

2021 MEDIA KIT

IN PRINT | IN DIGITAL | IN PERSON

B.C.'s trusted business resource

Reach an engaged audience of key business decision-makers and deliver your message alongside BIV's compelling news and content – online, in print and at events.



BIV

► BIV.COM

BIV READER PROFILE

PURCHASING

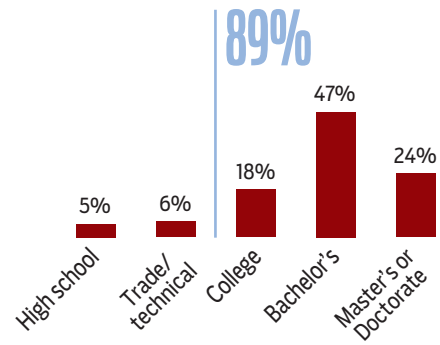
PRODUCTS/SERVICES | Percentage of readers involved in key product/service buying decisions

Advertising/marketing/PR	61%	Banking/financial/accounting services	43%
Internet/web services	51%	Training/management consulting	42%
Travel arrangements	50%	Convention/meeting facilities	40%
Computer hardware/software	49%	Legal services	40%
Printing services	48%	HR/personnel replacement services	37%
Employee training/education	47%	Employee benefits or insurance	32%
Office furniture/machines	46%	Office/warehouse/commercial space leasing	31%
Market research	45%	Shipping and transportation services	30%
Communications equipment/services	44%	Company cars, trucks or trailers	24%

90% OF READERS INVOLVED IN PURCHASE PROCESS

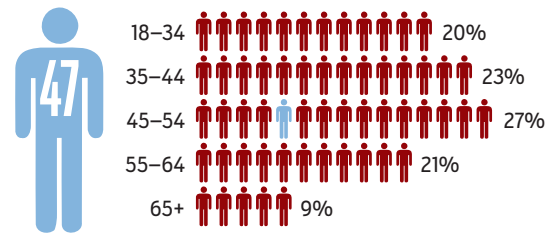
EDUCATION

HIGHLY EDUCATED | Almost 90% have post-secondary degrees



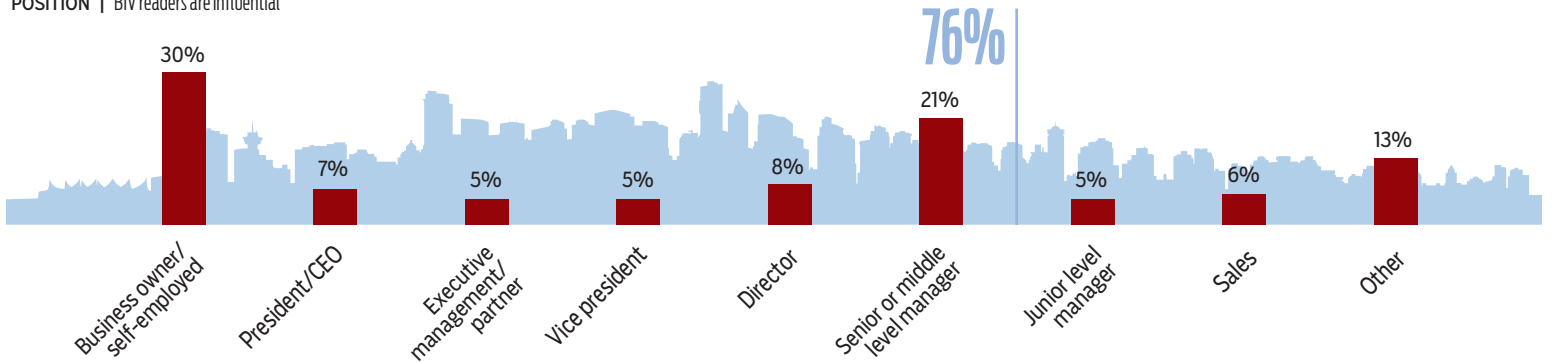
AGE

AVERAGE AGE 47 | Half are 35-54 years old (and 43% are women)



