

WHAT'S UP MAGAZINE

Advertising Rates

	1 month	3 months	6 months	10 months
Full Page	\$1149	\$1034	\$919	\$805
Half Page	\$679	\$611	\$544	\$476
Quarter Page	\$379	\$341	\$304	\$266
Business Card	-	\$149	\$125	\$99

Premium Pages

Back Cover	\$1395	\$1256	\$1116	\$977
Inside Front Cover	\$1349	\$1214	\$1080	\$945
Inside Back Cover	\$1349	\$1214	\$1080	\$945

Advertising Specifications

Full Page 10.75" x 8.375" plus .25" Bleed	Half Page Vertical 10" x 3.75"	Quarter Page Vertical 5" x 3.75"
Half Page Horizontal 5" x 7.625"		
Quarter Page Horizontal 2.5" x 7.625"		

What's Up Magazine is designed with CS5.5. All files must be 300 dpi and CMYK. PDF files are preferred. Email to whatsupwestshore@gmail.com.

Artwork deadline is the 15th of the month before issue date.

OUR READERS,
YOUR CUSTOMERS.
NO ONE CAN REACH
THEM LIKE WE CAN.



What's up Magazine is a FREE monthly publication that offers stunning local photography and highlights the beautiful areas and cultures of Langford, Colwood, Esquimalt, View Royal, West Saanich, Highlands, Sooke, Metchosin and Port Renfrew and all the nooks and crannies in between. Our magazine serves as a forum where people, businesses and activities that make life here unique are celebrated and promoted. Our magazine can be thought of as an extra dimension of community space, a place where the West Shore and West Coast culture is treasured and distinguished from all others. We offer readers a pleasant reflection of their community; and advertisers a first-class showcase for their products and services.

What's Up Magazine has a loyal monthly readership of over 30,000. The physical distribution has two components. Firstly we distribute through all of our advertisers' locations as well as through cafes, bistros, professional office buildings, restaurants and other high traffic locations. Secondly we do targeted door to door delivery customized for our clients locations. We currently have 200 distribution locations in the West Shore.

A DISTINCT PLACE, A DISTINCT LIFESTYLE, A DISTINCT PUBLICATION
THIS IS OUR COMMUNITY