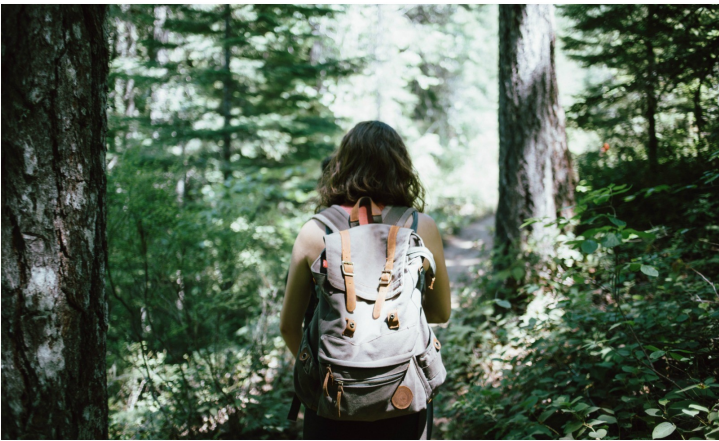


FRASER  
VALLEY

# *lifestyle*

MAGAZINE



# Media Kit

2017-2018

# The Site...

Fraser Valley Lifestyle Magazine exploded into the community in September 2017 and has already made a name for itself as a curated collection of authentic and inspiring content. Our passion is storytelling— from heartwarming anecdotes, to initiatives with impact, to small business stories, we've made it our mission to spread the word. From the end of the pier at White Rock to the edge of Harrison Lake and everything in between, we're committed to producing engaging high-quality content every week.



## PUBLISHING SCHEDULE

Monday, Wednesday, Thursday, Saturday

## THE STATS

825 +  
*weekly page views*

---

4000 +  
*visitors per month*

---

54 %  
*return visitors*

---

46 %  
*new visitors*

---

25 %  
*direct search*

---

70 %  
*social media traffic*



# The Social...

## INSTAGRAM



3800 +  
*average posts per day: 2*

---

## FACEBOOK



2800 +  
*average posts per day: 2*

---

## MAILING LIST



3000 +  
*emails per week: 1*

Our Social Media presence is intentionally designed to be just like us— approachable, authentic, and engaging. We use Facebook and Instagram as our primary social channels, sharing our own articles as well as relevant and on-brand content from around the Fraser Valley. We also send regular email newsletters to our dedicated subscribers each week, getting our content directly into inboxes.



## WHAT TO EXPECT

While we love a pretty filter, our social feeds are intended to be a relatable collection of bright, airy images with a Pacific Northwest vibe.

# Price List

## FEATURED PARTNER POST

Partner posts are professionally written advertorials published once on [fvlifestylemag.com](http://fvlifestylemag.com) and promoted to increase traffic and engagement via a 14-day social media campaign.

***\$189 per post*** +GST

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## BIG BOX SIDEBAR AD

Custom designed on-brand adverts are placed organically in the website sidebar. Location-specific niche exclusivity applies, limited ad space available. 336x280

***\$149 per month*** +GST

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## BANNER AD

Custom designed on-brand adverts are placed organically in the first few paragraphs of content. Location-specific niche exclusivity applies, limited ad space available. 728x90

***\$249 per month*** +GST

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## SPONSORED GIVEAWAY

This is hands down the best way to get your business or product in front of an engaged, eager audience. Sponsored Giveaways include a featured partner post and extensive social media promotion including paid boosts for the duration of the giveaway.

***\$369 per giveaway*** +GST

## OUR READER

The FV Lifestyle Mag reader is usually a woman between the ages of 25 and 55. Most live in double income homes with kids and are working moms or self-employed. Our reader is active online and is interested in thought-provoking and heartfelt content.



## JUST FYI

We select partners based on brand fit and the needs and interests of our readership— we want our partnerships to work for everyone involved!

# Platinum Package

## MONTHLY FEATURED PARTNER POST

Professionally written advertorial style post, designed to drive traffic, generate leads, or convert to sales.

## MONTHLY BIG BOX SIDEBAR AD

Custom designed big box ad refreshed monthly. 336x280

## QUARTERLY BANNER AD

Custom-designed banner ad refreshed quarterly. 728x90

## QUARTERLY NEWSLETTER TAKEOVER

Professionally written article to be featured on website, promoted on social media and sent on out as a customized newsletter to our subscribers.

## UPGRADED BUSINESS LISTING

Premium listing in business directory.

## ANNUAL SPONSORED GIVEAWAY

An organized online giveaway designed to drive traffic and engagement to partner's social media and website.

## LOCK OUT COMPETITION

Platinum Partners receive total exclusivity in their niche, within a 40km radius.

## GET STRATEGY ON YOUR SIDE

Take advantage of our in-house marketing expert and build a content marketing strategy that works as hard as you do.

## SIT BACK AND RELAX

Let our team of professionals handle the tough stuff, so you can get back to what matters most to you.

SAVE OVER  
**\$2300**

**\$5,931**  
Yearly Value

**\$299/month**  
Platinum Partner Price  
+GST

COULD YOUR  
BUSINESS  
BENEFIT FROM

825 +  
*weekly page views*

---

4000 +  
*visitors per month*

---

INSTAGRAM

3800 +  
*followers*

---

FACEBOOK

2800 +  
*likes*

---

MAILING LIST

3000 +  
*subscribers*

# Special Services

## STYLED PHOTO CAMPAIGN

Showcase your product or product line in a professionally styled photo campaign. Photo campaigns will be published to [fvlifestylemag.com](http://fvlifestylemag.com) with complementary editorial, promoted through social media, and distributed to our mailing list. Campaign images will be made available to your business for your own use.

*Starting at \$750*



## RECIPE DEVELOPMENT

### + FOOD PHOTOGRAPHY

Fraser Valley Lifestyle Magazine is proud to offer an in-house food blogger with years of experience in recipe development, food photography, and food writing. Showcase your product with professionally developed recipes that will have our readers rushing to get their hands on your ingredient!

*Starting at \$225*

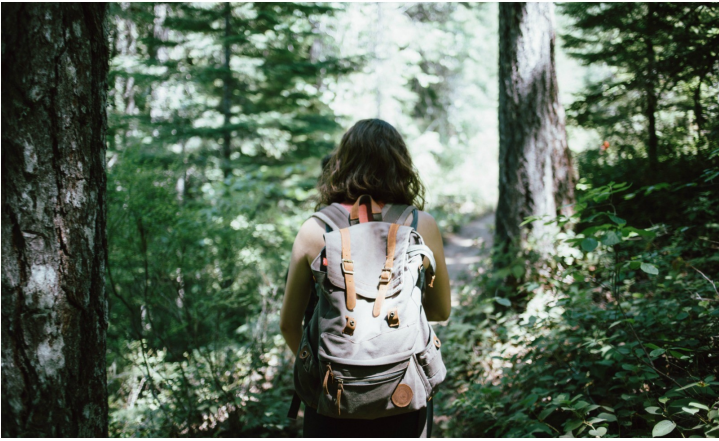
Prices effective through Dec 31st, 2017. Restrictions may apply. FVLM reserves the right to make changes to this kit at any time.



FRASER  
VALLEY

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MAGAZINE



# Work With Us

CONTACT [MELISSA@FVLIFESTYLEMAG.COM](mailto:MELISSA@FVLIFESTYLEMAG.COM)