

# THE COLLECTIVE MAGAZINES



## GRASSROOTS PUBLICATIONS

Inspired by life on Vancouver Island



The Collective Magazines showcase the uniquely diverse lifestyles and beauty of Vancouver Island communities.

Covering arts, culture, sport, and recreation, the CV Collective and Strathcona Collective are locally minded publications with an Island outlook that celebrate the best our region has to offer.

These free magazines are created with quality and care to deliver a collectible reference for long-term enjoyment. The Collective Magazines are driven by the collaborative efforts of local writers, photographers, artists, and community partners to help describe local discoveries and immerse locals and visitors with a map of inspiration to create, play, and explore.

2022 MEDIA KIT

OUR MANDATE IS TO PUBLISH BEAUTIFUL AND INFORMATIVE MAGAZINES DRIVEN BY A DESIRE TO PROMOTE CREATIVITY, PLAY, AND EXPLORATION.

## CREATE

Vancouver Island's natural beauty inspires its creative culture. We're passionate about promoting art and culture as a reflection of our communities.

## PLAY

We believe awe and wonder are key to keeping us all young at heart. We are committed to fresh ideas and perspectives to push our boundaries and yours.

## EXPLORE

We live here for the incredible lifestyle. We know that's why you're here, too. We're all about showcasing the destinations and communities.

## MEET OUR CURRENT PUBLICATIONS



# CVCOLLECTIVE

ESTABLISHED 2014

The CV Collective is focused on the Comox Valley region, including Courtenay, Comox, Cumberland, Black Creek, Merville, Royston, Hornby & Denman Islands, & Union Bay.



**QUARTERLY PUBLICATION**  
RELEASES EVERY SOLSTICE AND EQUINOX  
*MID MARCH, JUNE, SEPTEMBER & DECEMBER*



**5000 COPIES PER ISSUE**

*DISTRIBUTED PRIMARILY WITHIN THE COMOX VALLEY, AS WELL AS CAMPBELL RIVER & REGIONS, NANAIMO, DUNCAN, VICTORIA, & TOFINO*

A PRODUCT OF

**ROAM MEDIA INC**



# Strathcona COLLECTIVE

ESTABLISHED 2020

The Strathcona Collective is focused on Campbell River & surrounding regions, including Quadra & Cortes Islands, Oyster River, Sayward, Gold River, Tahsis, & Nootka Sound.



**BIANNUAL PUBLICATION**  
RELEASES EVERY EQUINOX  
*MID MARCH & SEPTEMBER*



**5000 COPIES PER ISSUE**

*DISTRIBUTED PRIMARILY WITHIN CAMPBELL RIVER, AS WELL AS THE COMOX VALLEY & REGIONS, NANAIMO, DUNCAN, VICTORIA, & TOFINO*

A COLLABORATION BETWEEN

**ROAM  
MEDIA  
INC**



VISIT OUR WEBSITE TO EXPLORE THE CURRENT & PAST ISSUES OF EACH MAGAZINE

# THE COLLECTIVE MAGAZINES

## MAGAZINE AD OPTIONS, RATES, AND SIZES

We are proudly funded by like-minded, local advertisers interested in showcasing their business and our community.

### SHOWCASE YOUR BUSINESS AND COMMUNITY IN ONE OF OUR MAGAZINES

ADVERTISE IN THE CV COLLECTIVE –OR– THE STRATHCONA COLLECTIVE

#### BOOK x1 ISSUE

1/8	\$380.00
1/4	\$655.00
1/2	\$970.00
3/4	\$1,195.00
Full	\$1,550.00
Inside Front	\$1,945.00
Outside Back	\$2,325.00

#### BOOK A FULL YEAR **SAVE 10%**

		<b>SAVE</b>	x4 OF THE CVC –OR– x2 OF THE SC	
1/8	\$342 PER ISSUE	<b>\$38 PER ISSUE</b>	\$1368	\$684
1/4	\$589.50 PER ISSUE	<b>\$65.50 PER ISSUE</b>	\$2358	\$1179
1/2	\$873 PER ISSUE	<b>\$97 PER ISSUE</b>	\$3492	\$1746
3/4	\$1075.50 PER ISSUE	<b>\$119.50 PER ISSUE</b>	\$4302	\$2151
Full	\$1,332 PER ISSUE	<b>\$148 PER ISSUE</b>	\$5328	\$2664

Each ad is invoiced prior to the printing of each issue, not as a lump sum. 5000 copies are printed of each issue.

