



Audience Profile

VISITORS' CHOICE

Whether looking for a thrill of a lifetime, taking in the natural wonders of the great outdoors, Vancouver satisfies every type of visitors. And like the city itself, Visitors' Choice Vancouver Magazine satisfies the visitor audience.

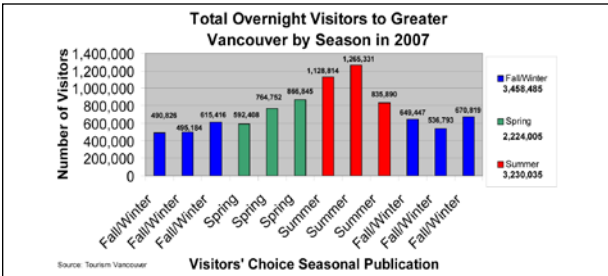
Audience Profile

- Age **25-59**, evenly split between genders.
- Affluent – **40%** of VC readers are very affluent with an individual income **over 75K**
- Travel to Vancouver more than twice per year and usually in a small party (two people) and stay at least 2-7 or more days.
- **70%** of readers refer to Visitors Choice 3-7 or more times during their stay and all VC readers find us informative.
- **86%** of readers utilize to plan their stay or future stay.
- **91%** of VC readers refer to us for dining out
- **82%** of VC readers refer to us for shopping
- **84%** of VC readers refer to us for attractions and sightseeing
- **45%** of VC readers refer to us for cultural activities

Circulation

Visitors' Choice Vancouver Magazine is published 3 times a year and is the Highest Circulated Tourism Publication in Vancouver – 750,000 Copies Annually!

- Fall/Winter 2008/09** 250,000 Copies
Oct 1, 2008 – March 31, 2009 (6 Months)
- Spring 2009 Edition** 250,000 Copies
April 1, 2009 – June 30, 2009 (3 Months)
- Summer 2009 Edition** 250,000 Copies
July 1, 2009 – Sept 30, 2009 (3 Months)



We publish three editions to coincide and align ourselves with the number of overnight visitors that come to Vancouver each season.

Distribution

Unlike many of our competitors, we don't just drop off our guides in hopes that they'll be handed out; we know our guides are being used because we are able to communicate with our partners and track our distribution numbers.

- **Outlet Distribution** – Visitors' Choice is distributed to over **630** outlets including rental car agencies at the Vancouver Airport, **40** Chamber of Commerce locations and AAA tourism locations. It is also available in over **275+** retail stores and **150+** restaurants in Vancouver as well as major attractions, and other tourist information centres.
- **Hotel Rooms** – **135** Hotels: in room, front desk and/or concierge.

Exclusive Distribution

- **Cruise Ships** – Cruise ship visitors are provided copies at the information kiosk at point of entry and departure from May through September.
- **Vancouver International Airport:** Visitors' Choice is the exclusive guidebook to the Vancouver Airport and is available at all three terminals.
- **LimoJet Gold:** Visitors' Choice is the exclusive guidebook distributed directly to the client upon limo request. VC is also available inside the vehicles.
- **Vancouver Ambassadors:** VC is the exclusive guidebook handed out by the DVIA Ambassadors, a street level team that work throughout the downtown core, Yaletown, Gastown and South Granville districts.
- **Business in Vancouver Newspaper:** Three times per year, Visitors' Choice is inserted into the award winning Business in Vancouver Newspaper, offering an additional reach of 60,000+ of the top wage earners in Vancouver and the local corporate community.





VISITORS' CHOICE

Reaching visitors to Vancouver and beyond, Visitors' Choice editions take you into the heart and soul of British Columbia.

	Circulation	Booking Deadline	Full Page	2/3 page	1/2 page	1/3 page	1/4 page	1/6 page	1/12 page
Castlegar	30,000	Feb 25/09	\$2,360	\$1,845	\$1,435	\$1,056	\$850	\$540	\$365
Creston	30,000	Jan 15/09	2,360	1,845	1,435	1,056	850	540	365
Delta	50,000	Mar 5/09	3,290	2,350	1,745	1,230	999	695	495
Fraser Valley	55,000	Jan 8/09	2,595	1,850	1,450	1,130	875	595	395
Kamloops	50,000	May 1/09	3,188	2,240	1,745	1,230	1,005	695	490
Kelowna	100,000	Mar 20/09	3,595	2,875	2,275	1,975	1,450	1,125	625
Maple Ridge	30,000	Nov 5/08	2,400	1,695	1,395	1,095	875	575	395
Nelson	50,000	Nov 20/08	2,980	2,260	1,640	1,230	950	665	455
South Okanagan	50,000	Apr 21/09	3,070	2,325	1,690	1,265	975	685	465
Squamish	50,000	Feb 4/09	3,060	2,320	1,689	1,265	978	685	475
Sunshine Coast	110,000	Oct 20/08	3,450	2,700	1,975	1,400	1,050	730	500
Trail	30,000	Dec 9/08	2,360	1,845	1,435	1,056	870	595	405
Tri-Cities	50,000	Nov 13/08	2,980	2,260	1,640	1,230	950	665	455
VAN Chinese	50,000	May 7/09	3,955	3,115	2,250	1,590	1,195	835	570
VAN Fall/Winter	250,000	Aug 14/08	8,430	7,020	5,430	4,635	3,570	2,820	1,635
VAN Japanese	40,000	May 7/09	3,955	3,115	2,250	1,590	1,195	835	570
VAN Spring	250,000	Feb 12/09	8,430	7,020	5,430	4,635	3,570	2,820	1,635
VAN Summer	250,000	May 7/09	8,430	7,020	5,430	4,635	3,570	2,820	1,635
Whistler Summer	100,000	Apr 6/09	3,703	2,962	2,344	2,035	1,494	1,159	644
Whistler Winter	100,000	Oct 2/08	3,703	2,962	2,344	2,035	1,494	1,159	644

FREQUENCY DISCOUNTS

2 BUY ANY 2 EDITIONS SAVE 15%	3 BUY ANY 3 EDITIONS SAVE 20%	4 BUY ANY 4 EDITIONS SAVE 25%	5 BUY ANY 7 EDITIONS SAVE 35%
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PREFERRED LOCATIONS

OUTSIDE BACK COVER 20% surcharge per issue	INSIDE FRONT OR INSIDE BACK COVER 15% surcharge per issue	GUARANTEED POSITIONS (minimum size 1/4 page) 15% surcharge per issue
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VISITORS' CHOICE
A DIVISION OF BIV MEDIA GROUP

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