

VICTORIA'S HOME & DESIGN MAGAZINE

SPRUCE

Victoria's only magazine dedicated to homebuilding, renovations and remodelling



From the publishers of

YAM
VICTORIA'S LIFESTYLE MAGAZINE

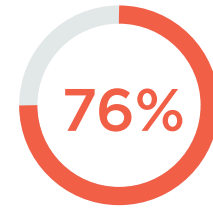
2019 MEDIA KIT

VICTORIA'S HOME & DESIGN MAGAZINE

SPRUCE

Brought to you by the trusted publishers of *YAM* and *Douglas* magazines, **SPRUCE** magazine is expertly curated for home and condo owners in Greater Victoria. **SPRUCE** speaks to the magazine's market with a high-end designer/developer brand appeal, reflecting the range of tastes in building and renovation — those ready to move forward with their custom home-builds, renovations and other home improvements, and who are looking for resources to take action.

Did you know?



of local builds are residential and worth more than \$134 million
(Victoria CRD)




DISTRIBUTION — 25,000 COPIES PER ISSUE

10,000 copies of **SPRUCE** magazine are delivered by **Canada Post** to homes in the neighbourhoods of Oak Bay, Uplands, Rockland, 10-Mile Point, upper Bear Mountain, Cordova Bay, Cadboro Bay and Lands End, including waterfront homes. 10,000 copies are also distributed to select architects, designer showrooms, high-end retail shops and advertisers. The magazine is available in print and as a digital edition. All advertisers will be included in its resource directories — both online and in print.



All ads and Resource Directory listings are hyper-linked on **SPRUCE'S** online magazine.

 **SPRUCE** magazine is printed on quality, FSC paper using vegetable-based inks.



WHO IS THIS MAGAZINE FOR?

SPRUCE is for Victorians 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.

Every issue of **SPRUCE** is 100% focused on content-rich articles and high-quality photography showcasing the most interesting, innovative homes, the finest ideas and solutions for renovation and custom building, architecture and interior design, landscape design, home furnishings, décor and home tech.

CURATED CONTENT

■ Trending

The most current home décor and gadgetry in the marketplace

■ Design Inspiration

What's new and inspiring in home design and style

■ Featured Home

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 make the right home improvement decisions

■ Resource Directory

A comprehensive listing of advertisers

HOW WE CAN HELP YOUR BUSINESS

● The Best Customer Service

We actively engage with our clients and believe we can play a key role in their business success. We do this by offering solutions to your challenges, attending your special events and extending your reach through social media. We also believe in referrals and helping you make connections to the people you want to reach.

● Social Media Engagement

Through our popular social media networks, including Facebook, Instagram and Twitter, we actively engage with our readers and grow brand awareness. Our conversations with our readers are a big part of our success.

● Community Involvement & Support

We align with partners who share this vision. We are proud supporters of numerous organizations, including:

- Dance Victoria's NIGHT MOVES
- Vancouver Island Economic Summit
- EcoStar Awards
- Cool Aid Society
- Art Gallery of Greater Victoria

ADVERTISING

2019 RATES

DISPLAY ADS	1x	3x	6x
1/6 Vertical	\$680	\$620	\$560
1/3 Square/Vertical	1,040	945	860
1/2 Horizontal	1,845	1,675	1,525
2/3 Vertical	2,085	1,895	1,725
Full Page	2,965	2,695	2,450
Two-Page Spread	4,815	4,815	4,375

PREMIUM POSITIONS

	3x	6x
SOLD Page 5	\$2,725	\$2,595
SOLD Next to Contents Page	2,725	2,595
SOLD Next to Editor's Note	2,725	2,595
SOLD Inside Back Cover	2,840	2,695
SOLD Inside Front Cover	2,840	2,695
SOLD Outside Back Cover	2,995	2,875

AD SIZES

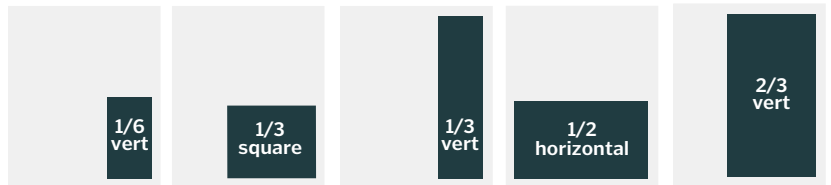
Page Size	Inches (w X h)
1/6 Vertical	2.39 x 4.7
1/3 Square	4.94 x 4.7
1/3 Vertical	2.39 x 9.58
1/2 Horizontal	7.5 x 4.7
2/3 Vertical	4.94 x 9.58
Full Page* (includes 1/4" bleed)	8.75 x 11
DPS (includes 1/4" bleed)	17.25 x 11

*Magazine trim size is 8.5 x 10.75



CREATIVE SERVICES

Page One is happy to provide professional ad design and photography services. We offer years of experience in marketing a vast array of businesses, and are well-versed in the home and design target market. Please contact us to find out more.



SPECIAL SECTIONS

Designer Snapshot > Differentiate your business from the competitors. Showcase a specific product or service or announce a new hire.

1/3 page **\$875** (Limited number available)

Business Profile > Showcase yourself or your company in a full-page advertorial-style ad. Design included. (Limited number available and category exclusive.)

Full page **\$2,500** / Writing **\$250** / In-studio photography **\$250**



AD DEADLINES

Issue	Space Close	Ad Material
Spring 2019	Dec 14, 2018	Dec 21, 2018
Summer 2019	Mar 29, 2019	Apr 5, 2019
Fall 2019	Jul 19, 2019	Jul 26, 2019

Contact us to find out more:

250-595-7243

sales@pageonepublishing.com

ABOUT PAGE ONE PUBLISHING

Inspired, informed, on trend — at Page One Publishing, we create exceptional lifestyle and business content for audiences who want to be informed and inspired. We connect you to your customers through influential "must-read" magazine brands and award-winning design services. We provide a wide spectrum of print and digital solutions for your marketing and business development needs.

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