

Effective 2006~2007

Landscapes MAGAZINE PUBLISHED QUARTERLY BY FORED BC

Address:#213-4438 West 10th Ave. Vancouver, BC V6R 4R8 Telephone: (604) 737-8555 Fax: (604) 737-8598 www.landscapesmag.com

Landscapes BENEFITS:

- Winner of Best Association Magazine in Canada Award from Canadian Society of Association Executives in 2001.
- International Winner of Best Webzine 2002 (Dalton Pen Award) from Warwick Publishing & International Association of Business Communicators (IABC).
- · Winner-Vancouver Mayor's Award for Sustainability 2004
- Directly mailed to members and opinion leaders aross BC, Canada and the US, including communities, educators, First Nations, industry, labour, government, business and interested individuals.
- Landscapes has a specialized audience and is the vehicle to target over 30,000 readers involved in community sustainability and education about the environment.
- Published 3x annually by *FORED BC*, est. 1925. *Laudscapes* provides an ideal, timely advertising environment.
- Controlled circulation: 10,000. Indirect: 420,00 annually including direct mail and web download at www.landscapesmag.com

(Line screen: 150 lines)

Any material requiring scanning or additional manipulation will be billed at cost (\$100 per hour plus scanning fee). To avoid extra charges, we recommend you send material via email, FTP or CD-ROM in .pdf, jpg, tif or other suitable format.

AD Deadlines: Call Cheryl at 604-737-8555 to reserve ad space & for deadline information.

Don't miss an issue! Each issue contains:

- Articles on natural resource topics and profiles of individuals, companies or best practices.
- Regular editorial features on environmental education, sustainability and other relevant topics.
- Interviews with political, business and labour leaders with a focus on sustainability.

Reserve space now for our 2006/07 Special Editorial Features!

Regular Features:

- Sustainability Trends in business, education and government
- Briefings on Government Policy
- Resources and Best Practices Templates for Communities

Payment Policy:

Pre-payment is requested unless a Purchase Order # is provided. VISA and Mastercard accepted. If paying by cheque, please make payable to: FORED BC.

FROM THE READERS:

We've received a number of responses from our readers. Here are excerpts from some of these letters:

"I read Landscapes from cover to cover. Congratulations on your award." - Janet Steffenhagen, Journalist, Vancouver Sun daily newspaper

"I was pleased to see the profile entitled *Humungous Helpers* on how both the Royal Bank and Bank of Montreal are contributing to education. Thank you for portraying our people in such as positive way." -David Moorcroft, Vice-President, Public Affairs & Corporate Communication, Royal Bank, Toronto, Ontario

"I used to receive your magazine when I was the Mktg. Manager at the Space Centre and I am a huge fan."
-Todd Jones, Marketing & Communications Specialist, Science World British Columbia

"The article Global Warming and Freezing Curriculum on the Education Exchange pages was most interesting because of its relationship to our Environmental Education course here at UBC. It (Landscapes) is great. The layout, colour, columns

and photographs are all appealing." - Dr. David Brown, Teacher, UBC Faculty of Education, Curriculum Studies, Vancouver

"The Landscapes designers have done a beautiful job. I can see why you won **Best Association Magazine in Canada**. The design makes you want to read it. Aboriginal communities are very visual learners. We also have an education coordinator I will forward Landscapes on to." - Louse Parker, Personnel Mgr., Taku River Tlingit First Nation, Atlin, BC

"I just picked up an issue of Landscapes. It's a really good periodical. If you could send it to us on a regular basis that would be appreciated." - Andrew Martin, Librarian, Vancouver Public Library

"I recently got my first issue of Landscapes and found it very impressive. Congratulations on such a wonderful newsletter." - Luba Mycio-Mommers, Canadian Wildlife Federation, Sask.

"Your magazine is first class. If there is anything we can do to help or contribute, I'd be pleased to do so." - Jamie H. Graham, Chief Constable, Vancouver Police Department

"I've been really impressed with the information...and the balance. As a former publisher, I'm also impressed with the layout too." - Hon. Richard Stewart, MLA, Coquitlam-Maillardville

"Landscapes is so colourful and interesting. It's so well-done. Our executive committee looked at Landscapes and were most impressed." - Grace Sinnema, Conference Coordinator, BC Primary Teachers' Association

"Thanks for sending Landscapes which included your article "Reflections on an Unforgettable Year". Your story will be added to the many wonderful articles written by journalists ..last year (re: Sept. 11, 2001)."- Arleen L. Kropf, Cmmunications Mgr., NYC & Company, NY, USA



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CIRCULATION

Circulated to members and opinion leaders aross BC, Canada and the US, including communities, educators, First Nations, industry, labour, government, business and interested individuals.

Non-offensive material policy: Publisher reserves the right to reject advertising that may be deemed offensive or discriminatory.

<u>Deadline</u>: Call for information and ad space reservation.

POSITION/LAYOUT CHARGES

Preferred positions: 25% added to space charge. No front-page advertising. Full bleed ads. Discounts from approved rate schedule on approval by President.

FOUR-COLOUR	<u>ADVERTISING</u>	<u>GUIDELINES</u>

E 11	1X	2X	3X
Full page 11 x 17	\$2,500	\$2,300	\$2,000
Half page 8 x 10	\$1,500	\$1,400	\$1,200
Quarter page 8 x 5	\$1000	\$900	\$700
Horizontal 4 3/4 x 3 1/2	\$250	\$230	\$215
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Vertical 2 1/4 x 6	\$250	\$230	\$215
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