

2023 VANPRIDE MAGAZINE

in partnership with



Sales are now open

Sales are open for the 2023 VanPride Magazine, the publication of Vancouver's world class Parade and Festivals. We are proud to once again partner with Glacier Media to produce this special edition of the Pride Guide showcasing Vancouver's vibrant LGBTQAI2S+ communities.

This year's VanPride Magazine will continue to feature content from local queer authors, illustrators, poets, artists and more.

Sales are now open and business owners are encouraged to book ad space now. It is a great way to showcase your business while supporting Vancouver Pride. For more information, contact us at mdueck@glaciermedia.ca.

The VanPride Magazine will be distributed throughout Downtown, Yaletown, West End, Commercial Drive, Mount Pleasant, Gastown, Olympic Village, Kitsilano, select hotels serving our communities, select TD branches and at Official Pride Events in July.

The magazine is also available in a digital format and will have an extensive mail out list. Plus the Vancouver Pride Society integrates the magazine onto their website for even extra exposure. The online readership of the guide is approximately 200,000, which gives your ad huge exposure. This is amazing added value.

Demographic stats

CONSUMER HABITS:

- 95% of consumers said they are more likely to switch brands to support a cause
- 87% said they are more likely to support a business that partners with Pride
- 94% said they consider Pride Partners when making relevant purchases

AGE OF SUPPORTERS:

- 15-24: 27%
- 25-34: 33%
- 35-44: 18%
- 45-54: 13%
- 55-64: 6%
- 65+: 3%

2023 VANPRIDE MAGAZINE

Advertising Rates & Sizes

BOOKING & ARTWORK

June 19, 2023

DISTRIBUTION

Week of July 10, 2023

CONTACT

Megan Dueck
mdueck@glaciermedia.ca
672-515-8645

ARTWORK SPECS & GUIDELINES

- If we are building your ad, please submit vector logo files, high resolution photos and ad copy, along with any layout instructions.
- If you are supplying a print ready ad, please ensure that it is a press-ready PDF with all images at 300 dpi or higher. Please don't include crop marks on submitted files.

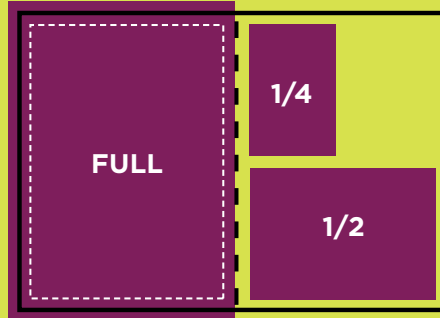
VPS strives to produce inclusive and celebratory events and advocate for 2SLGBTQAI+ communities through an intersectional lens.

We encourage:

- Use of the **progress flag** in place of the original Pride flag
- Use of the acronym **2SLGBTQAI+** as opposed to other acronyms (such as LGBT, etc.)

VANPRIDE Magazine is printed on recycled paper.

STANDARD AD SIZES



QUARTER PAGE: \$645

3.5" wide x 4.75" tall

HALF PAGE: \$1,295

7.5" wide x 4.75" tall

FULL PAGE: \$2,495

Trim: 8.5" wide x 11" tall

Safe Image Area:

7.5" wide x 10" tall

Bleed: 0.25"

2 PAGE SPREAD: \$3,695

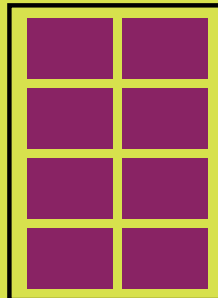
Trim: 17" wide x 11" tall

Safe Image Area:

16" wide x 10" tall, plus a 0.5" strip down the centre to account for page break

Bleed: 0.25"

COMMUNITY PAGES



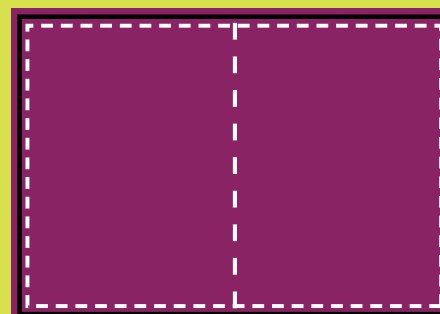
EIGHTH PAGE: \$325

3.5" wide x 2.125" tall

Eighth page available on community pages only.

SPONSORED CONTENT

We provide an editorial write-up on your business.



2 PAGE SPREAD: \$3,995

Trim: 17" wide x 11" tall

1 PAGE: \$2,795

Trim: 8.5" wide x 11" tall

If you are interested in sponsoring some editorial content including our 'Pride Event Schedule' please ask us about it.



2023 VanPride Magazine Advertising Agreement

Publisher



Glacier Media Publisher:

Gail Nugent
gnugent@glaciermedia.ca

VPS Sponsorships:

Glenn Stensrud
partnerships@vancouverpride.ca

Advertiser

Advertiser Name _____

Invoicing Address _____

Contact Person _____

Phone Number _____

Email Address _____

Advertising Specifications:

Ads must be submitted in a PDF format in 300 dpi (minimum). All ads are full colour and must be submitted with 0.25" bleed. All ad dimensions listed are **width by height**. For further information on ad specs or safe image area, please refer to the advertising sizes spec sheet or contact Tara Rafiq at Glacier Media:
trafiq@glaciermedia.ca

Graphic Restriction:

Advertisers cannot use Vancouver Pride logo without the explicit permission of the VPS.

Graphic Design

Deadline for submitting artwork is June 19 and must be emailed to trafiq@glaciermedia.ca and to prideguide@vancouverpride.ca

Payment Terms:

Advertisers are encouraged to pay by credit card. Invoices will be issued upon receipt of a completed advertising agreement. Payment is due upon receipt. Please note that refunds will not be issued for ads submitted after the artwork deadline.

Please confirm ad size below:

Ad insert	Size (W x H)	Rate
<input type="checkbox"/> Two Page Sponsored	17" x 11"	\$3,995
<input type="checkbox"/> Two Page Spread	17" x 11"	\$3,695
<input type="checkbox"/> Full Page Sponsored	8.5" x 11"	\$2,795
<input type="checkbox"/> Full Page	8.5" x 11"	\$2,495
<input type="checkbox"/> Half Page	7.5" x 4.75"	\$1,295
<input type="checkbox"/> Quarter Page	3.5" x 4.75"	\$645
<input type="checkbox"/> Eighth Page	3.5" x 2.125"	\$325

Please refer to advertising rates and sizes spec sheet for further information about sizes, safe areas, etc.

Credit Card Authorization:

By providing the following credit card information and signing this agreement, the advertiser is consenting to pay the fees as outlined in the agreement plus taxes.

Name on Card _____

Billing Address _____

Credit Card Type _____

Credit Card #: _____

3 digit security code: _____

Expiry Date: _____

AGREEMENT:

I, _____, agree to the terms of advertising as laid out in this advertising agreement.

Signature

Date