

# 2022 MEDIA KIT



# SPRUCE

Victoria's **home & design** magazine



**SPRUCE informs and guides the buying decisions of Greater Victoria and Peninsula residents who have the means to build, renovate or remodel their homes and are looking for information from a trusted source in local publishing.**

Page One Publishing's flagship home and design magazine has grown from one issue a year at its launch in 2016 to two the next, and now four issues per year beginning in 2022. It's a growth that's been fueled by reader and advertiser demand.

SPRUCE readers tell us they love the magazine's high-quality and expertly curated content. We are proud to present local, relevant and original information about the area's most interesting and innovative homes.

### DELIVERY CHANNELS

#### PRINT MAGAZINE

100% locally produced magazine targeting Southern Vancouver Island

#### ONLINE & VIDEO

Hyper-local audience in a controlled and safe digital environment

#### SOCIAL MEDIA

Dedicated social media team drives traffic to the magazine's website

# HOME & DESIGN BRAND OF CHOICE

## The **SPRUCE** distribution program

Comprehensive distribution with targeted home distribution in the Greater Victoria region.

- Thousands of home owners receive SPRUCE via Canada Post in their mailbox in the neighbourhoods of Oak Bay, Fairfield, Rockland, Broadmead, Ten Mile Point, Cordova Bay and Lands End, including waterfront homes.
- SPRUCE is also available at key pick-up locations in Oak Bay, Fairfield, Cook Street Village, downtown Victoria, Estevan Village, Cadboro Bay, Cordova Bay, Westshore and Sidney. Copies are available through restaurants and wine club deliveries, show rooms, select retail shops and clients.
- Condo owners can receive SPRUCE directly through our condo delivery program, which covers over 500 condos in Greater Victoria.
- For every issue, subscriber and VIP copies are sent via Canada Post, including industry copies to architects, builders, designers, financial advisors, realtors and other local professionals.
- SPRUCE is available in print and as a digital edition online on the [sprucemagazine.ca](http://sprucemagazine.ca) website.

**30,000**  
copies per issue



## **Complete marketing packages**

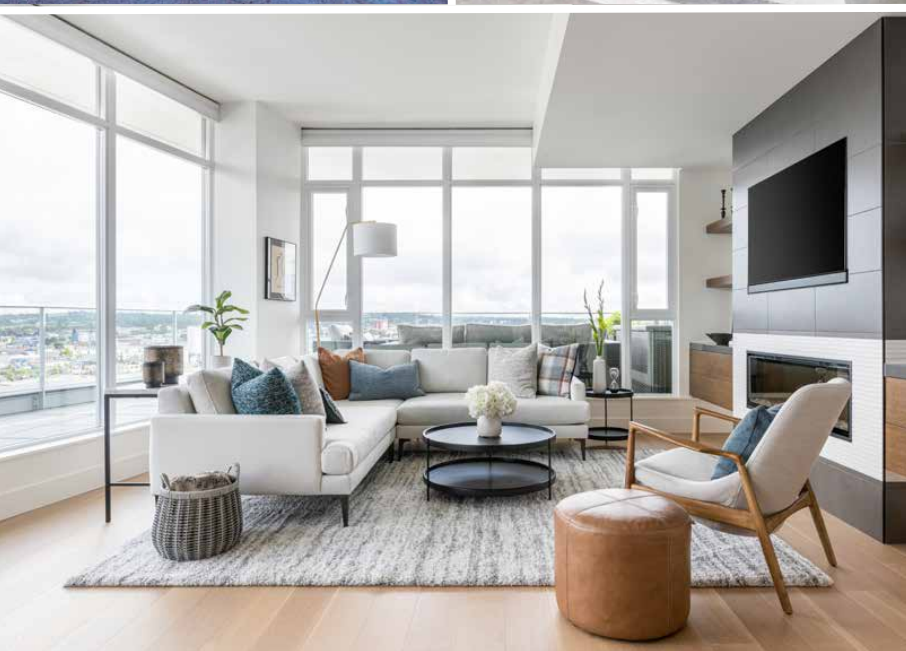
We create custom campaigns in print, video and digital advertising. Ask us for details!

## **Resource Directory**

All advertisers are included in the online SPRUCE Resource Directory.

## **Environmentally friendly**

SPRUCE 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.



SPRUCE is created for local residents who have the means to build, renovate or remodel their homes and are looking for expert insight, trends, ideas and resources. This is the magazine that guides their buying decisions and motivates them to act.