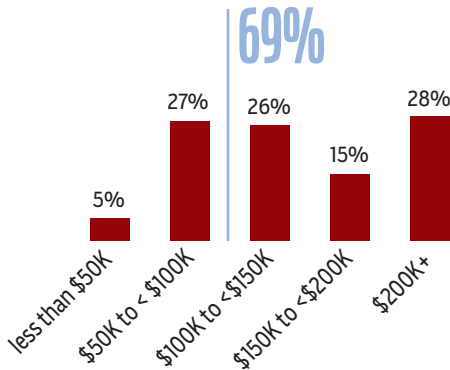
JOB LEVEL

POSITION | BIV readers are influential



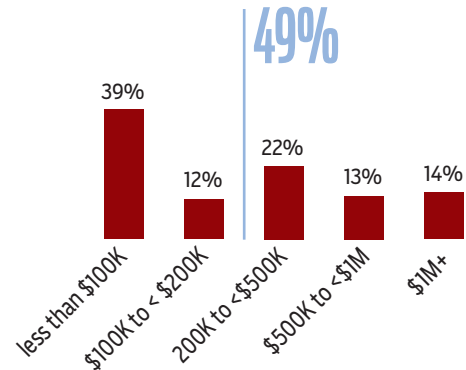
MONEY

HOUSEHOLD INCOME | BIV readers are affluent



MONEY

INVESTMENTS | Almost 50% have investment portfolios valued at \$200K+



SOURCE: READER SURVEY - JULY 2013, CONDUCTED BY INSIGHTS WEST. (SAMPLE: 933 BIV READERS)

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t:604.688.2398 f:604.688.1963 e:ads@biv.com www.biv.com 303 West 5th Avenue, Vancouver B.C. V5Y 1J6

PRINT ADVERTISING RATE CARD 29

SPECIAL POSITION AD SIZES

COVER EARLUG 2.8" x 1.6"	DOUBLE PAGE SPREAD 20.5" x 12.2"	1/2 DOUBLE PAGE SPREAD 20.5" x 5.75"
COVER BANNER 6.8" x 1.8"		
3/8 DOUBLE PAGE SPREAD 20.5" x 4.25"	1/4 DOUBLE PAGE SPREAD 20.5" x 2.75"	1/4 FLOAT 9.8" x 2.75"

SPECIAL POSITIONS - PRICE PER AD, INCLUDES FULL COLOUR

Frequency Discounts	Single ad rate	4X Rate 10% off	8X Rate 20% off	13X Rate 25% off
Cover Earlug	\$1,777	\$1,602	\$1,424	\$1,333
Cover Banner	\$2,463	\$2,218	\$1,970	\$1,848
Double Full Page Spread	\$14,720	\$13,248	\$11,776	\$11,042
Page 2 - 1/2 Page Horizontal	\$4,923	\$4,433	\$3,939	\$3,693
1/2 Double Page Spread	\$9,852	\$8,867	\$7,880	\$7,388
3/8 Double Page Spread	\$7,755	\$6,980	\$6,203	\$5,817
1/4 Double Page Spread/Float	\$6,276	\$5,646	\$5,018	\$4,707
Back Page	\$7,054	\$6,348	\$5,644	\$5,295
List Ear Lug and Banner	\$1,760			

Other guaranteed placement subject to 15% surcharge. All prices quoted exclude taxes and agency commission (NET).

PRE-PRINTED INSERTS

Annual frequency	1 Time	6 Times	12+
Full press run (per thousand)	\$236	\$210	\$189
Partial press run (per thousand)	\$310	\$277	\$250
Minimum:	5,000		

DEADLINES

Space deadlines	preceding Monday 3 pm
Material deadlines	
Copy and art	preceding Friday 12 noon
Press-ready	preceding Tuesday 12 noon
<i>Note: supplement and special feature deadlines are at least 24 hours earlier</i>	

ADVERTISING PRODUCTION

Final advertising supplied material should be (in order of preference):

1. A PDF x/1a file (CMYK, all fonts embedded, images 200ppi) Black or grey recommended % of black only.
2. An Illustrator CS6 (or lower) file or eps file with all fonts converted to outlines and all images embedded. Colour space must be CMYK, not RGB. Images should be 200ppi

DOMINANCE AD SIZES

FULL PAGE 9.8" x 12.2"	3/5 VERTICAL 5.8" x 11.6"	1/2 HORIZONTAL 9.8" x 5.75"	1/2 JUNIOR 5.8" x 8.7"
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IDENTITY AD SIZES

2/5 VERTICAL 3.8" x 11.6"	3/8 HORIZONTAL 9.8" x 4.25"	1/4 HORIZONTAL 9.8" x 2.75"	1/4 JUNIOR 4.8" x 5.75"
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AWARENESS AD SIZES

1/5 HORIZONTAL 5.8" x 2.75"	1/5 JUNIOR 3.8" x 5.75"	1/10 SQUARE 3.8" x 2.75"	LIST EARLUG 1.8" x 1"
		BANNER 9.8" x 1.3"	

