

MV COHO

Magazine

2019 MEDIA KIT

MV COHO is the only carrier to provide year-round service between Port Angeles and Victoria, carrying **450,000 passengers** every year! MV COHO Magazine is the only publication you need to reach tourists and visitors to Vancouver Island

- MV COHO visitors injected \$125M in the local Victoria economy in 2017.
- Average traveling party includes 2.8 persons.
- The average stay on Vancouver Island is 1.8 nights.
- 60% report household incomes greater than \$75,000.
- 80% travel for leisure
- Travelers represent all US states and Canadian provinces and territories each year.
- Primary traffic is from Washington, Oregon and California with 20-30% from BC.
- 128,000 vehicles transported each year.
- MV COHO Magazine is handed to each driver loading onto the ferry departing both Victoria and Port Angeles terminals.
- Additional magazines are distributed at local retailers in both port destinations.



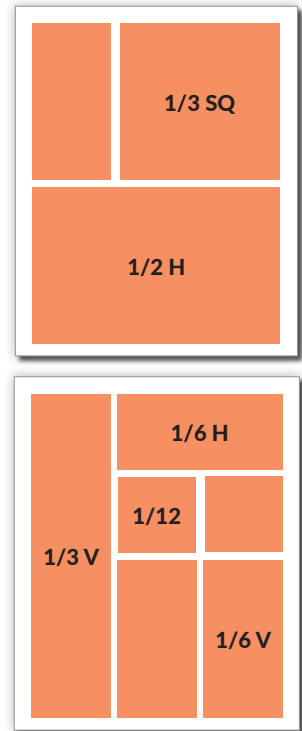
Black Ball
M.V. COHO FERRY LINE

Philips Publishing Group

Black Ball Ferry Line is the registered owner of MV COHO Magazine, published by Philips Publishing Group.
www.philipspublishing.com

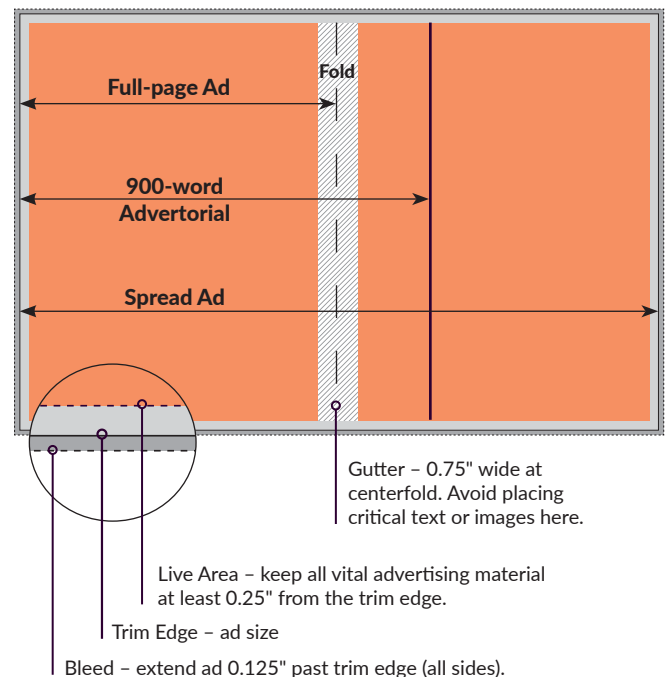
2019 AD RATES & SPECIFICATIONS

	SIZE (W x H)	RATE
PREMIUM SPREAD*	16.75" x 10.875" (trim) (vertical fold - 8.375")	\$14,500
SPREAD*	16.75" x 10.875" (trim) (vertical fold - 8.375")	12,000
BACK COVER*	8.375" x 10.875" (trim)	8,470
INSIDE FRONT COVER*	8.375" x 10.875" (trim)	8,140
INSIDE BACK COVER*	8.375" x 10.875" (trim)	7,810
FULL PAGE*	8.375" x 10.875" (trim)	6,795
2/3 PAGE MAP-ADJACENT	4.75" x 9.625"	5,945
2/3 PAGE	4.75" x 9.625"	5,170
1/2 PAGE	7.25" x 4.81"	4,080
1/3 PAGE	SQ: 4.75" x 4.81" • V: 2.25" x 9.625"	2,925
1/6 PAGE	H: 4.75" x 2.25" • V: 2.25" x 4.81"	1,695
1/12 PAGE	2.25" x 2.25"	895
100-WORD ADVERTORIAL		646
900-WORD ADVERTORIAL*	11" x 10.875" (trim) (vertical fold - 8.375")	7,150
Design & Production (Up to three proofs. Additional charges apply thereafter)		\$100



- **Early Payment Discount:** Receive 10% discount if paid in full prior to **February 8, 2019**. Gross rates apply thereafter. No discounts on past-due account.
- **Premium Position:** Add 15% to rate (any required position).
- All advertising prices include four-color process. Ads must be supplied press-ready.
- We accept high-resolution PDFs at 300dpi, colors converted to CMYK and all fonts embedded. **Please email ads to design@philipspublishing.com.**
- We do not accept publisher files.

*Additional specifications for full-page, spread and 900-word advertorial bleed ads: please extend 0.125" bleed past trim edges. Keep text 0.25" inside of trim edges.



Reserve ad by **March 1, 2019**
Ad materials due **March 8, 2019**

For more information or to reserve your ad space

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