

# 2022 MEDIA KIT



Victoria's **most widely read** home & lifestyle magazine



**Through features, profiles and how-to articles, YAM celebrates the vibrant personalities, trends and tastes that make the South Island region such a desirable place to live.**

Each issue of YAM is produced by the region's most experienced magazine professionals. Our high editorial standards ensure strong reader engagement, the targeted distribution and attention to detail create the very best reader and advertiser experience.

YAM magazine's engaged readership relies on this sought-after magazine brand to inspire and inform their lifestyle choices.

YAM boasts the largest circulation of any lifestyle magazine on the island. Established in 2009 by Page One Publishing, YAM continues to be the most popular and loved lifestyle magazine brand in Victoria and Southern Vancouver Island.

► **Psst... did you know?**  
YAM stands for YOU AND ME!

## DELIVERY CHANNELS

### **PRINT MAGAZINE**

Award-winning magazine targeting Southern Vancouver Island

### **ONLINE & VIDEO**

Hyper-local audience in a controlled and safe digital environment

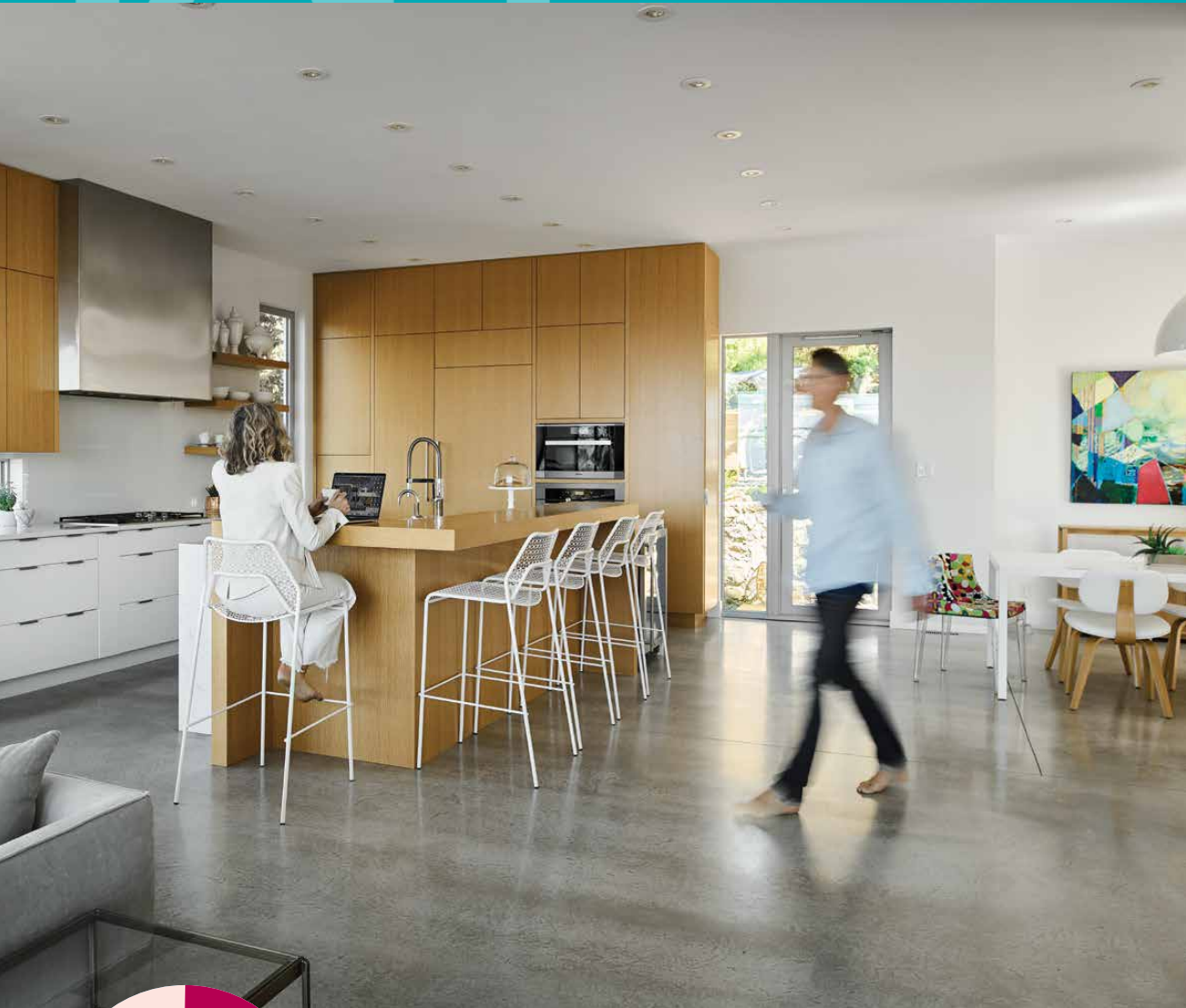
### **SOCIAL MEDIA**

Dedicated social media team driving traffic to the website

### **SIGNATURE EVENTS & SPECIAL EDITIONS**

Events and specialty issues with local impact





EDUCATED | ACTIVE | SAVVY

**441,000**

2021 PRINT READER ESTIMATE

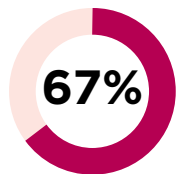
**300,000**

ANNUAL ONLINE READERSHIP ESTIMATE

## Home owners

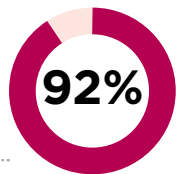
**67%** OWN THEIR OWN  
HOME OR CONDO.

**33%** RENT THEIR SPACE

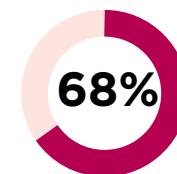


## Educated

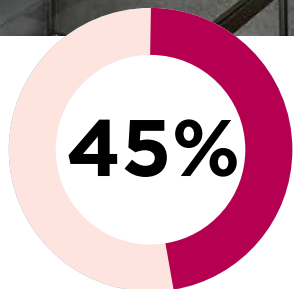