ANNUAL FREQUENCY AGREEMENTS - PRICE PER AD, INCLUDES FULL COLOUR

Standard modular sizes	Single ad rate	6X rate 10% off	12X rate 15% off	18X rate 20% off	26X rate 25% off	52X rate 30% off
Full Page	\$6,399	\$5,758	\$5,441	\$5,119	\$4,801	\$4,480
3/5 Vertical	\$5,188	\$4,669	\$4,410	\$4,151	\$3,892	\$3,629
1/2 Page	\$4,284	\$3,855	\$3,640	\$3,426	\$3,210	\$3,000
2/5 Vertical	\$3,654	\$3,289	\$3,105	\$2,924	\$2,741	\$2,559
3/8 Horizontal	\$3,372	\$3,035	\$2,866	\$2,697	\$2,530	\$2,360
1/4 Page	\$2,728	\$2,456	\$2,318	\$2,182	\$2,046	\$1,909
1/5 Page	\$2,114	\$1,903	\$1,798	\$1,690	\$1,584	\$1,480
Banner	\$1,711	\$1,538	\$1,454	\$1,370	\$1,283	\$1,197
1/10 Square	\$879	\$792	\$746	\$703	\$659	\$616

All prices quoted exclude taxes and agency commission (NET). Other guaranteed placement subject to 15% surcharge.

Business in Vancouver reserves the right to make modifications to the rate card in terms of pricing and items available. If you have any questions, please speak with your account manager.

ONLINE ADVERTISING RATE CARD 29

SITE SPONSORSHIP		
	Weekly	4 Weeks
Includes: Responsive Big Box, Leaderboard and Skyscraper	\$667	\$2,134
DAILY E-NEWSLETTER		
Leaderboard	\$984	\$3,542
Big Box	\$781	\$2,812
WEEKLY E-NEWSLETTER		
Leaderboard	\$417	\$1,501
Big Box	\$278	\$1,001

BI-WEEKLY DATEBOOK LISTINGS EMAIL		
	Weekly	4 Weeks
Leaderboard	\$555	\$999
Big Box	\$420	\$756
SPONSORED CONTENT		
Per article		\$3,445

BIV.COM
1:1 BIG BOX 300 X 300
6:1 LEADERBOARD 1170 X 150 900 X 150 600 X 100 300 X 50
1:4 SKYSCRAPER 160 X 640 240 X 960

NEWSLETTER
LEADERBOARD (600X100)
BIG BOX (300X300)
BIG BOX (300X300)
BIG BOX (300X300)

Online restrictions

JPG/GIF: 40kb | PNG or 3rd party ad tags | HTML5. All ads must adhere to IAB standards | Newsletter ads: JPG or static GIF only

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JAN 2021 – DEC 2021 BIV CONTENT PLANNER

Issue	Lists	FOCUS SECTIONS
JANUARY BIV MAGAZINES EDUCATION		
1627	4 Alternative Energy Companies in B.C.	SOUNDING BOARD
1628	11 Interior Design Firms in Metro Van	CONSTRUCTION IN VANCOUVER – Quarterly
1629	18 Digital and Media Agencies in B.C.	
1630	25 Top 100 Money Sources	MENTAL HEALTH – Biannual
FEBRUARY		
1631	1 Security Companies in B.C.	SOUNDING BOARD
1632	8 Tourist Attractions in B.C.	
1633	15 Top 100 Manufacturers in Metro Vancouver	INFLUENTIAL WOMEN IN BUSINESS
1634	22 PR Agencies in B.C.	
MARCH BIV EVENTS INFLUENTIAL WOMEN IN BUSINESS		
BIV MAGAZINES FINANCE		
1635	1 Communications Technology Co.s in B.C.	SOUNDING BOARD
1636	8 Biggest Engineering Firms in B.C.	ENGINEERING National Engineering Week – Annual
1637	15 B.C. Mining M&A in 2019	MINING REPORT – Quarterly
1638	22 Software Companies in B.C.	
1639	29 Top 100 Deals: Real Estate 2019	COMMERCIAL REAL ESTATE – Quarterly
APRIL BIV MAGAZINES LIFESCIENCES		
1640	5 Top 100 Deals: Corporate Finance	SOUNDING BOARD RESIDENTIAL REAL ESTATE – Biannual
1641	12 B.C. Construction Project Starts in 2019	CONSTRUCTION IN VANCOUVER – Quarterly
1642	19 Commercial Printers in B.C.	HUMAN RESOURCE – Biannual
1643	26 Life Sciences Companies in B.C.	
MAY BIV MAGAZINES OFFICE SPACE TECHNOLOGY		
1644	3 Professional Organizations in B.C.	SOUNDING BOARD SMALL BUSINESS – Biannual CFO of the Year
1645	10 Mining Companies in B.C.	MINING REPORT – Quarterly
1646	17 Top 100 Tech Companies in B.C.	
1647	24 Public Golf Courses in B.C.	
1648	31 Commercial Property Managers in B.C.	SOUNDING BOARD COMMERCIAL REAL ESTATE – Quarterly
JUNE BIV EVENTS CFO OF THE YEAR		
BIV MAGAZINES FIRST NATIONS		
1649	7 Law Firms in Metro Vancouver	BUSINESS LAW – Biannual
1650	14 Biggest Hotels in Metro Vancouver	
1651/ 1652	21 Top 100 Public Companies in B.C.	

