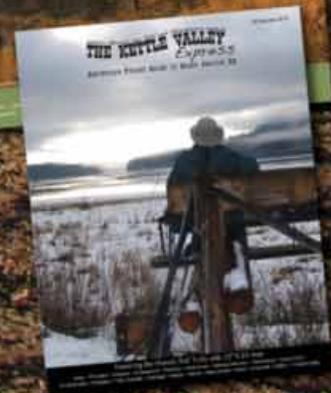
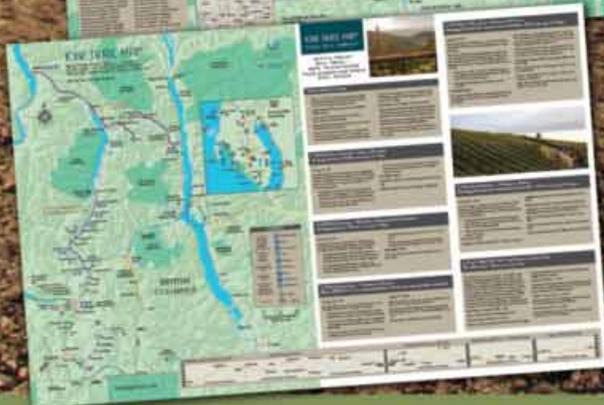
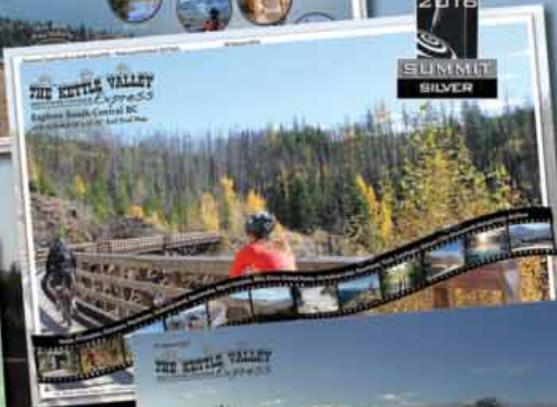
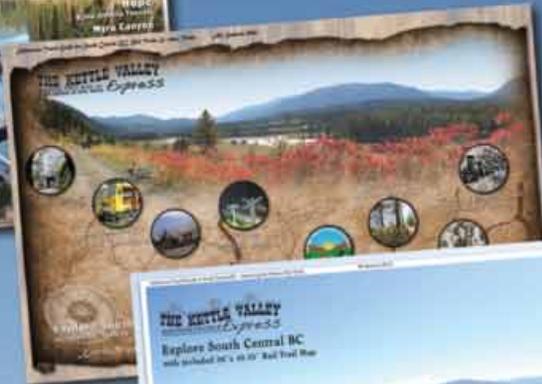


Where Stories are Told and Adventures Unfold

THE KETTLE VALLEY Express

Adventure Travel Guide to South Central BC

Media Package for **2019**



SOUTH CENTRAL BC A BEAUTIFUL PLACE TO BE AND SEE



Where Stories are Told and Adventures Unfold
THE KETTLE VALLEY
Adventure Travel Guide to South Central BC *Express*

About the KVE

In 1986, when the Coquihalla was built, the traffic from Hwy #3 decreased, seriously affecting the economy of South Central BC.

The Kettle Valley Express was created to connect Hope to the Kootenays and in 2013, the KVE, yearly, all seasons, adventure travel guide for South Central BC featuring BC's rail trails, was published.

The continual growth of the first 3 issues brought in a co-funding partnership with Thompson Okanagan Tourism Association for the 4th issue and in October 2016, the KVE, with that 4th issue, won a silver award in a prestigious international marketing effectiveness competition. 1,100 entries from 12 countries with a \$30 million annual billings limit to the companies.

By issue #5 (2017) added 16 pages, a stronger relationship with TOTA and also now Destination BC. A complete rebuild of the pull out map, increased its size with added trail loops, elevation chart and more information for the trail user. The 2018 issue #6 saw the KVE map becoming the official BC Rail Trail map with TOTA, RS&TBC and Ministry of Lands and Forests included and involved.

Now open for advertising in issue #7, we will continue to work with the stakeholders to improve and grow the KVE to an even more popular and effective guide and marketing tool.

