

# THE *Scrivener*

## READERSHIP REACH AND RATES

Thousands of Allied Professionals  
in BC read the magazine **QUARTERLY**.

- BC Notaries
- Land Appraisers
- RI Designates (REIBC)
- BC Land Surveyors
- Lawyers
- Real Estate Professionals
- Real Estate Boards and Associations
- Accountants
- Age-Friendly Business® Professionals
- Provincial/Federal Court Judges
- BC MLAs and MPs
- Life Insurance Brokers and Agents
- Financial Institution Managers
- BC Mayors
- Registrars
- Government Ministries
- Libraries: Public and Private, including the Law Society, Legal Services Society, and Education Facilities
- Investment Management Agencies
- Chambers of Commerce
- BC Housing
- BC Assessment and BC OnLine
- BC Buildings Corporation

### EDITORIAL THEMES

Spring 2018: BC Notaries who Are Related  
Summer 2018: Home Ownership  
Fall 2018: BC Notaries across Our Province  
Winter 2018: Volunteering  
Spring 2019: Wills

### DEADLINES

February 25  
May 1  
August 25  
November 1

+ Other Timely Educational Topics in Each Issue

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See *The Scrivener* online . . . [www.notaries.bc.ca/scrivener](http://www.notaries.bc.ca/scrivener)

# THE Scrivener

## 2018 ADVERTISING RATES

Canadian funds      GST will be added.      Rates and dates may change.

| AD SIZES      | SHAPES and AD DIMENSIONS<br><br>width x height in inches | If you advertise quarterly<br><b>4 ads</b><br>in 12 months | If you advertise<br><b>2 or 3</b> times<br>in 12 months | If you advertise<br><b>once</b><br>in 12 months |
|---------------|--|--|---|---|
|               |  | RATE PER AD<br>↓   | RATE PER AD<br>↓  | RATE PER AD<br>↓                                |
| Full Page     | Trim      8.25 x 10.75                                   | \$2095.  | \$2395.   | \$2695.   |
|               | Bleed      8.75 x 11.25                                  |  |   |   |
|               | Live Area   7.75 x 10.25                                 |  |   |   |
| 2/3 Page      | Horizontal   7.5 x 7.25                                  | \$1795.  | \$2095.   | \$2395.   |
|               | Vertical   4.9375 x 9.75                                 |  |   |   |
| 1/2 Page      | Horizontal   7.5 x 4.75                                  | \$1595.  | \$1895.   | \$2195.   |
|               | Vertical   3.625 x 9.75                                  |  |   |   |
|               | Island   4.9375 x 7.3125                                 |  |   |   |
| 1/3 Page      | Vertical   2.3125 x 9.75                                 | \$1195.  | \$1495.   | \$1895.   |
|               | Square   4.9375 x 4.75                                   |  |   |   |
| 1/6 Page      | Hor.      4.9375 x 2.3125                                | \$895.   | \$1195.   | \$1495.   |
| Business Card | Horizontal   3.5 x 2                                     | \$595.   | \$795.  | \$995.  |

### READERS

READERS PER ISSUE (Est.) 24,000

### CIRCULATION

PRESS RUN PER ISSUE (Avg.) 11,200

DELIVERY: Canada Post, with name labels

### VALUE-ADDED FEATURE

All issues are posted online with the ads.

### NOTES

1. All 80 pages are 4-colour process.
2. Cover positions (when available) and special positions: Add 15%.
3. **Accredited ad agencies** with an IO and camera-ready material OR **Not-for-Profit organizations**: Deduct 15%.
4. Creative: High-resolution PDF
5. Inserts: Quotations on request

| 2018 QUARTERLY Issues | ADVERTISING SPACE Deadlines | AD MATERIAL Deadlines | PUBLICATION Dates |
|-----------------------|-----------------------------|-----------------------|-------------------|
| SPRING                | March 10                    | March 15              | April 15          |
| SUMMER                | June 10                     | June 15               | July 15           |
| FALL                  | September 10                | September 20          | October 15        |
| WINTER                | November 20                 | November 25           | January 5         |

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