saanich	Residential	3710
Victoria	Residential	4503
Peninsula	Residential	3358
West Shore	Residential	972
Businesses		10000
Businesses	Business	7000
Replenishment	Business	3000
TOTAL DISTRIBUTION		25000



CENTRAL ISLAND
BOULEVARD
ENGLISH
15,000

DISTRIBUTION		
Homes		11500
Nanaimo/Ladysmith	Residential	10000
Parksville/Qualicum	Residential	1500
Businesses		3500
Businesses	Business	1000
Replenishment	Business	2500
TOTAL DISTRIBUTION		15000

Metro Vancouver has fostered a luxury international market that is growing at a pace faster than any other market in Canada. The ethnic Chinese population with over 650,000 residents in the metro Vancouver area is a strong part of this luxury division. The Western market, over 1.8 million strong (Metro Vancouver) is also stimulating the economies of many communities in British Columbia like Victoria and Kelowna through the cashing out of the Metro Vancouver urban communities leading to transference of wealth into high growth areas on the Island and in the Interior of this great province. With the intention of reaching these markets at the location of the activities they participate in, Boulevards' Chinese and English markets are engaged as they spend their newly introduced or newly acquired cash flows. These cash flows, as would be expected, go to luxury automobiles, home purchases, renovations and furnishing as well as entertainment, fashion, jewellery and travel as we all aspire to live our dreams. Boulevard Magazine and the considerable resources of its parent company Black Press welcome you to participate in a market reaching the majority of British Columbia urban communities through a medium that complements and shares the values and aspirations of this very special luxury community.

VANCOUVER CHINESE

20,000 Distribution	1x	6x	11x
Full page	2295	2066	1951
2/3 page	1795	1616	1526
1/2 page	1545	1391	1313
1/3 page	1075	968	914
1/4 page	925	833	786
Double Spread Ad	3595	3236	3056
Double Spread Profile	3695	3510	3326
Inside Cover	2395		
Outside Cover	2795		
Cover Premium Package	6495		

VANCOUVER ENGLISH

20,000 Distribution	1x	6x
Full page	2295	2066
2/3 page	1795	1616
1/2 page	1545	1391
1/3 page	1075	968
1/4 page	925	833
Double Spread Ad	3595	3236
Double Spread Profile	3695	3510
Inside Cover	2395	
Outside Cover	2745	
Cover Premium Package	6495	

VICTORIA ENGLISH

20,000 Distribution	1x	6x
Full page	2890	2625
2/3 page	1995	1796
1/2 page	1790	1611
1/3 page	1275	1148
1/4 page	985	887
Double Spread Ad	3995	3596
Double Spread Profile	4195	3985
Inside Cover	3295	
Outside Cover	3495	

MULTIPLE MAGAZINE BUY
DISCOUNT

2 magazines -5%
3 magazines -8%
4 magazines -10%
5 magazines -12%

CENTRAL VANCOUVER ISLAND ENGLISH

15,000 Distribution	1x	4x
Full page	1445	1301
2/3 page	1295	1166
1/2 page	995	896
1/3 page	845	761
1/4 page	645	581
Double Spread Ad	1995	1796
Double Spread Profile	2295	2180
Inside Cover	1995	
Outside Cover	2295	

OKANAGAN ENGLISH

20,000 Distribution	1x	6x
Full page	2295	2066
2/3 page	1795	1616
1/2 page	1545	1391
1/3 page	1075	968
1/4 page	925	833
Double Spread Ad	3595	3236
Double Spread Profile	3695	3510
Inside Cover	2395	
Outside Cover	2745	

AD SPECS

FULL PAGE

bleed size = 8.75" x 11.25"
trim size = 8.25" x 10.75"
live area = 7.25" x 10.25"

2/3 PAGE

live area = 4.75" x 10.25"

1/3 PAGE

live area = 2.3" x 10.25"

1/2 PAGE horizontal

live area = 7.25" x 4.75"

1/2 PAGE vertical

live area = 3.5" x 10.25"

1/4 PAGE

live area = 3.5" x 4.75"

Bleed: On full pages only .25" Type safety: .5" from trim ensures text will be readable.

File format: Press ready PDF only (high res. all fonts embedded)

Colour: CMYK (no spot colours) Images: 300dpi

Submission: Email, USB Flashdrive, File transfer service ie. Dropbox, WeTransfer, Google Drive

FOR MORE INFO CONTACT: creative@blvdmag.ca, 250.480-3289

BOULEVARD DEADLINES

BOULEVARD CHINESE - VANCOUVER

publication date	booking/copy deadline	camera ready deadline
July	21-Jun	24-Jun
August	19-Jul	21-Jul
September	23-Aug	25-Aug
October	18-Sep	20-Sep
November	22-Oct	24-Oct
December	19-Nov	21-Nov
February	20-Jan	22-Jan
March	21-Feb	23-Feb
April	21-Mar	23-Mar
May	18-Apr	20-Apr
June	21-May	23-May
July	20-Jun	22-Jun
August	21-Jul	23-Jul
September	20-Aug	22-Aug
October	18-Sep	20-Sep
November	21-Oct	23-Oct
December	18-Nov	20-Nov

BOULEVARD ENGLISH - VANCOUVER

publication date	booking/copy deadline	camera ready deadline
Aug/Sep	21-Jul	23-Jul
Oct/Nov	18-Sep	20-Sep
Dec/Jan	19-Nov	21-Nov
Feb/Mar	21-Jan	23-Jan
Apr/May	18-Mar	20-Mar
Jun/Jul	17-May	19-May
Aug/Sep	21-Jul	23-Jul

BOULEVARD ENGLISH - VICTORIA

publication date	booking/copy deadline	camera ready deadline
Jun/Jul	1-May	8-May
Aug/Sep	3-Jul	10-Jul
Oct/Nov	1-Sep	11-Sep
Dec/Jan	6-Nov	13-Nov
Feb/Mar	2-Jan	9-Jan
Apr/May	2-Mar	9-Mar
Jun/Jul	9-May	9-May

BOULEVARD ENGLISH - OKANAGAN

publication date	booking/copy deadline	camera ready deadline
Jul/Aug	2-Jun	2-Jun
Sep/Oct	4-Aug	11-Jul
Nov/Dec	6-Oct	13-Oct
Jan/Feb	1-Dec	8-Dec
Mar/Apr	2-Feb	9-Feb
May/Jun	4-Apr	11-Apr
Jul/Aug	2-Jun	9-Jun

BOULEVARD ENGLISH - CENTRAL ISLAND

publication date	booking/copy deadline	camera ready deadline
Summer	1-May	8-May
Fall	1-Aug	8-Aug
Winter	1-Nov	8-Nov
Spring	1-Feb	8-Feb
Summer	1-May	8-May
Fall	1-Aug	8-Aug
Winter	1-Nov	8-Nov