

ADVERTISING INFORMATION

Effective 2006-2007



Landscapes MAGAZINE PUBLISHED QUARTERLY BY **FORED BC**

Address: #213-4438 West 10th Ave. Vancouver, BC V6R 4R8

Telephone: (604) 737-8555 Fax: (604) 737-8598 www.landscapesmag.com

Landscapes BENEFITS:

- Winner of Best Association Magazine in Canada Award from Canadian Society of Association Executives in 2001.
- International Winner of Best Webzine 2002 (Dalton Pen Award) from Warwick Publishing & International Association of Business Communicators (IABC).
- Winner-Vancouver Mayor's Award for Sustainability 2004
- Directly mailed to members and opinion leaders across BC, Canada and the US, including communities, educators, First Nations, industry, labour, government, business and interested individuals.
- *Landscapes* has a specialized audience and is the vehicle to target over 30,000 readers involved in community sustainability and education about the environment.
- Published 3x annually by **FORED BC**, est. 1925. *Landscapes* provides an ideal, timely advertising environment.

• Controlled circulation: 10,000. Indirect: 420,000 annually including direct mail and web download at www.landscapesmag.com

(Line screen: 150 lines)

Any material requiring scanning or additional manipulation will be billed at cost (\$100 per hour plus scanning fee). To avoid extra charges, we recommend you send material via email, FTP or CD-ROM in .pdf, .jpg, .tif or other suitable format.

AD Deadlines: Call Cheryl at 604-737-8555 to reserve ad space & for deadline information.

Don't miss an issue! Each issue contains:

- Articles on natural resource topics and profiles of individuals, companies or best practices.
- Regular editorial features on environmental education, sustainability and other relevant topics.
- Interviews with political, business and labour leaders with a focus on sustainability.

Reserve space now for our 2006/07 Special Editorial Features!

Regular Features:

- Sustainability Trends in business, education and government
- Briefings on Government Policy
- Resources and Best Practices Templates for Communities

Payment Policy:

Pre-payment is requested unless a Purchase Order # is provided. VISA and Mastercard accepted. If paying by cheque, please make payable to: **FORED BC**.

FROM THE READERS:

We've received a number of responses from our readers. Here are excerpts from some of these letters:

"I read *Landscapes* from cover to cover. Congratulations on your award." - **Janet Steffenhagen, Journalist, Vancouver Sun daily newspaper**

"I was pleased to see the profile entitled *Humungous Helpers* on how both the Royal Bank and Bank of Montreal are contributing to education. Thank you for portraying our people in such a positive way." - **David Moorcroft, Vice-President, Public Affairs & Corporate Communication, Royal Bank, Toronto, Ontario**

"I used to receive your magazine when I was the Mktg. Manager at the Space Centre and I am a huge fan." - **Todd Jones, Marketing & Communications Specialist, Science World British Columbia**

"The article **Global Warming and Freezing Curriculum** on the **Education Exchange** pages was most interesting because of its relationship to our Environmental Education course here at UBC. It (*Landscapes*) is great. The layout, colour, columns and photographs are all appealing." - **Dr. David Brown, Teacher, UBC Faculty of Education, Curriculum Studies, Vancouver**

"The *Landscapes* designers have done a beautiful job. I can see why you won **Best Association Magazine in Canada**. The design makes you want to read it. Aboriginal communities are very visual learners. We also have an education coordinator I will forward *Landscapes* on to." - **Louise Parker, Personnel Mgr., Taku River Tlingit First Nation, Atlin, BC**

"I just picked up an issue of *Landscapes*. It's a really good periodical. If you could send it to us on a regular basis that would be appreciated." - **Andrew Martin, Librarian, Vancouver Public Library**

"I recently got my first issue of *Landscapes* and found it very impressive. Congratulations on such a wonderful newsletter." - **Luba Mycio-Mommers, Canadian Wildlife Federation, Sask.**

"Your magazine is first class. If there is anything we can do to help or contribute, I'd be pleased to do so." - **Jamie H. Graham, Chief Constable, Vancouver Police Department**

"I've been really impressed with the information...and the balance. As a former publisher, I'm also impressed with the layout too." - **Hon. Richard Stewart, MLA, Coquitlam-Maillardville**

"*Landscapes* is so colourful and interesting. It's so well-done. Our executive committee looked at *Landscapes* and were most impressed." - **Grace Sinnema, Conference Coordinator, BC Primary Teachers' Association**

"Thanks for sending *Landscapes* which included your article 'Reflections on an Unforgettable Year'. Your story will be added to the many wonderful articles written by journalists ..last year (re: Sept. 11, 2001)." - **Arleen L. Kropf, Communications Mgr., NYC & Company, NY, USA**

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CIRCULATION

Circulation: Over 420,000 annually

Circulated to members and opinion leaders across BC, Canada and the US, including communities, educators, First Nations, industry, labour, government, business and interested individuals.

Non-offensive material policy: Publisher reserves the right to reject advertising that may be deemed offensive or discriminatory.

Deadline: Call for information and ad space reservation.

POSITION/LAYOUT CHARGES

Preferred positions: 25% added to space charge.
 No front-page advertising. Full bleed ads. Discounts from approved rate schedule on approval by President.

FOUR-COLOUR ADVERTISING GUIDELINES

	1X	2X	3X
Full page 11 x 17	\$2,500	\$2,300	\$2,000
Half page 8 x 10	\$1,500	\$1,400	\$1,200
Quarter page 8 x 5	\$1000	\$900	\$700
Horizontal 4 3/4 x 3 1/2	\$250	\$230	\$215
Horizontal 4 3/4 x 1 1/2	\$150	\$130	\$120
Vertical 2 1/4 x 6	\$250	\$230	\$215
Vertical 2 1/4 x 4	\$150	\$130	\$120

Please add 7% GST to all prices.