Issue	Lists	FOCUS SECTIONS
JULY BIV MAGAZINES TRADE		
1653	5 Accounting Firms in B.C.	BUSINESS ACCOUNTING ANNUAL
1654	12 Construction Companies in B.C.	CONSTRUCTION IN VANCOUVER – Quarterly
1655	19 Trade & Consumer Shows Forestry Companies in B.C.	FORESTRY – Annual
1656/ 1657	26 Top 100 Highest-paid Executives in B.C.	
AUGUST BIV EVENT BUSINESS LEADERS GOLF TOURNAMENT		
BIV MAGAZINES BOOK OF LISTS		
1658	9 Women Owned Businesses in B.C. Convention & Meeting Venues in B.C.	SOUNDING BOARD
1659	16 Biggest Insurance Brokerage Firms in B.C.	
1660	23 Shopping Centres in B.C.	COMMERCIAL REAL ESTATE – Quarterly CTO OF THE YEAR AWARDS
1661	30 Top 100 Fastest-growing Companies in B.C.	FASTEST-GROWING COMPANIES
SEPTEMBER BIV EVENTS CTO OF THE YEAR AWARDS		
BIV MAGAZINES WOMEN IN BUSINESS		
1662	6 Financial Planning Firms in Metro Vancouver	SOUNDING BOARD
1663	13 Biggest Companies Based in Surrey	
1664	20 Mines in B.C.	MINING REPORT – Quarterly
1665	27 Biggest Port Terminals	RESIDENTIAL REAL ESTATE – Biannual
OCTOBER BIV EVENTS FASTEST-GROWING COMPANIES		
BIV MAGAZINES MEETING PLACES WESTERN CANADA		
1666	4 National/Global Companies in B.C.	SOUNDING BOARD SMALL BUSINESS – Biannual (Small Business Week) CEO OF THE YEAR AWARDS
1667	11 Architecture Firms in Metro Vancouver	CONSTRUCTION IN VANCOUVER – Quarterly
1668	18 Employee Benefit Companies in B.C.	HUMAN RESOURCE – Biannual
1669	25 Digital Arts Companies	B.C. EXPORT AWARDS SPECIAL ENGINEERING REPORT
NOVEMBER BIV EVENTS CEO OF THE YEAR AWARDS BC EXPORT AWARDS		
BIV MAGAZINES PHILANTHROPY 40UNDER40		
1670	1 Biggest Post-Secondary Schools in B.C.	SOUNDING BOARD
1671	8 Biggest Cannabis Companies in B.C.	BUSINESS LAW – Biannual
1672	15 Top 100 Most Profitable Companies in B.C.	
1673	22 Commercial Real Estate Brokerages in B.C.	COMMERCIAL REAL ESTATE – Quarterly
1674	29 Casinos and Bingo Halls in B.C.	MENTAL HEALTH – Biannual
DECEMBER BIV EVENTS 40 UNDER 40		
BIV MAGAZINES 40 UNDER 40 PROPERTY MANAGERS' SOURCEBOOK		
1675	6 Biggest First Nations Businesses	SOUNDING BOARD
1676	13 Top Performing B.C. Mining Stocks	MINING REPORT – Quarterly
1677/ 1678	20 Newsmaker of the Year & Year in Review	

PRODUCTION GUIDELINES

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SENDING MATERIAL

Final advertising supplied material should be emailed to your sales rep.

ADVERTISING POLICIES & STANDARDS

The publisher reserves the right to omit, limit or edit the copy or size of an advertisement which in the publisher's opinion is unacceptable.

The advertiser agrees that the publisher shall not be liable for damages arising out of errors in, or omissions of, an advertisement beyond the amount charged for the space occupied or to be occupied by that advertisement, whether such error or omission is due to negligence by the publisher or otherwise.

The publisher will not be responsible for more than one incorrect insertion.

Cancellations will be accepted only up to the deadline for space insertion. Frequency contracts and agreements cancelled before completion will be short-rated at the earned rate.

**MATERIAL DEADLINE:
Tuesdays at 12 noon**

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