**92%** ARE UNIVERSITY/  
COLLEGE GRADUATES



68% OF READERS  
FOUND THE ADS  
IN YAM 'USEFUL'  
OR 'VERY USEFUL'



READERSHIP  
FEMALE  
**78%**



**\$100 to \$300k**

AVERAGE HOUSEHOLD INCOME OF **45%** OF READERS

# LIFESTYLE BRAND OF CHOICE



**35,000**  
copies per issue

## **Complete South Island distribution**

- ▶ YAM can be found in select neighbourhoods, including downtown Victoria, Cook Street Village, Estevan Village, Cadboro Bay, Cordova Bay, Westshore, Sidney, Brentwood Bay, Mill Bay, Duncan and Ladysmith
- ▶ Targeted home delivery via Canada Post to homes in Oak Bay, Broadmead and Lands End
- ▶ Distributed to hundreds of Condos in the Greater Victoria area
- ▶ Harbour Air terminals — passenger copies in Victoria, Nanaimo and Comox
- ▶ Subscribers and VIPs, select retail, liquor stores
- ▶ YAM's dedicated team maintains distribution 6 days a week

## **Cost effective digital**

Low cost per user pricing based on a high volume press run and hyper local digital audience.

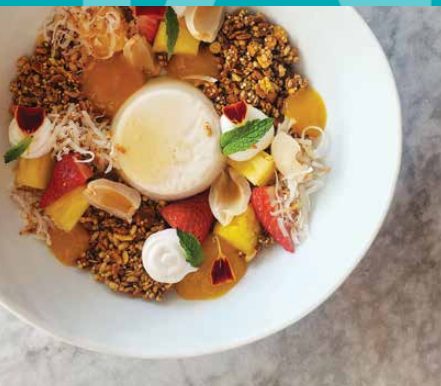
## **Environmentally friendly**

YAM is printed on environmentally-friendly FSC paper using vegetable-based inks. We support FSC certification and are committed to the responsible use of the world's forest resources.

## **Complete marketing packages**

We create custom campaigns in print, video and digital advertising. Ask us!





## JANUARY/FEBRUARY

### The Colour Issue

Colour is the new year's catalyst for moving life forward, inspiring bright ideas for home design, fashion, colourful meals, self-care and all things local.

## MARCH/APRIL

### The Home Issue

Featuring the latest in home trends, with how-to features and expert tips to help readers solve their design and décor challenges.

