

November/December 2023

@Home on the Coast

THE MAGAZINE OF ARCHITECTURE / HOME & INTERIOR DESIGN / WEST COAST LIVING



MEDIA KIT 2023

↙ DEADLINE

RESERVE AD SPACE & AD BUILD MATERIAL

OCTOBER 15

PRINT READY ADS

OCTOBER 20

↘ DISTRIBUTION FIRST WEEK OF NOVEMBER

- BC FERRIES
- CANADA POST
- COAST REPORTER NEWSPAPER DELIVERY
- OVER 50 DISTRIBUTION POINTS FROM POWELL RIVER TO LANGDALE, INCLUDING COFFEE SHOPS, SHOPPING MALLS, SUPERMARKETS AND REALTOR OFFICES.
- TOTAL DISTRIBUTION 10,000 COPIES

@Home on the Coast

THE MAGAZINE OF ARCHITECTURE / HOME & INTERIOR DESIGN / WEST COAST LIVING

Welcome to @ Home on the Coast Magazine.

The Sunshine Coast's first dedicated Architectural, Interior Design, and Lifestyle magazine. In this exciting bi-monthly publication we showcase some of the most beautiful homes on the West Coast. We feature some of the coast's most creative architects and home builders as well as some unique builder / owner designs ranging from small cottages to one of a kind estates and prefab energy efficient homes.

We also cover the latest trends in home decor, furnishings, interior design, as well as energy wise options for your home. In the spring and summer issues we feature landscape and gardening tips from some of the Coast's top Landscape Designers and professional gardeners.

@ Home on the Coast Magazine offers advertisers a cost effective opportunity to reach out to our engaged reader base of residents and homeowners from Langdale to Powell River.

We welcome your participation, input, and editorial submissions. @ Home on the Coast Magazine is the voice of your business on the Sunshine Coast.



ADVERTISING RATES



FULL PAGE | \$1200
8.2in x 9.95in (float/no bleed)



1/2 PAGE | \$750
Vertical: 4in x 9.95in
Horizontal: 8.2in x 4.875in



1/4 PAGE | \$450
4in x 4.875in



BANNER | \$450
8.2in x 2in



BACK COVER | \$1500
9in x 10.75in + 0.125in bleed on each side

INSIDE FRONT COVER | \$1350
9in x 10.75in + 0.125in bleed on each side

INSIDE BACK COVER | \$1250
9in x 10.75in + 0.125in bleed on each side

3 ISSUES -
10% DISCOUNT

\$1080

\$675

\$405

\$405

\$1350

\$1215

\$1125

6 ISSUES -
20% DISCOUNT

\$960

\$600

\$360

\$360

\$1200

\$1080

\$1000

Rates quoted are per issue and will be printed in full colour in our larger magazine format. Design work on new ads is an additional fee of \$50.

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ADVERTISING TECHNICAL SPECIFICATIONS

Ad Sizes:



BACK COVER INSIDE FRONT COVER INSIDE BACK COVER

9in x 10.75in + 0.125in bleed on each side



FULL PAGE

8.2in x 9.95in (float/no bleed)



1/2 PAGE

Vertical: 4in x 9.95in
Horizontal: 8.2in x 4.875in



1/3 PAGE

4.6875in wide x 4.875in high



1/4 PAGE

4in x 4.875in



BANNER

8.2in x 2in

File Specifications:

- Ad files including photos, logos etc. must be high resolution (300 dpi).
- PDF or JPG files accepted only. (PDF file preferred.)
- Images within finished ad file must be CMYK (not RGB).
- Colour screens must be CMYK (not PMS or RGB).
- No bleeds unless a Cover file.
- 1/8" bleed on each side of bleed files, crop marks outside of bleed area.
- Before saving PDFs, outline all fonts.

Tips:

Please proofread your ad. We will alert you of any errors we might see, however, the Publisher is not responsible for informational or text errors once an ad has been signed off.

Please familiarize yourself with our brand. Our brand features elevated writing, contributions, and sophisticated design. As indicated on our Insertion Order, we will ask advertisers to resubmit any ads that do not meet our brand standards.

Ad Submissions:

Camera-Ready Files

Your ad will be reviewed for tech specs and proofread for typos. A PDF proof will be sent to you to sign off your final approval, or sent with notes for resubmission.

In-house Designed Ads

Ads designed in-house by our art department will use your submitted assets and directions. You will then received a PDF proof to review/approve.

Email or send a link to your file to:

advertising@homeonthecoast.ca

or call

604-989-8184

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ADVERTISING INSERTION ORDER

Date _____

Sales Rep _____

Company _____

Contact _____

Email _____

Phone _____

Ad Sizes

- | | |
|--|--|
| <input type="checkbox"/> Double Spread | <input type="checkbox"/> Full Page |
| <input type="checkbox"/> 1/2 Page Vertical | <input type="checkbox"/> 1/2 Page Horizontal |
| <input type="checkbox"/> 1/3 Page | <input type="checkbox"/> 1/4 Page |

Frequency

- | |
|-----------------------------------|
| <input type="checkbox"/> 1 Issues |
| <input type="checkbox"/> 3 Issues |
| <input type="checkbox"/> Annual |

Billing Information

Total \$ _____

Sales Tax 5% _____

Total Due _____

Please fill out and email list part and call with payment information.

Payment Information

Name on Card _____

Credit Card # _____

Expiry _____ Postal Code _____ CVV _____

Signature _____

Additional Notes:

Please Note: @Home on the Coast reserves the right to ask advertisers to revise and resubmit finished ads that do not meet our brand standards.

GST # 857 830 475 RT0001