

Magazines BC

Town Hall Campaign Update

April 20, 2022

Campaign Strategy

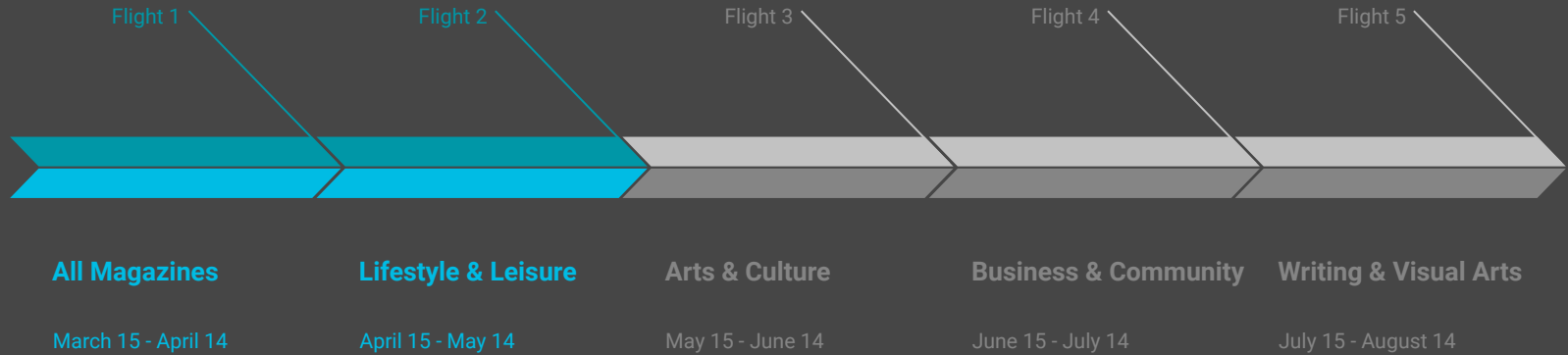
The objective of the campaign is to create awareness amongst British Columbians of the MagsBC brand, specific member magazines and the content they have to offer.

To make the most of the available media budget and reach as many British Columbians as possible, we segmented the participating magazines into 5 areas: 1 for all magazines and 4 distinct groups.

Media Mix

- + Donated placements in member magazines
- + Donated placements on member websites
- + Transit shelter ads
- + Targeted social media campaign on Instagram and Facebook