The Travel Plan

Research shows, for approximately every 2 hours of driving time, visitors would stay one night. Using the Kettle Valley Express, the reader can make a travel plan starting at the western terminus for the Kettle Valley Railway in Hope, following the stories, travel Hwy #3 thru Princeton across to the Okanagan and Hwy 97, then over to the Boundary, West Kootenay's, Slokan, Kaslo, Ainsworth and Balfour.

The vacationer could stop a day or two to explore the attractions, visit the advertisers and off to the next, spending a week or two to cross the region and explore.

Web VS Print

It was once believed that the internet would put magazines out of business but what was found, is that magazine numbers have increased due to the internet. Both mediums work together to enhance each others visibility. People check out websites from magazines and order magazines thru websites.

In this digital age, printed media remains the preferred method of in-market visitors when seeking tourism information. *Ian Cross, Bentley University Center for Marketing Technology I 2016 Research Study*

1. Brochures, Maps & Travel Guides are the #1 in-market influence
2. Brochures, Maps & Travel Guides influence 53% of pre-trip planning
3. 7 out of 10 tourists & visitors pick up brochures in-market
4. 95% of visitors who pick up brochures became aware of a business
5. 83% plan to visit a business they saw in a brochure
6. 78% of visitors that pick up brochures consider altering their travel plans
7. 43% of visitors share brochures with 3+ travel companions
8. Brochures and maps are the #1 visitor information "In-Market" influencer during the trip.

The Kettle Valley Express has a robust, free access, companion website to compliment the magazine, with archived issues and downloadable pdfs of the magazine and map, regional and city links and a business listings page, (*listing included free with booking advertisement*). We are active in Social Media and promote our advertisers and other trail information on our social media accounts.

We network with other media companies and have a large panel advertisement on 6 info billboards in key locations throughout Boundary Country and the West Kootenays.



The BC Rail Trail Official Provincial Map

Our 32" X20" removable map of South Central BC and the rail trails, highlights the Kettle Valley Rail Trail, Columbia & Western Rail Trail, Slocan Valley Rail Trail and other smaller trails as well GPS, loop information, elevation charts make this the most complete rail trail map available in print. Crawford Bay and Creston are now included to complete the loop.

Testimonials

Clive Webber: (2014) *Facilitator: Trans Canada Trail Foundation*

.....As a former railway, the trail is priceless, not just as a recreational corridor, but as a high value tourism commodity. However, due to the length and remoteness of the trail, it has been a challenge to package and market as a "destination trail". Vicom has taken the lead in this respect by connecting trail users with the numerous trail organizations, community Chambers of Commerce, and local businesses. Vicom has collaborated with the Trans Canada Trail's provincial partner, the Trails Society of BC, to produce highly accurate maps, that feature the locations of amenities such as parking areas, toilets and points of interest (such as the former railway stations), becoming the only known printed map with this level of detail for trail users. Having cycled the trails myself, and recognizing the challenges in planning each day along the trail, I certainly believe that Vicom's publication will be a valuable asset to trail users, and does a brilliant job at connecting the various stakeholders along the trail like no other publication has to date.

Testimonial letter: *I saw your magazine at Vancouver airport... so I picked it up and read through it. My wife and I rode part of the railway near Kelowna... We've been talking about going back and riding that stretch and other stretches ever since. So when I read through your magazine, I realized we now have a single resource to help us plan our trip. We'd been putting it off partly because we didn't know of an easy single resource with all the info we need before this. So thanks for putting the magazine together! I think it'll be really helpful for us.*

Print Run: 50,000

Distribution:

We will have verifiable racking from May-Sept 2019 for 15,000 copies of the Kettle Valley Express at Vancouver Airport ~ Merritt Visitor Centre ~ Osoyoos Visitor Centre ~ Golden Visitor Centre ~ Mount Robson Visitor Centre ~ Peace Arch Visitor Centre ~ 48 locations along I-90 in Northern Washington State ~ 41 locations in Northern Idaho ~ 91 locations in North Western Montana.

We also have permanent racking in Kelowna Visitor Ctr & Kelowna Airport, Castlegar Airport and Penticton Airport, Okanagan Connector Visitor Centre. and we are at www.gob-rochures.com where BC Visitor Information Centres can order.

