



# SUMMER/FALL 2026 MEDIA KIT

WHISTLER'S PREMIER PUBLICATION SINCE 1980

# Whistler MAGAZINE



**W**histler Magazine marks its 46th anniversary in 2026 and we are proud to continue as Whistler's premier visitor publication, since 1980! This twice-yearly magazine will effectively reach your target audience in print as well as through our expanded **VisitWhistler** online portal.

Whistler is America's #1 Ski Resort, hosting over two million visitors annually. Businesses can count on **Whistler Magazine** for cost-effective marketing opportunities that will reach the in-resort, regional, destination and online audiences. We look forward to helping you promote your business with **Whistler Magazine** and **VisitWhistler**.



# whistler

MAGAZINE

**Whistler Magazine** has the best content and distribution to promote your business:

- 25,000 total copies printed for hotel concierge and in-room display (including Fairmont and Four Seasons), as well as stands throughout Whistler and Sea to Sky.
- 4,000 copies distributed to Lower Mainland residences with HHI (High Household Income) demographics matching Whistler's regional visitor target audience in West Vancouver and the North Shore.
- Six months of distribution and shelf life: Winter/Spring issue from mid November to May and Summer/Fall issue from mid May to November.
- *Whistler Magazine* promoted in print and online through our Local News Network.

**EDITORIAL CONTENT THAT REFLECTS OUR TOP CURRENT RESORT OFFERINGS:**

- Top things to do in Whistler
- Cultural pursuits in the arts
- A spectacular Whistler home
- Fine and casual dining – what is new and trending
- Faces of our community
- Mountain Roots – local businesses that are thriving
- Shopping at Whistler stores and boutiques
- and much more!

**NOW, MORE THAN EVER,** businesses need to advertise wisely to reach potential customers.

**Whistler Magazine** has been promoting Whistler and partnering with businesses for decades and we are excited to continue to do that for you.



WHISTLER MAGAZINE IS FOUND IN MOST WHISTLER HOTEL ROOMS

## LODESTAR™ Media

FORMERLY GLACIER MEDIA GROUP

TIMES COLONIST

north shore  
news

VANCOUVER  
IS AWESOME

BUSINESS  
VANCOUVER

PIQUE  
NEWSMAGAZINE

THE  
OPTIMIST

CoastReporter

RICHMOND  
NEWS

TRICITY  
news

PRINCEGEORGE  
MATTERS

POWELL RIVER  
PEAK

THE SQUAMISH  
CHIEF

CASTANET

# visitwhistler SPOTLIGHT

## Marketing to visitors before they arrive!



**ONLINE DIGITAL DIRECTORY** with the **VisitWhistler Spotlight** on *GuidedBy.ca*. You will reach visitors continuously for the six month period with an included digital profile and links to your business.

Active reach is essential in today's competitive media environment, and our strategy will reach potential visitors planning getaways and seeking Whistler's adventure destination.

**FOR AWARENESS:** using first-party data-enhanced community display\* with insights from Google 360, we can target travel intenders throughout the six month duration of the campaign. We also use behaviourally-driven Facebook ads to push users to the site.

**FOR ENGAGEMENT:** All advertisers will have profile pages set up on *GuidedBy.ca*\*\* . Story content pulls in to profile pages creating an enriched experience designed to push users towards conversion. Plus *Whistler Magazine* content is featured on the *Visit Whistler Spotlight*.

\*Our community news sites Google Analytics reveals that one of our first-party audience segments is travel buffs. This audience segment is 1,122,445 and a fairly even M/F audience split. Within this audience, 263,671 people have been actively looking for travel accommodations in the past 30 days.

\*\*GuidedBy is a service directory that connects actively searching consumers with businesses in their area.

The screenshot displays the Visit Whistler website interface. At the top, there's a navigation bar with 'Home', 'Events', 'Shop', and 'Contact'. The main header features the 'visitwhistler' logo over a background image of a skier. Below the header is a grid of business listings, each with a star icon in the top right corner. The listings include:

- Shopping** (whistler): A photo of people in a shop.
- Jewellery** (Ruby Tuesday Accessories Ltd): A photo of a jewelry store interior.
- Food & Drink** (Whistler): A photo of a restaurant interior.
- Eco Tour Agency**: A photo of a person ziplining over a forest.
- Accommodations**: A photo of a large resort building.
- Ski Resorts**: A photo of a helicopter in flight over a snowy mountain.

Each listing includes a title, a short description, and a 'whistler' logo. The descriptions are truncated with ellipses.

# The Fine Print

## Deadlines

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Issue	Publication Date	Ad Sales & Material Deadline*	Print-Ready Deadline*
<b>Winter/Spring 2026</b>	<b>May 18, 2026</b>	<b>March 30, 2026</b>	<b>April 3, 2026</b>

No cancellations are accepted after the Ad Sales Deadline.

\* All materials for ad creation and changes to ads run in previous issues due by this date.

\* Final print-ready ads only – see Print-Ready Advertising information below.

## Discounts & Terms

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Full payment required 30 days from receipt of invoice for clients with active accounts, otherwise pre-payment is due at time of booking.

## Position charges

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An additional 15% of the ad rate will be charged for guaranteed positioning. Positioning is at the discretion of the publisher except where specific positions are covered by written commitment of the publisher.

## Production charges

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Clients receive two ad proofs at no charge — further proofs will be billed at hourly rate of \$75, minimum charge \$75.

## Limitations of Liability

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Advertisements are accepted upon representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication. All contents of advertisements are subject to approval of publisher. Publisher reserves the right to reject or cancel any advertising at any time for any reason. In event of an error or omission of all or part of any advertising, in no event to exceed the total of such charges payable for the advertising, publisher's liability is limited to the amount that such an error or omission reduces the value of the advertising, in no event to exceed the total of such charges payable for the advertising.

## Mechanical Requirements (Width x height in inches)

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### Horizontal

1/2 pg • 7.8 x 4.7  
2/3 pg • 7.8 x 6.25

### Vertical

1/4 pg • 3.8 x 4.7  
1/2 pg • 3.8 x 9.575  
2/3 pg • 5.15 x 9.575

### Full page

• Trim size 9 x 10.75  
plus .25" bleed on all four sides.  
(live area: 8.25 x 10)

### Double page spread

• Trim size 18 x 10.75  
plus .25" bleed on all four sides.  
(live area: 17.25 x 10)

### Unwind Recreation Guide

1/6 pg • 3.8 x 2.8  
1/3 horizontal • 7.8 x 2.8  
1/3 vertical • 3.8 x 5.75  
1/2 vertical • 3.8 x 8.75

### Services Directory

1/8 horizontal • 3.8 x 2.1

## Print-Ready Advertising

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This consists of ONLY those ads which are completely ready for press.

Full colour print-ready ads must be submitted to size via email, **Dropbox** or **WeTransfer**.

Ads must be high-res PDFs. Photos must be CMYK, minimum 300 dpi.

Maximum ink density for photos is 320%.

**FOR FULL-PAGE ADS, PLEASE BE SURE TO INCLUDE THE BLEED, AND DO NOT INCLUDE CROP MARKS, REGISTRATION MARKS OR ANY OTHER PRINTER MARKS.**