

LIFE AT ITS FINEST

# BOULEVARD

MAGAZINE



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

2020 MEDIA KIT

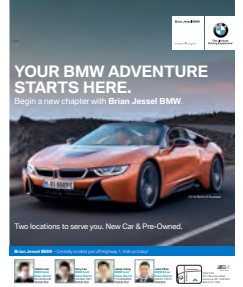
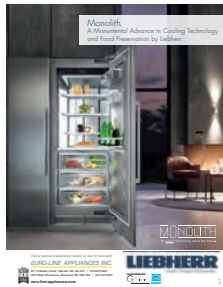
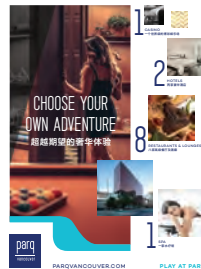
# Boulevard magazine, celebrating over 27 years of publishing

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



## TOTAL BRITISH COLUMBIA BOULEVARD MAGAZINE CIRCULATION

900,000

READERS PER COPY 3

TOTAL ANNUAL READERSHIP 2,700,000

**VANCOUVER** BOULEVARD CHINESE 40,000  
6 times per year  
Vancouver's most popular ethnic magazine. With over 650,000 Chinese in Metro Vancouver, Boulevard Chinese magazine reaches all of these markets with 6 issues publishing with a special Chinese New Year edition. 2020 is the Year of the Rat.



**VANCOUVER** BOULEVARD ENGLISH 40,000  
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 30,000  
6 times per year  
27 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.







**VANCOUVER**  
BOULEVARD  
CHINESE  
40,000

DISTRIBUTION		
Homes	%	Amount
High End Condo Drops	15.3	6092
Businesses		
Home Furniture Showrooms	20.3	8124
YVR Airport	5.1	2030
Luxury Auto Showrooms	19.0	7600
VIP Casino Lounges	20.1	8030
Drug and Home Stores	10.1	4062
Shopping Malls Frequented	10.1	4062
<b>TOTAL DISTRIBUTION</b>		<b>40000</b>



**VANCOUVER**  
BOULEVARD  
ENGLISH  
40,000

DISTRIBUTION		
Homes	%	Amount
High End Home Drops	90	36000
Businesses		
Home Furniture Showrooms	2.5	1000
Luxury Auto Showrooms	2.5	1000
Drug and Home Stores	2.5	1000
Shopping Malls Frequented	2.5	1000
<b>TOTAL DISTRIBUTION</b>		<b>40000</b>



**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	6500
Replenishment	Business	3500
<b>TOTAL DISTRIBUTION</b>		<b>30000</b>



**VICTORIA**  
BOULEVARD  
ENGLISH  
30,000

DISTRIBUTION		
Homes		17000
Oak Bay	Residential	4556
Saanich	Residential	3710
Victoria	Residential	4503
Peninsula	Residential	3358
West Shore	Residential	873
Businesses		13000
Businesses	Business	8000
Replenishment	Business	5000
<b>TOTAL DISTRIBUTION</b>		<b>30000</b>



**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
<b>TOTAL DISTRIBUTION</b>		<b>15000</b>

**VANCOUVER CHINESE**

	1x	6x
40,000 Distribution		
Full page	3010	2771
1/2 page	2055	1890
1/4 page	1230	1015
Double Spread	4377	4027
Inside Cover	3342	3074
Outside Cover	3599	3290

**VANCOUVER ENGLISH**

	1x	6x
40,000 Distribution		
Full page	3010	2771
1/2 page	2055	1890
1/4 page	1230	1015
Double Spread	4377	4027
Inside Cover	3342	3074
Outside Cover	3599	3290

**VICTORIA ENGLISH**

	1x	6x
30,000 Distribution		
Full page	2976	2700
1/2 page	1843	1674
1/4 page	1014	922
Double Spread	4377	4027
Inside Cover	3342	3074
Outside Cover	3599	3290

**OKANAGAN ENGLISH**

	1x	6x
30,000 Distribution		
Full page	2976	2700
1/2 page	1843	1674
1/4 page	1014	922
Double Spread	4377	4027
Inside Cover	3342	3074
Outside Cover	3599	3290

**CENTRAL VANCOUVER ISLAND ENGLISH**

	1x	4x
15,000 Distribution		
Full page	1488	1351
1/2 page	922	833
1/4 page	541	438
Double Spread	2364	2175
Inside Cover	1797	1653
Outside Cover	2003	2209

**INDULGE ENGLISH** Oversized Bi-lingual\*

	1x
25,000 Distribution	
Double Spread*	2981
Inside Cover DPS*	1797
Full Page*	2055
Outside Cover*	3806

\*ask for specs

**AD SPECS** (width x height)**FULL PAGE**

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

**DOUBLE PAGE SPREAD**

bleed size = 17" x 11.25"  
 trim size = 16.5" x 10.75"  
 live area = 16" x 10.25"

**1/2 PAGE horizontal**

live area = 7.25" x 4.75"

**1/2 PAGE vertical**

live area = 3.5" x 9.75"

**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**

DEADLINES LISTED ARE FOR INSIDE PAGES ONLY. Please ask for Cover, IFC, IBC, OBC deadlines.

**VANCOUVER CHINESE**

publication date	booking/copy deadline	camera ready deadline
Feb/Mar	10-Jan	17-Jan
Apr/May	13-Mar	20-Mar
Jun/Jul	8-May	15-May
Aug/Sep	10-Jul	17-Jul
Oct/Nov	11-Sep	18-Sep
Dec/Jan	9-Nov	16-Nov

**VANCOUVER ENGLISH**

publication date	booking/copy deadline	camera ready deadline
Feb/Mar	13-Jan	20-Jan
Apr/May	18-Mar	23-Mar
Jun/Jul	13-May	19-May
Aug/Sep	8-Jul	15-Jul
Oct/Nov	11-Sep	14-Sep
Dec/Jan	9-Nov	16-Nov

**VICTORIA ENGLISH**

publication date	booking/copy deadline	camera ready deadline
Feb/Mar	6-Jan	13-Jan
Apr/May	2-Mar	9-Mar
Jun/Jul	4-May	11-May
Aug/Sep	29-Jun	6-Jul
Oct/Nov	31-Aug	8-Sep
Dec/Jan	2-Nov	9-Nov

**OKANAGAN ENGLISH**

publication date	booking/copy deadline	camera ready deadline
Mar/Apr	31-Jan	14-Feb
May/Jun	31-Mar	15-Apr
Jul/Aug	5-Jun	10-Jun
Sep/Oct	31-Jul	12-Aug
Nov/Dec	2-Oct	14-Oct
Jan/Feb	30-Nov	11-Dec

**CENTRAL VANCOUVER ISLAND ENGLISH**

publication date	booking/copy deadline	camera ready deadline
Spring	3-Feb	18-Feb
Summer	1-May	19-May
Fall	29-Jul	18-Aug
Winter	13-Oct	4-Nov

**INDULGE 2019-2020**

publication date	booking/copy deadline	camera ready deadline
Dec 2020	1-Oct 2020	17-Oct 2020
Dec 2021	1-Oct 2021	17-Oct 2021