Digital Media Timing



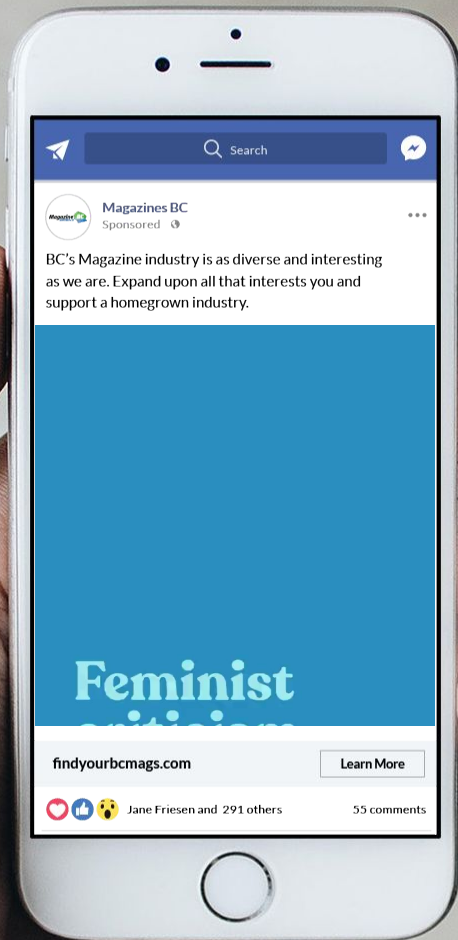
Digital Media Targets

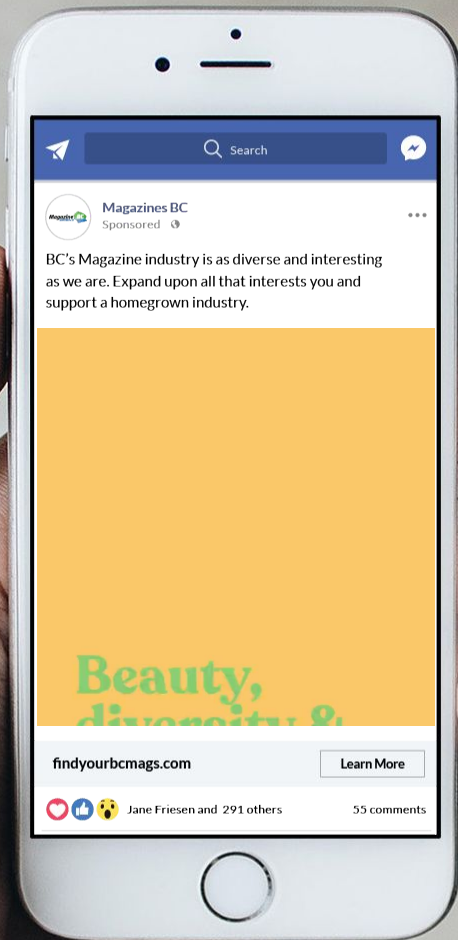
| | | |
|----|------------------------------|---|
| 01 | Readers & non-fiction lovers | <ul style="list-style-type: none">• Reading• Magazines• Documentary Films, Biographies |
| 02 | Art & culture lovers | <ul style="list-style-type: none">• Art, Fine Arts• Theatre, Live Performances, Live Music• Classic Music, Dance, Ballet, Opera |
| 03 | Writing | <ul style="list-style-type: none">• Poetry• Fiction• Short Stories |
| 04 | Leisure | <ul style="list-style-type: none">• Travel, Culinary Tourism, Wine & Food• Aviation, Snow Sports, Snowmobiles• Yoga, meditation, the outdoors |
| 05 | Lifestyle | <ul style="list-style-type: none">• Real Estate• Home decor, home reno• Fashion |
| 06 | Business | <ul style="list-style-type: none">• Business, management, finance• Human resources, entrepreneurship• Investing, stock markets |
| 07 | Community | <ul style="list-style-type: none">• Local news• Current events• BC history |


Creative Strategy


“We have a magazine for that”

- + The subject matter of each ad is gleaned from BC magazine member content
- + Not direct quotes, but each builds on featured topics and ideas



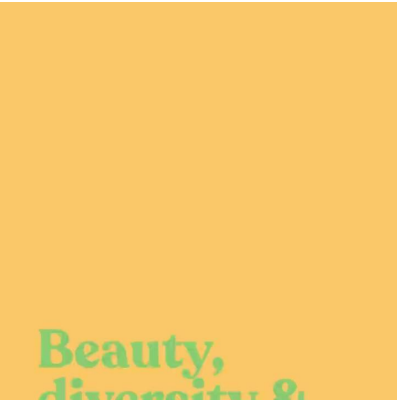









Magazines BC
Sponsored

BC's Magazine industry is as diverse and interesting as we are. Expand upon all that interests you and support a homegrown industry.



findyourbcmags.com

Learn More



Jane Friesen and 291 others

55 comments

Kids' nutrition. Fledgling
aviators. **Climate activism.**
Feminist critique. **Supernatural
fiction.** **Snowmobiles.**
Experimental poetry. Youth
entrepreneurs. Polar bear dips.

**We have
a magazine
for that.**

magsbc.com/findyourmagazine

Magazine 
association of

 **CREATIVE**
BC

 **BRITISH**
COLUMBIA

 **CITY OF**
VANCOUVER | Cultural
Services

Funded by the
Government
of Canada | **Canada**

Transit Shelter Ad

**The catharsis of songwriting.
Want to become a sheep
farmer? Feminist criticism.
Dealing with your own crap.
Literally. Space cat cover art.
Sex and dementia.**

**We have
a magazine
for that.**

magsbc.com/findyourmagazine

Magazine 
association of

**Beauty, diversity &
Blackness. Ballerinas and
cracked ribs. Emotional
exorcism through music.
The myth of confidence.
Laid-back indie karma.**

**We have
a magazine
for that.**

magsbc.com/arts-culture

Magazine 
association of

Print Ads

Bold journalists & ghost writers. Fungal mapping and climate change. Why are fertilizer prices soaring? Car colours influenced by fashion. The ugly side of beautiful fish.

**We have
a magazine
for that.**

magsbc.com/business-community

Magazine BC
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CREATIVE BC | BC COUNCIL OF THE ARTS | CITY OF VANCOUVER | Cultural Services | Funded by the Government of Canada | Canada

Build a green guitar. Plunge into polar bear swimming. Are you avalanche ready? Celebrate bold colour. Forest breathing for all.

**We have
a magazine
for that.**

magsbc.com/lifestyle-leisure

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Print Ads

Performance Highlights

- + 458,245 impressions
- + 188,228 reach
- + 1,793 clicks



Next Steps

to end of Campaign - July/22

- + Continue weekly reporting and optimization
- + Test stories/reels with sound/music
- + Incorporate magazine bundles into the CTA

**Questions &
Comments?**

Thank you!