## MAY/JUNE

### The City Issue

Celebrating the city with the top reasons to love Victoria, locals everyone should know, stylish homes and live/work spaces, plus up-and-coming neighbourhoods, delicious urban fare and sophisticated street fashion.

*Note: While we do our best to create our editorial plan for the coming year, content is subject to change.*

## JULY/AUGUST

### Food & Drink Issue + Best Restaurant Awards

Celebrating the best of the local food and drink culture with inspirational recipes, foodie features, chef interviews and kitchen design ideas.

## SEPTEMBER/OCTOBER

### The Style Issue

Infused with every aspect of stylish living, from fashion to home décor, with insight on trends, insider secrets and pages of inspiration.

## NOVEMBER/DECEMBER

### The Holiday Issue

Celebrating the festive season in style with décor, food and lifestyle ideas and inspiration to help readers enjoy the holidays with a minimum amount of stress and a maximum amount of joy.

**Includes the Holiday Gift Guide**

## Important Deadlines

Issue	Space Close	Ad Material
JAN/FEB, 2022	November 15, 2021	November 22, 2021
MAR/APR, 2022	January 14, 2022	January 21, 2022
MAY/JUN, 2022	March 14, 2022	March 21, 2022
JUL/AUG, 2022	May 13, 2022	May 20, 2022
SEP/OCT, 2022	July 15, 2022	July 22, 2022
NOV/DEC, 2022	September 14, 2022	September 21, 2022

YAM is distributed the first week of the month (ie. the JAN/FEB issue is delivered the week of January 1-7).

## Display Ad Rates (per ad)

	Single	Multiple
1/3 Square	1,285	975
1/3 Vertical	1,495	1,175
1/2 Horizontal	2,150	1,725
1/2 Island	2,525	1,850
2/3 Vertical	2,750	1,950
Full Page	3,350	2,825
Double Page Spread	5,575	4,975

## Premium Positions

	Single	Multiple
<b>SOLD</b> Opposite Editor's Note	\$3,385	\$3,065
Opposite Contents Page	3,385	3,065
Page 3 (RH position)	3,385	3,065
<b>SOLD</b> Inside Back Cover	3,515	3,175
<b>SOLD</b> Inside Front Cover	3,515	3,175
<b>SOLD</b> Outside Back Cover	3,785	3,175

## Profiles/Special Sections

### • BUSINESS/COMMUNITY PROFILE

### • RESTAURANT/CHEF PROFILE

(Jul/Aug Issue)

Showcase yourself, your company, or your non-profit organization in a full-page advertorial-style ad. (Ad design included.)

**\$2,575** Full Page

**\$1,525** 1/2 Page

**+\$250/\$150** Writing

**+\$250** In-studio photography

**+\$375** We post your print business profile online. It lives on the homepage for at least 2 weeks, then on a secondary page for one year.

### • SUMMER FUN GUIDE (Jul/Aug Issue)

**\$525** Ad design included. 25 words

### • HOLIDAY GIFT GUIDE (Nov/Dec Issue)

Highlights the season's hottest gift ideas.

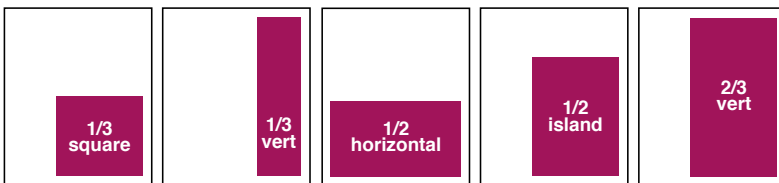
**\$550** Ad design included. 25 words

### • MILESTONE/ANNIVERSARY CELEBRATIONS

**\$3,300** Full Page + Digital

**\$4,500** Full Page, Video + Digital

**\$5,500** Double Page Spread + Digital



## Ad Sizes

Page Size	Inches (w x h)
1/3 Square	4.94 x 4.7
1/3 Vertical	2.39 x 9.58
1/2 Horizontal	7.5 x 4.7
1/2 Island	4.94 x 7.14
2/3 Vertical	4.94 x 9.58
Full Page*	8.5 x 10.75
Double Page Spread*	17 x 10.75

\*Add .125" bleed on all sides. Crop marks, if included, should not be in bleed area. All copy and logos should be at least .25" from the trim. For double page spreads, keep all copy and logos at least .5" from the centre "gutter" area.