### EXPAND YOUR REACH AND SAVE

ADVERTISE IN BOTH THE CV COLLECTIVE AND THE STRATHCONA COLLECTIVE

#### x1 ISSUE **SAVE 10%**

x1 OF THE CVC AND x1 OF THE SC

		<b>SAVE</b>	
1/8	\$342 PER ISSUE	<b>\$38 PER ISSUE</b>	\$684
1/4	\$589.50 PER ISSUE	<b>\$65.50 PER ISSUE</b>	\$1179
1/2	\$873 PER ISSUE	<b>\$97 PER ISSUE</b>	\$1746
3/4	\$1075.50 PER ISSUE	<b>\$119.50 PER ISSUE</b>	\$2151
Full	\$1,332 PER ISSUE	<b>\$148 PER ISSUE</b>	\$2664

#### FULL YEAR **SAVE 20%**

x4 OF THE CVC AND x2 OF THE SC

		<b>SAVE</b>	
1/8	\$304 PER ISSUE	<b>\$72 PER ISSUE</b>	\$1824
1/4	\$524 PER ISSUE	<b>\$131 PER ISSUE</b>	\$3144
1/2	\$776 PER ISSUE	<b>\$194 PER ISSUE</b>	\$4656
3/4	\$956 PER ISSUE	<b>\$239 PER ISSUE</b>	\$5736
Full	\$1,254 PER ISSUE	<b>\$296 PER ISSUE</b>	\$7524

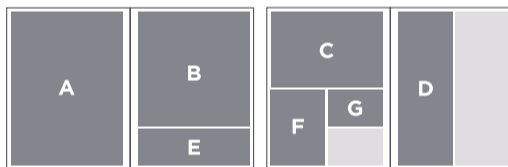
WE PRIDE OURSELVES ON PRODUCING A COLLECTIBLE MAGAZINE WITH LONG-LASTING CONTENT THAT EXTENDS THE LIFESPAN OF EVERY AD.

#### CO-OP AD OPPORTUNITIES

You can join forces with other businesses in your networks or location, purchase ad space together and share the costs! This extends savings to all the participants. Build community through advertising. Contact us today and we'll help you make it happen.

#### SIZES

A	Full Page	7.25x10 inch
B	3/4 Page	7.25x7.45 inch
C	1/2 Horizontal Page	7.25x4.9 inch
D	1/2 Vertical Page	3.53x10 inch
E	1/4 Horizontal Page	7.25x2.36 inch
F	1/4 Vertical Page	3.53x4.9 inch
G	1/8 Page	3.53x2.36 inch



## ALL ADVERTISERS BECOME A DISTRIBUTION LOCATION

PLUS YOU WILL BE LISTED ON OUR WEBSITE AS A DISTRIBUTOR FOR THE DURATION OF THE AD'S RUNTIME.

### ONLINE AD OPTIONS

SHOWCASE YOUR BUSINESS TO ALL OUR READERS IN YOUR REGION AND BEYOND

Our content is created with longevity in mind. We upload articles from all our magazines to our website and have created an in-depth resource of content and information that readers have been enjoying and sharing online for years.

#### SIZES

	DESKTOP	MOBILE
\$100/Month*	Large 300x600 pixels Small 300x250 pixels	Small 300x250 pixels

Ads are programmatically served throughout the website, and inventory is split evenly between all online advertisers for the duration of the publication's runtime.

**\*SPECIAL INTRODUCTORY OFFER INCLUDES ALL PLACEMENTS AND SIZES.**

### MECHANICAL SPECIFICATIONS

#### SUPPLIED AD FILES

**PDF File:** PDF/X-1a files required. Supplied artwork must be CMYK and minimum 350dpi (400 dpi preferred), PDF files will not be checked and errors will be the responsibility of the supplier.

**Adobe Illustrator CS6 or newer:** .ai or .eps (all fonts converted to outlines)

**Adobe Photoshop CC:** CMYK .tif or .psd at least 300 dpi

#### DESIGN AVAILABLE

We offer complimentary ad design with the purchase of your ad space. Please submit any logos, photos or graphics, promotional messaging and contact info to [jenn@roammedia.ca](mailto:jenn@roammedia.ca) in the following formats.

#### PROOFING

PDF proof will be supplied to advertisers prior to the publication going to print. Advertisers will be notified by email when the proof is ready. Final approval of ad must be signed

and returned to ROAM Media Inc. to indicate acceptance of final ad design prior to placement in publication. Email confirmation is also acceptable. Advertisers assume responsibility for proofing and accuracy of information.

#### SUPPLYING MATERIAL

Email files (up to 10MB) to [jenn@roammedia.ca](mailto:jenn@roammedia.ca) or transfer zip of all files via Dropbox or WeTransfer.com

The Collective Magazines are FREE publications owned and published by ROAM Media Inc. The Strathcona Collective is created in partnership with Boleyn Media Group. If you have any questions regarding the magazines or advertising, please contact Jenn Dykstra of ROAM Media.

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