



NOW BACK IN PRINT!



Come Soar with Pacific Coastal Airlines!

Attract business and leisure travellers in British Columbia with Pacific Coastal Airlines' popular in-flight magazine

- Published 6 times a year serving more than 280,000 passengers. Each glossy issue of Soar has two months of exposure in the aircrafts.
- This popular business and travel magazine is designed to entertain and inform passengers for the duration of their flight.
- Valuable resource for travellers to find tours, accommodations, adventures, transportation, merchants and business services.
- SOAR is also in PDF format to reach even more readers. Not only will you find SOAR on the Pacific Coastal Airline website but on all 75 B.C. Black Press Media websites and social media platforms.

ADVERTISING OPTIONS

Ad Sizes	Width x Height (inches)	1 issue	6 issues
Full Page	8.75 x 11.25 (Bleed), 8.25 x 10.75 (Trim), 7.25 x 9.75 (Live)	\$1299	\$1079
1/2 Page	7.25 x 4.75 (Horizontal) 3.5 x 9.75 (Vertical)	\$799	\$679
1/4 Page	3.5 x 4.75	\$459	\$379
1/8 Page	3.5 x 2.3	\$259	\$199
Inside Front Cover	8.75 x 11.25 (Bleed)	\$1599	\$1299
Back Cover	8.75 x 11.25 (Bleed)	\$1799	\$1499

Plus applicable taxes and e-Admin fee of \$7.85.

2024 DATES

Issue	Booking	Artwork Due	Publish
Oct/Nov	Sept 6	Sept 12	Sept 27
Dec/Jan	Nov 1	Nov 14	Nov 29

2025 DATES

Feb/Mar	Jan 3	Jan 16	Jan 31
Apr/May	Mar 7	Mar 13	Mar 28
Jun/July	May 9	May 15	May 30
Aug/Sept	July 14	July 10	July 25

TECHNICAL REQUIREMENTS

CLIENT-SUPPLIED ADS

- Preferred file format: **PDF X/1a Press Ready, CMYK, all images and fonts embedded**
- Images must be CMYK at minimum 300 DPI at 100%. All spot colours should be converted to CMYK process colour.

NOTE: RGB images can change dramatically when converted to CMYK.

FULL PRODUCTION SERVICES AVAILABLE.

Pacific Coastal Airlines flies to:

- Anahim Lake (YAA)
- Bella Bella (ZEL)
- Bella Coola (QBC)
- Campbell River (YBL)
- Comox (YQQ)
- Kelowna (YLW)
- Kamloops (YKA)
- Penticton (YYF)
- Masset (ZMT)
- Nanaimo (YCD)
- Powell River (YPW)
- Port Hardy (YZT)
- Prince George (YXS)
- Tofino (YAZ)
- Trail (YZZ)
- Vancouver (YVR)
- Victoria (YYJ)
- Williams Lake (YWL)

plus...

EXTENDED REACH for Soar Magazine

Black Press Media

- Soar Magazine featured across 75 BC websites:
Unique Visitors: 4.1 Million per Month
Page Views: 15 Million per Month
- Soar Magazine eEdition Flipbook
Black Press Media eEditions reach:
Unique Visitors: 35,000 per month;
Page Views: 45,000 per month



- **Web site**
39,500 avg monthly users
- **Social Media**
Followers: 29,486/month; Reach: 98,331/reach
- **Soar Plus eNewsletter**
40,852 subscribers

TO RESERVE SPACE CONTACT:

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