

INSIDE

Free Maps

5 Road Trips

Insiders' Tips

Wine & Food

2012

OFFICIAL  
VACATION  
GUIDE

# PENTICTON & WINE COUNTRY

**ADVERTISING**  
Information  
and Rates

[tourismpenticton.com](http://tourismpenticton.com)



**PENTICTON**  
& WINE COUNTRY  
*Time to breathe.*

## Features and benefits:

- Targeted audience
- Credibility - Penticton & Wine Country Tourism quality branding that adds value to your business
- Extended reach with digital and print formats
- Access through mobile application
- Links to your business
- Special positioning on request
- 12 month shelf life
- Visually appealing

## The 2012 Penticton & Wine Country Vacation Guide Advertising Rates

Rates are for 4 colour process only:

FP	\$ 3,580
2/3 vert.	\$ 2,845
1/2 horz.	\$ 1,995
1/3 square	\$ 1,450
1/6 vert.	\$ 779
1/2 square	\$ 480

### Covers:

IFC:	\$ 3,845
IBC:	\$ 3,680
OBC:	\$ 4,250

### DEADLINE DATES

Advertising Sales Close	Oct. 21, 2011
Finalized Ads In	Oct. 28, 2011
Delivery	February, 2012

### FOR INQUIRIES CONTACT:

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## Meet our NEW PUBLISHERS:

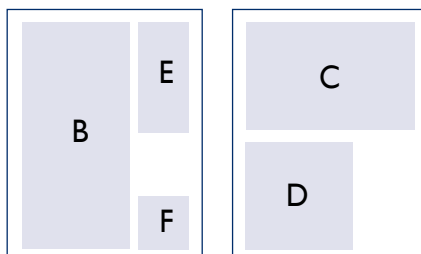
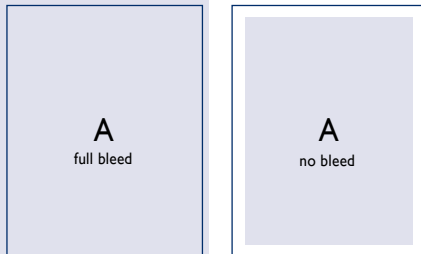
Penticton & Wine Country Tourism has created a new three-year partnership with Niche Media for the publishing of Penticton's Official Vacation Guide. Niche Media publishes Savour Magazine as well as a number of custom and specialty magazines.



### What's new:

2012 will see a digital media replica. eMarketer reports that tablet sales are expected to increase by 400% in the next year.

That represents 81 million users globally. Look for our iPad, tablet and smartphone apps to help promote your message in the 2012 Penticton & Wine Country Vacation Guide.



A	Full Page (plus 1/4" bleed) 8.375" X 10.75"
	Full Page 7.25"w X 9.75"h
B	2/3 (vert) 4.75"w X 9.75"h
C	1/2 (horz) 7.25"w X 4.75"h
D	1/3 (sq) 4.75"w X 4.75"h
E	1/6 (vert) 2.25"w X 4.75"h
F	1/12 (sq) 2.25"w X 2.25"h

The Penticton Vacation Guide is trimmed to:  
8 3/8" wide x 10 3/4" high  
Live area: 7 3/8" x 9 3/4" (1/2" inside trim)

### PRINT DISTRIBUTION:

65,000 guides produced  
35,000 distributed externally  
30,000 distributed locally

The 2012 guide will be distributed at all visitor information centers in BC, Alberta and Washington State, as well as at airports and travel and tourism operators throughout Western Canada and the United States.

It is also used as a fulfillment piece for economic development, investment, media relations, meeting and convention inquiries, showcased at travel shows, local events and part of delegate packages at conferences hosted in and surrounding Penticton.

Local distribution includes resorts, hotels, motels, wineries, tourism businesses, retail outlets and other high traffic areas.

### TOURISM PUBLICATION STATS:

- It is estimated Penticton hosts more than 1.5 million visitors each year — PEDS
- Tourism in Penticton is forecasted to outgrow other tourism destinations in BC — PWCT
- Visitors in the Okanagan spend an average of \$165 a day — TOURISM BC