

WHISTLER TRAVELLER

Whistler's Premier Travel & Lifestyle Magazine



MEDIA KIT 2023-2024

Engaging Consumers with Compelling Print and Digital Media



WHISTLER
TRAVELLER

604.698.5800

info@whistlertraveller.com

WHISTLER'S PREMIER TRAVEL & LIFESTYLE PUBLICATION

Providing quality editorial content is what keeps your target consumer turning the pages, and Whistler Traveller delivers engaging content that brings both the mountains and our mountain communities to life. By painting the picture of what makes Whistler so alluring and unique, along with the latest on the slopes, style, adventure, golf, spas, dining and more, we will keep our readers engaged and captivated.

But that's just the beginning...

MOBILE TECHNOLOGY

Mobile Edition & Mobile Apps - The Whistler Traveller Magazine Mobile Edition is optimized for the mobile reading experience and runs on any modern mobile device that incorporates a full-featured web browser. Visit whistlertravellerdigital.com on your device to see it in action.

The Whistler Traveller Magazine Apps, designed specifically for iPhone, iPad and Android mobile devices, contain the full issues of Whistler Traveller Magazine. These branded apps draw all activity into the user's mobile device, making it a constantly updatable, one-stop destination for those who like to read, browse and connect. All exposure includes full ad representation and direct linking to the advertiser's website.

INTERACTIVE DESIGN EDITION

The high-quality, media-rich digital edition complements the print version with exposure targeted toward pre-arrival travellers, to further your brand extension through this engaging online platform. This enhanced platform is also mobile-friendly and can be viewed on any modern mobile device with active linking to the advertiser's website and can be shared by readers through all social media platforms. Readers can also now choose to experience the digital version in either a page-replica or editorial reading view.

Available at whistlertravellerdigital.com.



SOCIAL MEDIA MARKETING

Online exposure at whistlertraveller.com is the all-inclusive planning resource for travellers to the Whistler area. Receive social media exposure with [Facebook](#), [Twitter](#), and [Instagram](#), to increase your exposure to consumers and travellers. Fully responsive site design allows for seamless mobile and tablet experiences for visitors.



REACHING YOUR TARGET...

Whistler Traveller delivers engaging, high-end content directly to consumers, serving as a vehicle to promote your brand at the very venues where critical buying decisions are made. The connection with our readers translates into an affinity for the products promoted within Whistler Traveller Magazine. Our readers represent an affluent demographic of avid travellers who seek adventure, identify with quality and demand excellence in their pursuits.

MAGAZINE

By providing Whistler Traveller Magazine in direct placement with the consumer, you are receiving the most effective means of reaching your target audience.

IN-ROOM RESORT

Currently available in-room, in select hotels, via digital access with QR codes and url links provided on guest TVs and guest newsletters, and in print, in select hotel lobbies.

COMMERCIAL

Distributed to select retail, all visitor centres from Vancouver to Pemberton, and on select B.C. Ferries routes. And, also available from accessible, visible racks, in high-pedestrian-traffic locations throughout Whistler.

TARGETED RESIDENTIAL

Mailed directly to affluent homeowners in select markets in the Vancouver area.

INTERNATIONAL / PRE-ARRIVAL

Targeted distribution in both the domestic and international arrival terminals of Vancouver International Airport.

SUBSCRIPTIONS

Digital and print subscriptions available.

Visit whistlertraveller.com.

MOBILE

ITUNES APP

Exposure in the interactive app for iOS devices including iPhone and iPad



ANDROID APP

Exposure in the interactive app for Android devices



WEB

WHISTLERTRAVELLER.COM

Includes a category-specific business guide listing with full business contact details and url link. Most clients will also be able to include photos in their listing, and prime-page clients can also include a video link.

DIGITAL EDITION

Inclusion in the premium interactive digital version of Whistler Traveller optimized for all browsers, including mobile and tablet devices.

SOCIAL MEDIA

Additional exposure through [Facebook](#), [Twitter](#), [Instagram](#).

WHISTLER TRAVELLER

Since 2009



Visit whistlertraveller.com to read all past issues.

WHISTLER TRAVELLER

MECHANICAL SPECIFICATIONS

It is the responsibility of the advertiser to notify us of any ad changes or intent to provide a new camera-ready ad prior to the publication deadline. If production materials or camera-ready ads do not arrive on time, publisher will automatically use the prior issue's ad for publication.