## Magazine Specifications

<b>Trim Size</b>	8.5" x 10.75" (WxH)
<b>Bleed</b>	Minimum .125"
<b>Colour</b>	CMYK throughout
<b>Printing</b>	Web offset, coated stock
<b>Binding</b>	Perfect bound

# ONLINE ADVERTISING

Leaderboard **\$30\***

Super  
Big Box  
**\$30\***

Big Box  
**\$25\***

## Combo Rates

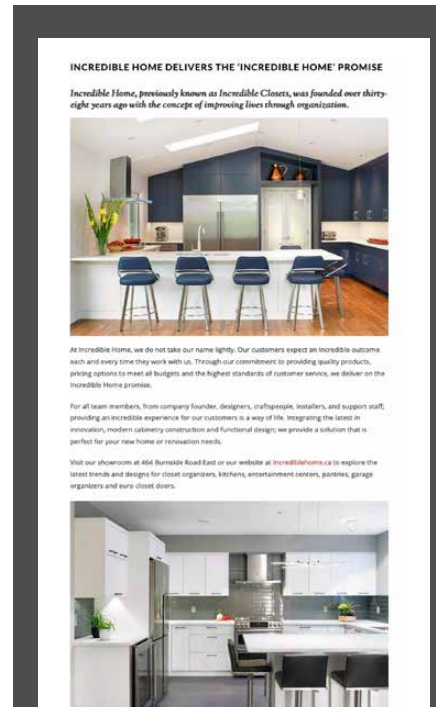
Leaderboard + Big Box: **\$40**

Leaderboard + Super Big Box: **\$45**

\* per 1,000 impressions

## Contest \$750

- ▶ You provide Page One Publishing with \$100 minimum in pricing
- ▶ 3 weeks promotion on homepage
- ▶ Includes Super Big Box ad on homepage
- ▶ Social media promotion
- ▶ Minimum 10,000 impressions

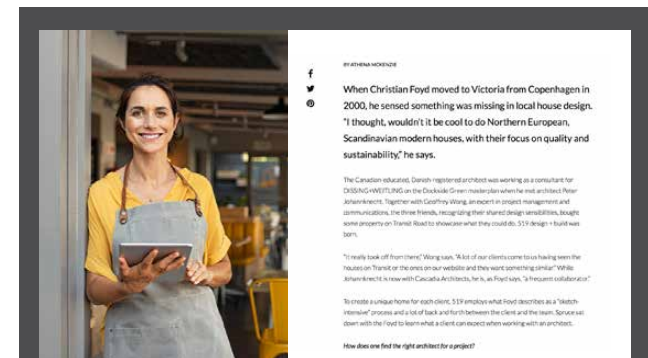


## Sponsored Content \$750

- ▶ An editorial-style sponsored article (text + one image) that aligns your brand with one of our popular magazine brands for an organic look and feel
- ▶ Max 750 words supplied by you and approved by Page One Publishing
- ▶ Story lives on homepage for 2 weeks, then on a secondary page for one year
- ▶ Includes 1 social media post

## Business Profile \$375

- ▶ Your print business profile online
- ▶ Lives on homepage for 2 weeks, then on a secondary page for one year







# CONTACT US

## SALES

[sales@pageonepublishing.ca](mailto:sales@pageonepublishing.ca)  
**250-595-7243**

## AD DESIGN & PRODUCTION

**Rebecca Juetten**  
[ads@pageonepublishing.ca](mailto:ads@pageonepublishing.ca)




## ACCOUNTING

[admin@pageonepublishing.ca](mailto:admin@pageonepublishing.ca)

## EDITORIAL

[editor@yammagazine.com](mailto:editor@yammagazine.com)

## CONNECT WITH US

 [facebook.com/YAMmagazine](https://facebook.com/YAMmagazine)  
 [instagram.com/yam\\_magazine](https://instagram.com/yam_magazine)  
 [twitter.com/YAMmagazine](https://twitter.com/YAMmagazine)

**yammagazine.com**

## YAM IS PUBLISHED BY

Page One Publishing Inc.  
580 Ardersier Road, Victoria, BC V8Z 1C7  
250-595-7243  
[pageonepublishing.ca](http://pageonepublishing.ca)

