

YLW CONNECT

Okanagan Air Traveller Magazine



2019 Media Kit

RedPoint Media & Marketing Solutions



YLW CONNECT 2019

Advertising Rate Card

Connect with a receptive and affluent audience through *YLW Connect* magazine.

Through vivid storytelling, evocative imagery and authoritative travel advice, *YLW Connect* inspires its readers to get out and explore the many national and international destinations that can be reached via Kelowna International Airport. Much like the airport itself, this bi-annual publication serves as a gateway to adventure, both for inbound visitors arriving to experience the beauty, bounty and business opportunities of the Okanagan Valley, and for outbound Okanagan-based residents who are travelling—or planning to travel—much further afield.

Kelowna International Airport sees more than 1.8 million travellers annually, which means your brand will experience outstanding exposure to both local and international readers.

Deadlines

SPRING/SUMMER 2019

Feb. 15, 2019 Space Booking
Feb. 22, 2019 Material Deadline
Apr. 9, 2019 Published

FALL/WINTER 2019

Aug. 15, 2019 Space Booking
Aug. 28, 2019 Material Deadline
Oct. 15, 2019 Published

Circulation

Published bi-annually: Spring (April) and Fall (October)

18,000 copies per issue

13,000 delivered to Kelowna International Airport, available at 11 highly visible racks placed throughout the YLW terminal, including the arrivals and departures lounges.

5,000 delivered directly to Okanagan businesses and airport stakeholders via direct mail and newspaper insertions in the Globe and Mail and Kelowna Capital News

Rates*

Ad Size	Rate
Full Page	\$1,600
2/3 Page (V)	\$1,200
1/2 Page (H)	\$950
1/3 Page (H) TOC	\$800
1/3 Page (Sq)	\$675
1/3 Page (V)	\$675
1/6 Page (V)	\$350
DPS	\$3,050
IFC	\$1,850
IBC	\$1,850
OBC	\$1,950

*Design costs are not included.
 All rates are in Canadian dollars (net). Taxes not included.

Audience*

65% Female / 35% Male

81.6% 40 years or older

32% have HHI of \$100,00+

*based on 2017 readership survey

Primary Audience
 Okanagan-based leisure and business flyers

Secondary Audience
 Inbound leisure and business flyers

Annual Passengers in 2017
 Over 1.8 Million

Readership per issue
 45,000

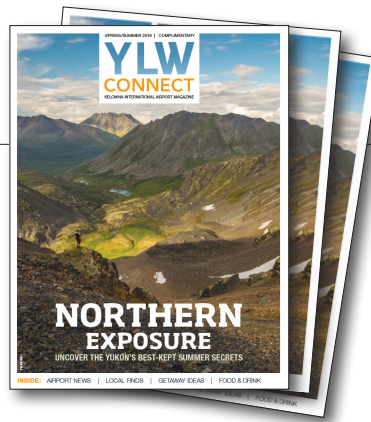
Display Time per Issue
 6 months

Frequent Travellers

60% of readers travel through YLW airport 3 or more times per year.

YLW CONNECT 2019

Mechanical Specifications



Ad Dimensions (inches)

Size		W x H (Inches)
Full Page or Cover	Trim	8.25 x 10.75*
	Full (without bleed)	7.25 x 9.75
	Full (with bleed)	8.75 x 11.25
Double Page Spread (DPS)	Trim	16.5 x 10.75*
	Full (with bleed)	17 x 11.25
2/3 Vertical		4.75 x 9.75
1/2 Horizontal		7.25 x 4.75
1/3 Horizontal		7.25 x 3.138
1/3 Square		4.75 x 4.75
1/3 Vertical		2.25 x 9.75
1/6 Vertical		2.25 x 4.75

*Bleed must extend 1/8" on each side for full page bleed ads.

Requirements

- Images 300 dpi at 100%
- Images/graphics should not use any form of compression, including jpeg compression, jpeg encoding or LZW compression
- CMYK colour mode
- Only press-ready PDFX1-A files accepted
- Bleed must extend 1/8" on each side for full page ads
- All other ads require a defining border
- Ink density levels must not exceed 300%
- RedPoint cannot guarantee 100% colour accuracy
- RedPoint is not responsible for errors or inaccurate information in advertisements.

Recommendations

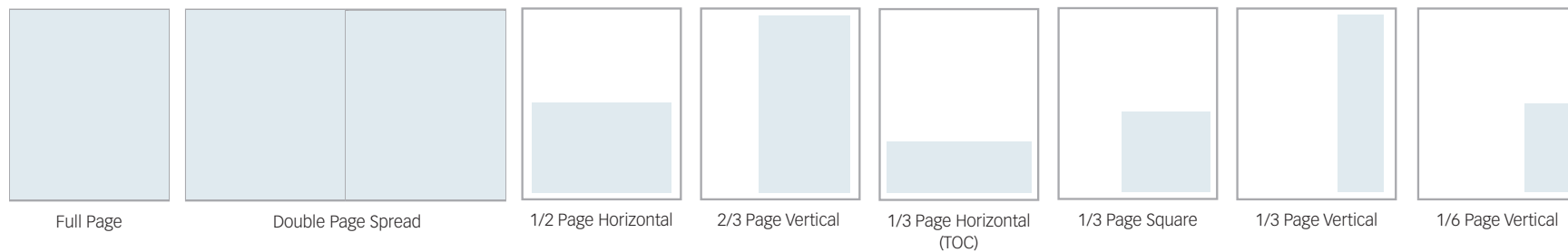
- Place live area 1/2-inch in from the trim size
- Use a "rich black" (except for text smaller than 24-point); Suggested: (C:20% – M:20% – Y:20% – K - 100%)

File delivery

- Upload press-ready PDFX-1A files to: direct.sendmyad.com
- Must include your company name, publication (YLW Connection) and issue (Spring-2019) in file name

Contact

Print Advertising Coordinator
 T: 403-781-1781
 E: production@redpointmedia.ca



YLW CONNECT 2019

Flying from YLW Airport



AIRLINES SERVICING YLW

