



HCBC MEDIA & ADVERTISING GUIDE

CONTACT:

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BC EQUINE LIFESTYLE MAGAZINE Rates per issue

	1x	2x
Full Page	\$800	\$700
1/2 Page	\$500	\$400
1/3 Page	\$300	\$200
1/4 Page	\$200	\$50

Premium Positions

Inside Cover/Back	\$1000	\$900
Outside Back	\$1200	\$1100

E-NEWSLETTER Rates per ad

Monthly	\$120/month
Quarterly	\$60/month
Annually	\$40/month

SOCIAL MEDIA

We can offer scheduled features on our social media platforms, Instagram and Facebook. The organization must provide us with graphic and copy; we will distribute it on agreed dates.

Discounts apply, as per member rates if the club/organization is an active HCBC member

Weekly (one post per week)	\$50/post
Monthly (one post per week for one month)	\$100

SOCIAL MEDIA TECHNICAL

Recommended post dimensions:

Square: 1080 x 1080 pixels, 1:1 aspect ratio

Graphic must be good quality and easy to read

MEMBERSHIP ADVERTISING

Club & Business Members receive 30% discount on advertising

ORGANIZATION QUICK FACTS:



24,000 members
province wide



14,000 reach
monthly E-News



274 Equine Association
Members



One of the largest Provincial
Equestrian Associations in Canada



18,000+ households reached with
BC Equine Lifestyle Magazine