PRINTS ADS

FILE FORMAT: PDF/X-1a

(Microsoft Publisher files are not accepted)

PDF FILES: Only **PDF/X-1a:2001** files are accepted and must be 300 dpi, CMYK with fonts embedded.

ELEMENT FORMATS: EPS or TIFF files for all images, in CMYK mode (not RGB) at 300 dpi. Include all image links and fonts. Transparencies should be flattened. All fonts must be supplied. **Maximum ink density is 300 total.**

DOCUMENT SIZE: Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly. All full page bleed ads must include 1/8" bleed on all sides. **Please avoid printing/press markings, or calibration bars. All crop marks should be outside trim/bleed area.**

Final trim size is 9"x 10.75" so your document size should be 9.25"x 11" for full page, bleed ad. **Safe Text Area: We require that you keep all text 1/4" inside the trim on all four sides.** Two page spreads should be built as two separate pages.

Full page ad placement on inside and outside covers require an additional 1/4 bleed all around. (Bleed: 0.375" on all sides)

WEB ADS

Please submit RGB/jpg file

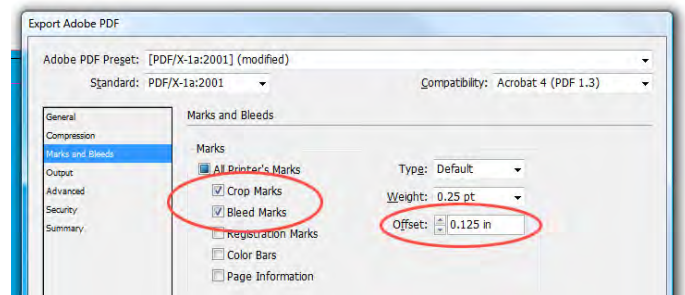
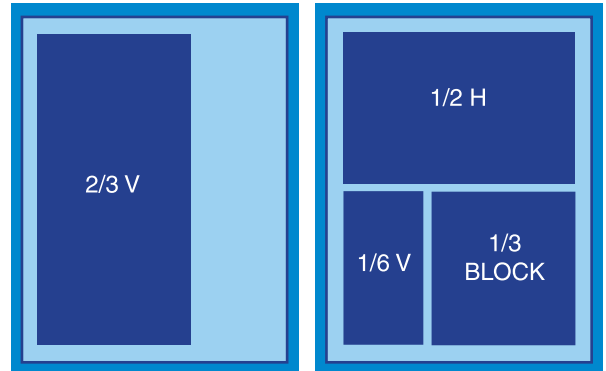
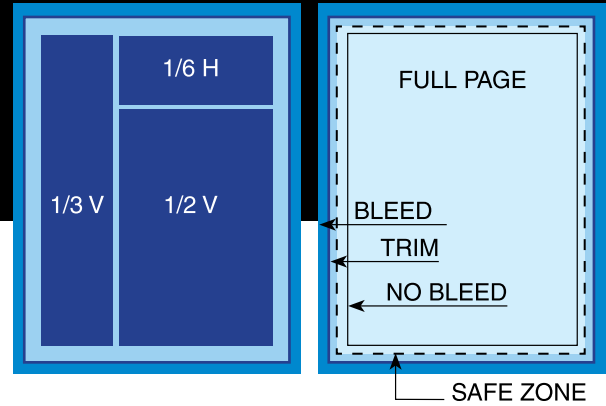
Dimensions: 300px(Width) X 250px(Height)

MATERIAL DELIVERY: Please send camera ready ads to jackie@whistlertraveller.com.

If your file is larger than 20MB, please contact us for FTP upload information.

If you have any questions, please contact us directly:

Jackie Rohde – jackie@whistlertraveller.com | 604.698.5800



Use the offset option when generating cropmarks for your PDF file. See image above.

AD SIZES (W" X H")

Magazine trim size:	9" x 10.75"
Full page bleed:	9.25" x 11"
Full page non-bleed:	8" x 9.75"
2/3 page:	5.25" x 9.75"
1/2 page (horizontal):	8" x 4.8"
1/2 page (vertical):	5.25" x 7.2"
1/3 page: (block):	5.25" x 4.8"
1/3 page: (vertical):	2.5" x 9.75"
1/6 page: (horizontal):	5.25" x 2.4"
1/6 page: (vertical):	2.5" x 4.8"

Web Banner ad: 300 x 250 pixels
(jpg, png, RGB file)