

BIV MAGAZINE

OFFICE SPACE

2021 MEDIA KIT

SALES CLOSE

April 21, 2021

MATERIAL DUE

April 23, 2021

DISTRIBUTION

May 31, 2021





OVERVIEW

Office Space is produced in partnership with the Business Owners and Managers' Association of B.C. (BOMA), Greater Vancouver's only leasing and selling guide for commercial office and industrial property. *Office Space* will be published in May 2021. The guide is a perfect opportunity to reach key people in the industry who can benefit from using your services. With a comprehensive directory of available lease space, maps and editorial on the issues and trends affecting our industry, we recommend *Office Space* be added into your 2021 marketing plans.

Sincerely, Damian Stathonikos, CAE, President, BOMA BC



AUDIENCE

69%
Have household incomes in excess of
\$100,000+

Male
55%
Female
45%

89%
Have a university or college education

80%
Are adults age:

49%
Have investment portfolios over
\$200,000+

35+

DISTRIBUTION

8,500 copies will be delivered to the most influential businesses in B.C. with a minimum readership of 42,000.

- Prospective tenants
Distributed to all Business in Vancouver subscribers, and to Vancouver, Burnaby and Surrey Board of Trade Members.
- Property managers & building owners/developers
Copies are sent to members of BOMA, NAIOP, IFMA, CHOA and other trade associations in B.C., and property owners/managers without association affiliation.



SPEC/TECH

Mechanical requirements

Size <small>Not all sizes available in every publication</small>	Width (inches)	Height (inches)
Double page spread with bleed	16.75	11.25
Full-page bleed	8.125 + .25 bleed	10.75 + .25 bleed
Full-page non-bleed/type area	7.125	9.75
1/2 Horizontal	7.125	4.6875
1/2 Vertical	3.4375	9.5625
1/2 Island	4.6875	7
1/4 Horizontal	7.125	2.2708
1/4 Square	3.4375	4.6875
1/8 Horizontal	3.4375	2.2708
Banner <small>Available only under lists & directories</small>	7.125	1

Technical requirements

Submission guidelines: Please provide (in order of preference): a press-ready PDF or PDFx 1a file, an Illustrator CS6 or lower EPS file with all fonts converted to outlines, a Mac InDesign CS6 file with all supporting files and postscript fonts. Images should be 300 pixels per inch. FTP is available, but please talk to us first. And please supply a proof of your ad.

Note: When supplying logos for our database publications, black and white vector EPS files (such as those created in Adobe Illustrator) are preferred. If you do not have a vector version of your logo please supply a black and white TIFF.

Bleed ads: Please keep all critical elements 0.5" in from the trim.

Production notes

- Production charges are included for basic prep work.
- For ads requiring basic layout, the customer must provide: 1. a mock-up 2. logo 3. image (photo) if required and 4. text.
- Revisions will be limited to 2 proofs at no charge after which time, an hourly rate or portion of will apply.
- Charges will apply to extensive design and/or multiple revisions.

For all advertising and production enquires please contact:

Laura Torrance

Sales Manager

604-608-5145

ltorrance@biv.com

RATES/CONTACT

DISPLAY RATES

SIZE	4 COLOUR
Double page spread	\$8,800
Full page	\$4,800
1/2 page	\$3,800
1/4 page	\$2,400
1/8 page	\$1,600
Banner	\$1,700

- Custom spot colour matched in process
- Rates do not include GST

PREMIUM POSITIONS

Outside Back Cover	\$6,300
Inside Front or Back Cover	\$5,600
Premium	\$5,100

- Cover space is available on a first-come, first served basis.
- All special positions are four-colour and non-cancelable.