



# The Kingfisher

## 2010/11 Advertising Rate Card

The Kingfisher is the semi-annual magazine of the Land Trust Alliance of BC.

This popular publication highlights conservation and stewardship of the natural and cultural diversity of British Columbia. It features conservation campaigns and successes, stewardship and sustainable community information and emerging trends, resources and upcoming events relating to land stewardship, conservation, habitat protection and climate change in British Columbia.

The Kingfisher has a targeted audience and a readership of approximately 3,000 per issue in hard copy, plus it is read and downloaded by our more than 8000 monthly viewers at our website – [www.landtrustalliance.bc.ca](http://www.landtrustalliance.bc.ca). Our readers are people who care deeply about nature and are interested in ecologically sensitive recreational opportunities and travel, outdoor and nature education, biodiversity, gardening and related events.

### Issue Dates:

The Kingfisher is published mid-July and mid-November.

### Technical Specifications:

Please submit your ad in a .tiff, .jpeg or .pdf format in black and white.

*If you would like your ad to appear in colour online, please also provide a colour version.*

### To book your space, contact:

[info@landtrustalliance.bc.ca](mailto:info@landtrustalliance.bc.ca)  
or call 250-477-4766

### 2010/11 Advertising Rates:

Size	1 issues	2 Issues
Business Card	\$100	\$150
¼ Page	\$150	\$250
½ Page	\$250	\$400
Back Cover (1/2 page in full colour)	\$350	\$600
Full Page	\$500	\$850

All LTABC members receive a **15% discount** off advertising rates with Land Trust members receiving a **30% discount**.



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