

# THE COLLECTIVE MAGAZINES

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.

## 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



ESTABLISHED 2014

The Comox Valley 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*



**5,000 COPIES PER ISSUE**  
*DISTRIBUTED PRIMARILY WITHIN THE COMOX VALLEY, AS WELL AS CAMPBELL RIVER & REGIONS, NANAIMO, DUNCAN, VICTORIA, & TOFINO*

A PRODUCT OF



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*



**5,000 COPIES PER ISSUE**  
*DISTRIBUTED PRIMARILY WITHIN CAMPBELL RIVER, AS WELL AS THE COMOX VALLEY & REGIONS, NANAIMO, DUNCAN, VICTORIA, & TOFINO*

A COLLABORATION BETWEEN



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

# AD RATES & OPTIONS

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

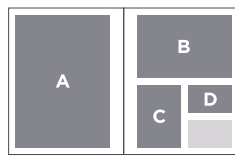
ADVERTISE IN THE COMOX VALLEY COLLECTIVE OR THE STRATHCONA COLLECTIVE

x1 ISSUE		FULL YEAR <b>SAVE 10%</b>				x4 OF THE CVC OR x2 OF THE SC	
1/8	\$392	1/8	\$352 PER ISSUE	<b>SAVE \$40 PER ISSUE</b>	\$1,408	\$704	
1/4	\$675	1/4	\$607 PER ISSUE	<b>SAVE \$68 PER ISSUE</b>	\$2,428	\$1,214	
1/2	\$999	1/2	\$899 PER ISSUE	<b>SAVE \$100 PER ISSUE</b>	\$3,596	\$1,798	
Full	\$1,597	Full	\$1,372 PER ISSUE	<b>SAVE \$225 PER ISSUE</b>	\$5,488	\$2,744	
Inside Front	\$2,003						
Outside Back	\$2,395						

*Each ad is invoiced prior to the printing of each issue, not as a lump sum. 5,000 copies are printed of each issue.*

### SIZES

- A** Full Page 6.75x9.5 inch
- B** 1/2 Page 6.75x4.5 inch
- C** 1/4 Page 3.125x4.5 inch
- D** 1/8 Page 3.125x2 inch



### 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.

## EXPAND YOUR REACH AND SAVE

ADVERTISE IN BOTH THE COMOX VALLEY COLLECTIVE AND THE STRATHCONA COLLECTIVE

x1 ISSUE <b>SAVE 10%</b>		x1 OF THE CVC AND x1 OF THE SC		FULL YEAR <b>SAVE 20%</b>		x4 OF THE CVC AND x2 OF THE SC	
1/8	\$352	<b>SAVE \$40 PER ISSUE</b>	\$704	1/8	\$313 PER ISSUE	<b>SAVE \$79 PER ISSUE</b>	\$1,878
1/4	\$607	<b>SAVE \$68 PER ISSUE</b>	\$1,219	1/4	\$540 PER ISSUE	<b>SAVE \$135 PER ISSUE</b>	\$3,240
1/2	\$899	<b>SAVE \$100 PER ISSUE</b>	\$1,798	1/2	\$799 PER ISSUE	<b>SAVE \$200 PER ISSUE</b>	\$4,794
Full	\$1,372	<b>SAVE \$225 PER ISSUE</b>	\$2,744	Full	\$1,292 PER ISSUE	<b>SAVE \$305 PER ISSUE</b>	\$7,752

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

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.

## ADDITIONAL OPTIONS

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

PLACEMENT REQUEST FEE		Add \$25
ONLINE AD OPTIONS	PRINT/ONLINE PACKAGE \$100/month	ONLINE ONLY \$350/month
ONLINE SPONSORED CONTENT	Client Submittal \$750	ROAM Call for Details
BUSINESS SUBSCRIPTION*	25 COPIES	\$50 (\$2 per issue) Sold in 25 increments

*\*All print advertisers become a distribution location and are provided with copies of the publication for the duration of the ad's runtime.*

## 2023/2024 SCHEDULE

### ○ WINTER

#### CVC Deadlines

Booking	Nov 10/23
Artwork	Nov 15/23
Print	Dec 1/23
Launch	Dec 19-20/23

### ○ SPRING

#### CVC & SC Deadlines

Booking	Feb 9/24
Artwork	Feb 14/24
Print	Mar 1/24
Launch	Mar 19-20/24

### ○ SUMMER

#### CVC Deadlines

Booking	May 10/24
Artwork	May 15/24
Print	May 31/24
Launch	June 25/24

### ○ FALL

#### CVC & SC Deadlines

Booking	Aug 9/24
Artwork	Aug 14/24
Print	Aug 30/24
Launch	Sept 24/24

## ALL PRINT ADVERTISERS BECOME A DISTRIBUTION LOCATION

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