

Southern Coastal BC? *Island Tides* has got it covered!

Advertise in
Island Tides
and let this unique, colourful regional newspaper introduce your business!

Every second Thursday, 18,000 print copies are distributed throughout southern coastal BC. Our website homepage takes readers straight to your website for more info about your business!

Island Tides is delivered to 14,000 mailboxes: on Salt Spring, Gabriola, Pender, Galiano, Mayne, Saturna, Texada, Denman, Hornby, Quadra, Cortes and Read Islands—and read from cover-to-cover.

Island Tides is a Vancouver Island favourite, picked up in towns and villages. We have our bright yellow boxes in Sidney, Saanich, Victoria, Duncan, Chemainus, Crofton, Ladysmith & Nanaimo; including all Serious Coffee locations from Sidney to Campbell River.

Island Tides is picked up at ferry terminals and on BC ferries. Boaters get their copy at marinas and island stores.

Island Tides's website brings you another 2,500 readers each edition. They see your print advertisement in our pdf newspaper and can also click on a link direct to your website from *Island Tides* homepage—check it out at www.islandtides.com.



Big Islanders, Gulf Islanders and Their Visitors

Island Tides is the community paper for residents of the legendary 'Salish Sea' area. *Island Tides* introduces readers to the magic of the region: west coast lifestyle, arts and crafts, events, shopping, restaurants, attractions, where to stay... and real estate for those who dream of staying a little longer! You will be advertising to a readership of informed, politically active, well-heeled citizens and consumers.

Island Tides is delivered to North and South Gulf Island homes. In addition, it is available in free boxes in towns and villages and ferry terminals on the eastern seaboard of Vancouver Island. It is also available aboard a number of BC ferries. Our circulation covers an area of informed, politically active, discerning citizens and consumers.

The entire region has a constant influx of newcomers from all over Canada needing 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! 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. 'Green' is a key interest of our readership.

On the Strait of Georgia's desirable and affluent west side, the property market, new construction and renovation 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. Gulf Islanders enjoy their weekly shopping trips to Sidney, Victoria, Duncan, Nanaimo, Parksville and Campbell River. Between times, they also like to shop by web, phone and mail-order. Vancouver Islanders enjoy their weekends on, or visits to, the small Islands.

Readers have year-round visitors in ever-growing numbers. They are always on the look-out for events and activities to go to. Visitors enjoy tourist attractions on Vancouver Island and stay to shop for property. The Southern Gulf Islands hosts Canada's newest national park.

Introduce your products & services to these shoppers!
Be on their 'phone first' and 'going-to-town' lists! Capture loyal customers! Increase your website traffic!

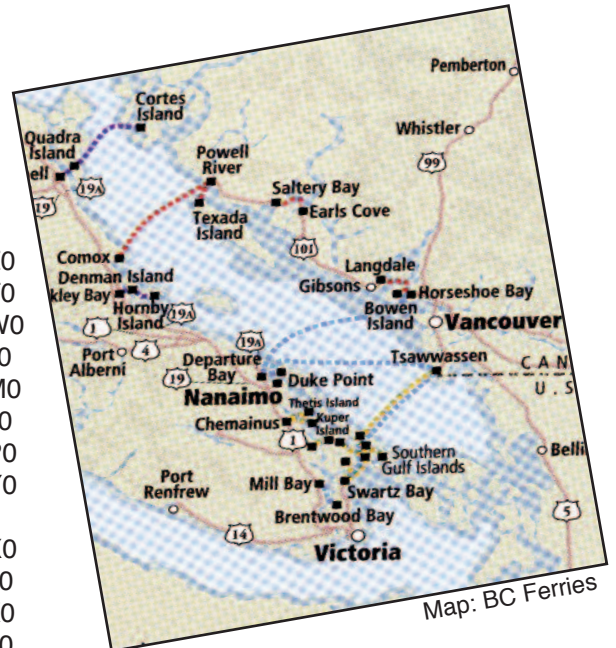
Phone 250-629-3660 Fax 250-629-3838 Email: islandtides@islandtides.com
Island Tides Publishing Ltd, Box 55, Pender Island, B.C. VON 2M0

Strait of Georgia Island Tides

—puts your advertising where it will work hard for you!
18,000 copies—In every mailbox, on the ferries and at the ferry terminals

2011 Canada Post FSA x FSA Household Delivery

Hornby Island	545	VOR 1Z0
Denman Island	600	VOR 1T0
Texada Island	290	VON 1W0
Lasqueti Island	208	VON 2J0
Pender Island	1,451	VON 2M0
Mayne Island	920	VON 2J0
Galiano Island	820	VON 1P0
Saturna Island	207	VON 2Y0
Salt Spring Island (all V8Ks)	5,300	V8K
Gabriola Island	2,225	VOR 1X0
Cortes Island, Whaletown	50	VOP 1Z0
Cortes Island, Mansons Landing	50	VOP 1K0
Quadra Island, Squirrel Cove	47	VOP 1T0
Quadra Island, Heriot Bay	611	VOP 1H0
Quadra Island, Quathiaski Cove	743	VOP 1N0
Read Island Surge Narrows	79	VOP 1W0



Total: Southern Gulf Islands & Salt Spring Island	8,698
Total: Gabriola & Northern Islands	5,418
Total Household Delivery:	14,146

An additional 4,000 copies circulate on the east coast of Vancouver Island and Georgia Strait:

Island Tides is a favourite, picked up in Vancouver Island towns. We have our bright yellow boxes in Nanaimo, Sidney, Victoria, Duncan, Chemainus, Crofton, & Ladysmith; including all Serious Coffee locations from Sidney to Campbell River.

Island Tides is picked up at ferry terminals and on BC ferries. Boaters get their copy at marinas and island stores.

Island Tides's website brings you another 2,000 readers each month. They see your print advertisement in our pdf newspaper and can also click on a link direct to your website from *Island Tides* homepage—*check it out at www.islandtides.com*.

Full colour advertising is a speciality in *Island Tides*

We have a very special colour rate. It is different—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.

Island Tides Publishing Ltd, Box 55, Pender Island, B.C. VON 2M0
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