

TOFINO TIME

WHY ADVERTISE WITH US?

TOFINO, MORE TOFINO AND NOTHING BUT TOFINO

Many fine publications are looking for a share of your advertising budget. While we appreciate and support the effort of our competition, we believe that Tofino Time Magazine has an edge when it comes to the Tofino market:

DEFINED, TARGETED COMMUNICATIONS

The focus of Tofino Time Magazine is clearly targeted towards promoting Tofino, Clayoquot Sound and the many activities and events that take place in our home town. By specialising in promoting businesses and events that take place in Tofino, we offer our readership a concise view of what the town has to offer. At Tofino Time Magazine, Tofino's community and its businesses come first and do not share the reader's attention with other destinations.

Our philosophy supports the local market as well as the many visitors that are looking to spend vacation time in the area. This approach highlights the many levels of Tofino's 'subculture' and the multitude of interests that are being catered to by our economy. Our readership is looking for information about their specific interests, from surfing to fishing, from outdoor activities like kayaking and whale watching to the visitors that are interested in the works of the many artists that make Tofino their homes and studios.

Our circulation through selected outdoor suppliers, cafés, galleries, hotels, restaurants, car rental agencies, receptions and surf shops, in the Lower Mainland, Vancouver Island and Whistler, reaches these markets at the point of purchase and destination planning. Other locations include the Tourist Information Centre in Victoria, traditionally an important starting point for trips to the 'remote wilderness' of Clayoquot Sound.

We are proud to be the new 'in flight magazine' of North Van Air on their flights connecting

ADVERTISING RATES 2002
Canada's magazine of islands

INTEREST: I 5 S (Colour)

1/4 Page \$1400 \$1300 \$1250
1/2 Page \$2600 \$2500 \$2400
1/4 Page \$1400 \$1300 \$1250
1/2 Page \$2600 \$2500 \$2400
Full Page \$5000 \$4800 \$4600

Payment & Discount
First time advertisers pay 10% discount for advertising

Ad Design
Prices quoted are for design and layout in colour or black and white. We cannot accept 3rd party artwork or material may be lost to another client. We output at 4% and design. Ad design available in house at \$45/hour.

GLASS & PRIME SPACE

FOUR COLOR PER ISSUE PRICE

SIZE	1 ISSUE	3 ISSUES	6 ISSUES
Full	\$1700	\$1400	\$1100
1/2	\$1100	\$900	\$700
1/4	\$600	\$500	\$400

INSIDE COVERS

SIZE	1 ISSUE	3 ISSUES	6 ISSUES
Full	\$1600	\$1300	\$1000
1/2	\$1100	\$900	\$700
1/4	\$600	\$500	\$400

INTERIOR GLASS

SIZE	1 ISSUE	3 ISSUES	6 ISSUES
Full	\$1700	\$1400	\$1100
1/2	\$1100	\$900	\$700
1/4	\$600	\$500	\$400

BLACK & WHITE PER ISSUE PRICE

SIZE	1 ISSUE	3 ISSUES	6 ISSUES
Full	\$750	\$650	\$550
1/2	\$500	\$450	\$400
1/4	\$250	\$225	\$200
1/8	\$150	\$135	\$120

ADVERTISING RATES 2

SPOT

Full Page	1/2 Page	1/4 Page	1/8 Page
\$1500	\$800	\$400	\$200

INSIDE COVER

Full Page	1/2 Page	1/4 Page	1/8 Page
\$2000	\$1200	\$600	\$300

OPEN

Full Page	1/2 Page	1/4 Page	1/8 Page
\$900	\$500	\$250	\$125

PREPAY FOR ADVERTISEMENTS AND RECEIVE 10% OFF!
All ads must be received by the 15th of the month. All ads must be received by the 15th of the month. The newspaper will be published no later than the first of the month.

CIRCULATION HIGHLIGHTS:

15,000 COPIES PER MONTH

Lower Mainland the Island & Whistler
Tourist Information Centres • Hotels • Outdoor Suppliers • Cafés • Galleries • Surfshops

Vancouver:
Mountain Equipment Coop • Orca Air (inflight)

Victoria:
Tourist Information Centre • B.C. Ferries (Island routes) • North Van Air (inflight)

Seattle:
Orca Air (inflight)

Tofino: Everywhere!

Vancouver, Victoria and Seattle and have lined up targeted distribution into selected markets of Victoria through insertion into Monday Magazine starting with the June 2002 issue of Tofino Time Magazine. Local resorts, hotels and B&B's complete the distribution by offering Tofino Time Magazine in-room or through pick up boxes at front desks, relieving customer service staff from answering many, many repeating questions...

COMPETITIVE RATES

Our rates speak for themselves. As always in the world of retail advertising: Shop around and compare! We offer a solid choice for your money.

NAME RECOGNITION

Everybody has heard of Tofino. Efforts of local groups and businesses that have made Tofino a 'must-see/gotta-go-there' destination not only on Vancouver Island and British Columbia but for the whole of Canada, have resulted in consumer awareness that Tofino Time Magazine is capitalising on. The overwhelming response we received to first year of publishing—not only from local businesses, but also from our points of circulation—indicates that we are on the right track. We had to revise our estimates on necessary initial circulation immediately from 5,000 copies to an average of 15,000 per issue.

COMMUNITY SUPPORT

Support from the local community has been — simply put — amazing. We are proud to be part of this community and appreciate the engagement of the local writers, artists, hospitality professionals and tour- and activity operators alike, who have helped to make our first official issue a magazine worth reading and—more importantly—worth keeping. Features in the magazine extend the shelf life of the publication by providing information relevant to a variety of activities. Examples are monthly tide tables, used by fishing enthusiasts and surfers alike, ferry-, flight- and bus schedules, the community calendar with comprehensive event listings, important to both locals and visitors in search of entertainment, and a set of maps in support of our directory listings and highlights of trails in the Pacific Rim National Park.

ONLINE SUPPLEMENTS

In addition to reaching a readership upwards of 180,000 per year, Tofino Time Magazine's print version is also available for download on our website as an Adobe Acrobat file (PDF) featuring active weblinks within the document.

Email or phone us for additional advertising opportunities in the web version. Check out the website at www.tofinotime.com.