## Editorial content includes:

### What's Trending

The most current home décor and gadgetry in the marketplace

### Design Inspiration

What's new and inspiring in home design and style

### Featured Homes

Custom-built homes that showcase the craftsmanship of local talent

### Renovating & Remodelling

Dramatic before and after projects

### Real Estate Know-How

What to be aware of when investing in a house or condo that needs renovating

### Ask the Expert

Tapping into the experience of local experts to help homeowners make the right home improvement decisions

## Important Deadlines - 2022

Issue	Space Close	Ad Material	Released
SPRING	January 21	January 28	March
SUMMER	April 29	May 6	June
FALL	July 29	August 5	September
WINTER	October 28	November 4	December

## 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
<b>SOLD</b> 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
Inside Front Cover	3,515	3,175
<b>SOLD</b> Outside Back Cover	3,785	3,175

## Special Sections

### Designer Profiles & Business Profiles

Showcase yourself or your company in a full-page, advertorial-style ad.

Ad design is included.

(A limited number are available in each issue.)

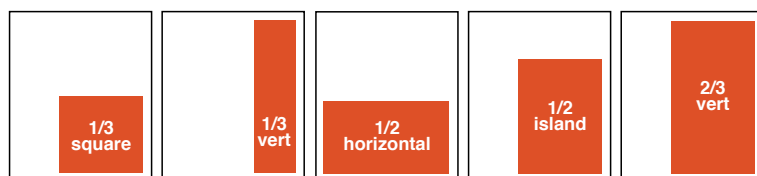
Full Page **\$2,575**

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

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

In-studio photography **\$250**

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



## 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*	8.375 x 10.75
Double Page Spread*	16.75 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.

VICTORIA'S HOME & DESIGN MAGAZINE

# SPRUCE



## Magazine Specifications

<b>Size</b>	8.375" x 10.75" (w x h)
<b>Bleed</b>	Minimum .125"
<b>Colour</b>	CMYK throughout
<b>Printing</b>	Web offset, coated stock
<b>Binding</b>	Perfect bound

Leaderboard **\$30\***

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

Big Box  
**\$25\***

## Combo Rates

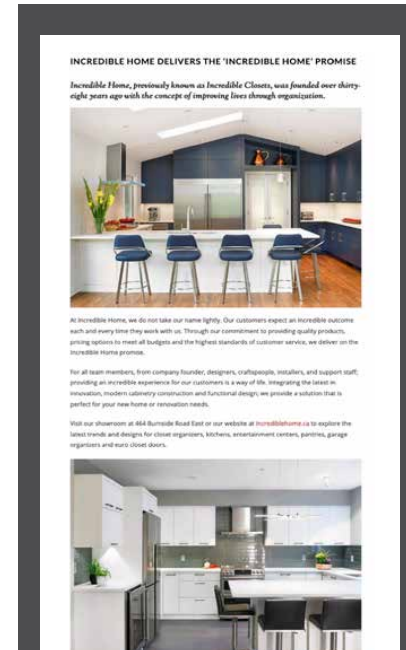
Leaderboard + Big Box: **\$40**

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

\* per 1,000 impressions

## Contest \$750

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

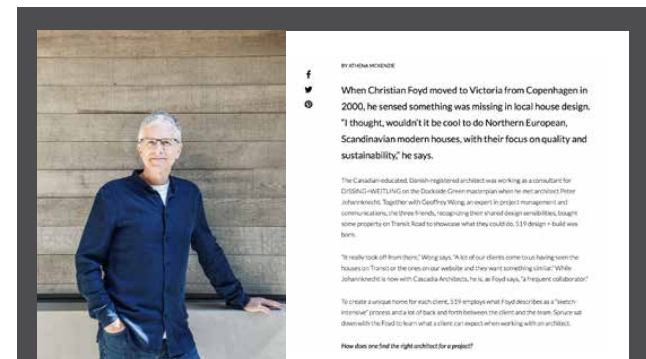


## Sponsored Content \$750

- ▶ 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



## 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@sprucemagazine.ca](mailto:editor@sprucemagazine.ca)

## CONNECT WITH US

 [facebook.com/sprucevictoria](https://facebook.com/sprucevictoria)

 [instagram.com/sprucemagazinevictoria](https://instagram.com/sprucemagazinevictoria)

 [twitter.com/sprucevictoria](https://twitter.com/sprucevictoria)

**[sprucemagazine.ca](http://sprucemagazine.ca)**

## SPRUCE IS PUBLISHED BY

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250-595-7243 [pageonepublishing.ca](http://pageonepublishing.ca)

