

## Why advertise with POWELL RIVER LIVING?

*Powell River Living* is a monthly magazine that delivers your message when readers are in an receptive mood, because our content is always upbeat, positive and local, showcasing the best of Powell River.

**all ads full colour**

**in-market for 30+days**

**multiple exposures per copy**

**high quality printing**

**printed on Catalyst paper**

**100% locally owned and operated**

**100% independent**

**7,000 magazines Sept thru June  
8,000 in July and August**

In addition to our print distribution, *Powell River Living* is also distributed online at [prliving.ca](http://prliving.ca) and via [issuu.com](http://issuu.com). Ads in the print issue are included online at no extra charge.

The Powell River Living team also publishes the annuals *Home Grown* in May, and *ZEST* in October.

## Advertising Rates

Effective: January 1, 2021

AD SIZE	DIMENSIONS (W" X H")	PRICE (all ads include full colour & design)
Spread (2 pages)*	20.0000 x 11.7500*	\$ 2382
Full Page*	9.5000 x 11.7500*	\$ 1470
1/2 (Horizontal) (Vertical)	9.5000 x 5.8000 4.6750 x 11.7500	\$ 836
1/3 (Horizontal) (Vertical)	9.5000 x 3.8167 3.0667 x 11.7500	\$ 577
1/4	4.6750 x 5.8000	\$ 445
1/6 (Horizontal Banner) (Vertical)	9.5000 x 1.8333 3.0667 x 5.8000	\$ 289
1/12 (Long business card)	4.6750 x 1.8333	\$ 179
1/18 (Short business card)	3.0667 x 1.8333	\$ 117

Interested in the Back Cover (\$1540) or Inside Covers?\*

Ask about availability.

## Frequency Discounts

3 consecutive issues — 5% off regular price  
12 consecutive issues — 10% off regular price  
Non-profit organizations — 10% off regular price  
Premium placement charge — add 25%

## Advertising Deadline - the 15th

**POWELL RIVER LIVING** is published the first week of the month, 12 times per year. All ad copy must be received not later than the **15th** day of the previous month.

Prices do not include taxes. Full payment is due within 30 days of billing. Overdue accounts will be charged an additional 2% per month. NSF cheques will be charged \$30. Written notification is required to cancel any advertisement. Advertisements ordered and produced but not printed will be invoiced at 50% of ad cost if cancelled later than the 18th of the month prior to publication. Prices & policies subject to change without notice.

\*For full page, full bleed ads, the trim size is 10.5"x12.75".

Add 0.25" bleed on all sides, keeping all live items at least 0.25" inside the trim edge.

\* For two-page spread, ask your ad rep for a template or details on size/bleed and gutter.

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SALES [suzi@prliving.ca](mailto:suzi@prliving.ca)

## Frequently asked questions:

### What should I put in my ad?

That really depends on what you want your ad to accomplish, and you're best to discuss that with your ad rep. Our reps are ad experts, and they'll be able to offer some suggestions. But there are some rules of thumb that should usually be followed: Include a clear offer or call to action (tell people what to do). Put a face in your ad (people are hard-wired to look at faces). Don't put in too much. One or two ideas are all that people will remember.

### Will my ad pay for itself?

Hopefully it will do more than that. A well-executed ad will give you a monetary return on investment, as well as build your brand. But if your offer is not what people want, no ad will help you. A 10-cent coupon isn't going to sell any cars. Make sure your offer is appealing to your potential clients.

### Do I have to design my ad?

No. We do that. We just want to talk with you about what you want to accomplish, so we can give you the best design. If you want to, you can, but why not leave it to our professionals?

### What if I don't have a logo?

A logo is not an absolute necessity for a business – but we think it's right up there with a bank account. If you don't have a logo, we strongly suggest investing in some professional design help to create one. This symbol will represent you, your company and your brand, so choose well. We can help with logo design, but usually, we'll recommend some folks who have made logo design their area of expertise. But you don't have to wait until your logo is ready to start advertising. Ask us how pre-logo ads can be effective.

## Why advertise with *Powell River Living*?

### Because you want your message:

#### to reach lots of people

Ads in *Powell River Living* reach more people than any other medium in the community. With 7,000 magazines distributed per month (and many of those reaching multiple readers), *Powell River Living* is the way to reach the most people.

#### to stay around

People usually read *Powell River Living* over multiple sessions, meaning they may see your ad several times. And they keep it around. It's not unusual for our readers to have a year's worth of issues in their homes or businesses. Because of the magazine format, they're not quickly tossed. Your ad may be read over and over again, and often by multiple readers in the home, office or coffee shop.

#### to be welcomed

The content of *Powell River Living* is always engaging, upbeat, positive and local. Showcasing the best of Powell River, our stories put readers in a positive, receptive frame of mind. Isn't that exactly where you want them to be when they read your ad? Of course it is!

And, unlike television, radio or newspaper advertising, ads in the magazine are not an interruption. Our readers tell us advertising is

a part of the magazine-reading experience, and they welcome it. Our well-designed ads are pleasing to the eye and fit the "best of Powell River" experience.

#### to look good

We pride ourselves on a well-designed publication. While we welcome your camera-ready ads, we retain the right to refuse ugly ads. We do that, not just for the sake of our readers, but to protect advertisers. We want your ads to be successful. So the purchase of an ad with *Powell River Living* always includes free ad design by our in-house design team.

#### to work

Our customers have lots of reasons to advertise: to woo new customers; to educate potential clients; to overcome preconceptions or biases; to establish or affirm a brand; or a host of other reasons.

But all those advertisers share one thing in common. They want their ads to work.

Ads in *Powell River Living* work. We know this because we're still in business. Our clients keep advertising, because, they tell us, their ads work. But don't take our word for it – ask any one of our many advertisers.

Powell River Living is 100% independent and owned locally!

[www.prliving.ca](http://www.prliving.ca)