Full distribution details are on our website at kettlevalleyexpress.com/distribution.html

There was less than 1,000 copies left over of the 50,000 2017 edition printed. With an average of 4 people reading each issue, that puts readership at approximately 200,000.

Response from information centres and business.

- "We love it! It is an amazing resource"
- "It is our most requested and popular guide"
- "Why can't we have one for our area"
- "Can you send us more!"



2019 Kettle Valley Express Advertising Rates and Sizes

Inside Double Cover	\$6,750	GST: \$337.50 - \$7,087.50
Back Cover	\$4,525	GST: \$226.25 - \$4,751.25
Inside Back Cover	\$4,100	GST: \$205.00 - \$4,305.00
Full Page	\$3,250	GST: \$162.50 - \$3,412.50



1/16 Page
\$315
GST-\$15.75
\$330.75

An Opportunity not to be missed
Don't get left
standing on the platform!



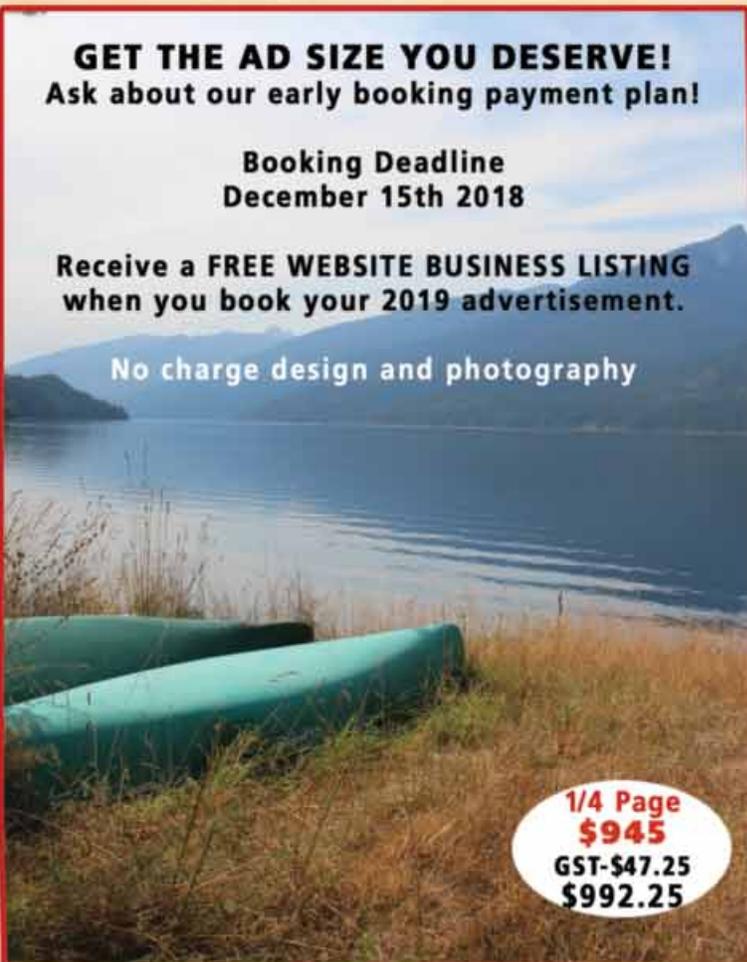
1/8 Page
\$598
GST-\$29.90
\$627.90

GET THE AD SIZE YOU DESERVE!
Ask about our early booking payment plan!

Booking Deadline
December 15th 2018

Receive a **FREE WEBSITE BUSINESS LISTING**
when you book your 2019 advertisement.

No charge design and photography



1/4 Page
\$945
GST-\$47.25
\$992.25

PAGE DIMENSIONS Trim: 10.75" high X 8.375" wide Live area 10" X 7.875" Inside Double Cover 10.75" X 16.25" Bleed: add 1/8"

Phone Lisa Now!
Cell: 250-666-0678 - Office: 250-442-3731
or email info@kettlevalleyexpress.com



1/2 Page
\$1,785
GST-\$89.25
\$1,874.25

COMAND A PAGE FOR YOURSELF
with an impressive Half Page Ad