

Advertise in
Island Tides

and let this

unique,

colourful,

regional

newspaper

introduce **your** business!

Circulation ①

Market ②

Distribution ③

Strait of Georgia

Island Tides

Every second Thursday, we distribute 18,000 print copies



- ☛ 14,000 mailboxes on Gabriola, Salt Spring, Pender, Galiano, Mayne, Saturna, Denman, Hornby, Lasqueti, Quadra, Cortes, Read and Texada Islands
- ☛ Yellow boxes in Sidney, Saanich, Victoria, Duncan, Chemainus, Crofton, Ladysmith and Nanaimo
- ☛ Picked up on BCFerries and at ferry terminals
- ☛ Boaters get their copy at marinas & island stores
- ☛ At all *Serious Coffee* locations from Sidney to Campbell River

When you buy a print ad, our homepage has a special link to your homepage, directing over 4,000 web-readers to your sales pitch every month.

Island Tides introduces readers to the magic of the region: westcoast lifestyle, arts & crafts, events, shopping, restaurants, attractions, where to stay... and real estate for those who dream of staying a little longer!

Southern Coastal BC?

Island Tides

has it covered!

Vancouver Islanders, Gulf Islanders & Their Visitors

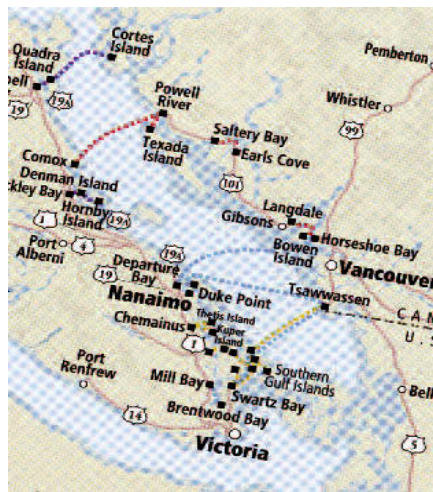
Island Tides is the community paper for residents of the legendary 'Salish Sea' region.

Our growing population of well-heeled empty-nesters, celebrities, and professionals working from home, as well as young families looking for a healthier way of life, is an exciting market. Retired and semi-retired Americans come to build their homes in our west coast paradise.

You will be advertising to a readership of informed, discerning, politically active citizens and consumers. 'Green' is a key interest of our readership.

Island Tides is delivered to Northern and Southern Gulf Island homes. It is also available from freeboxes in towns, villages and ferry terminals on the eastern seaboard of Vancouver Island, and onboard BCFerries.

Gulf Islanders make weekly work, pleasure and shopping trips to Sidney, Victoria, Duncan, Nanaimo, Parksville,



Campbell River and Vancouver. Between times, they also like to shop by web, phone and mail-order. Vancouver Islanders enjoy visits to the small Islands.

On the Strait of Georgia's desirable and affluent west side, the property market, new construction and renovations continue to boom.

All services and products to do with home, food, garden, health, leisure, eco-sports gear, vacations, money management, and the 'good life' are of high interest to our readers.

Island readers have year-round visitors in ever-growing numbers,

who are always looking for events and activities. Visitors enjoy tourist attractions on Vancouver Island and stay to shop for property. The Southern Gulf Islands now hosts Canada's newest national park.

The region has a constant influx of newcomers from across Canada, who need to find products and services for their new life in Canada's Shangri La—often from the ground up!

Let yours be the first business they see!

- ✎ **Introduce your products & services to these shoppers**
- ✎ **Increase your website traffic**

- ✎ **Be on their 'phone first' and 'going-to-town' lists**
- ✎ **Capture loyal customers!**

Distribution?

Island Tides

gets you into every home!

2012 Canada Post - FSA x FSA Household Delivery

Southern Gulf Islands & Salt Spring Island	8,676
Gabriola & Northern Islands	5,704
Total Household Delivery	14,380

Salt Spring Island (all V8Ks)	5,300	All V8Ks
Gabriola Island	2,200	V0R 1X0
Pender Island	1,451	V0N 2M0
Mayne Island	875	V0N 2J0
Galiano Island	820	V0N 1P0
Saturna Island	200	V0N 2Y0
Cortes Island,	1213	V0P 1Z0, 1K0
Quadra Island	1,346	V0P 1T0, 1H0, 1N0
Read Island	79	V0P 1W0
Hornby Island	545	V0R 1Z0
Denman Island	600	V0R 1T0
Texada Island	600	V0N 1W0, V0N 2K0
Lasqueti Island	200	V0N 2J0

An additional 3,620 copies circulate on the east coast of
Vancouver Island and across Georgia Strait

Full colour is our specialty

We have a very special colour rate—we charge by column inch
(or agate line). This gives everyone a chance at colour.

If you are booking a full colour ad over 1/2–page in size,
call us for a custom price.