



# 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.

## 2026 DATES

Issue	Booking	Artwork Due	Publish
Dec/Jan 2026	Nov 7	Nov 13	Nov 28
Feb/Mar	Jan 12	Jan 16	Jan 30
Apr/May	Mar 9	Mar 16	Mar 27
Jun/July	May 11	May 18	May 29
Aug/Sept	July 13	July 20	July 31
Oct/Nov	Sept 8	Sept 14	Sept 25
Dec/Jan 2027	Nov 6	Nov 12	Nov 27

## 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)
- Cranbrook (YXC)
- Kelowna (YLW)
- Kamloops (YKA)
- Penticton (YYF)
- Masset (ZMT)
- Nanaimo (YCD)
- Powell River (YPW)
- Port Hardy (YZT)
- Prince George (YXS)
- Quesnel (YQZ)
- 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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