

Valley Guide

Okanagan Shuswap

your trusted
insider's guide

OkanaganLife

Celebrating
YEARS
25
OkanaganLife

A million welcomes

The Okanagan Shuswap is one of the leading tourist destinations in the world, attracting more than 2.8 million visitors per year. Join us in welcoming them.

We provide a true **insider's guide** to our beautiful region, created by the editors and writers of the Valley's trusted and well-loved lifestyle magazine, **Okanagan Life**. For the past 25 years, we've shared the stories of this region and the people behind them. In our annual Valley Guide, we move beyond tourism listings and offer stories that engage, inform and inspire our readers.

Visitors

3.5 million

Tourism industry

\$1.75 billion

Visitor spending

\$279 million

Source: Thompson Okanagan Tourism Association

Valley Guide *Okanagan Shuswap*

Frequency: Once per year.

Audience: Valley visitors (more than 70% aged 25 to 54) enjoying beaches and parks, shopping, winery touring, events and attractions.

Readership: One million (circulation of 10,000).

Distributed through the Okanagan Shuswap region at Visitor Centres and as a complimentary guest room copy at hotels and resorts.

Reaching visitors where they stay

hotel & resort stays

We provide guest room copies in resorts, hotels, motels and B&Bs across the Okanagan Shuswap, including Kelowna, Penticton, Vernon, Osoyoos and Salmon Arm.



stay with family & friends

Friends give great referrals. Extend your exposure with our monthly lifestyle magazine.

OkanaganLife



camping, second home

The Valley Guide is distributed to all Visitor Information Centres throughout the Okanagan Shuswap.



ONLY
31%
OF CONSUMERS ENJOY
READING AND VIEWING
ADVERTISEMENTS

And a welcomed message

Okanagan Life's Valley Guide can support your marketing efforts to attract tourists. Consumers increasingly insist on being able to consume media when and where they want – and ignoring advertising that does not engage them.

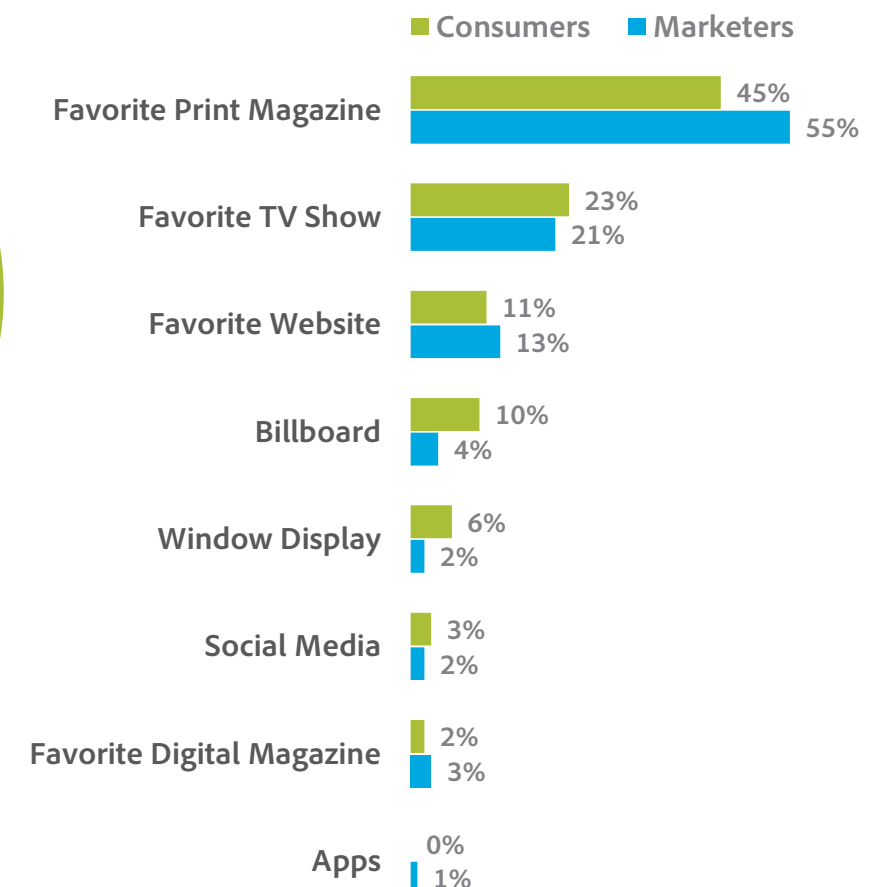
Amidst a landscape of ad clutter, magazines remain the most preferred source for advertising. In fact, half of all readers say that advertising adds to the enjoyment of reading magazines.

Source: Roper Public Affairs, 2005

Magazines also offer credibility as they continue to be advertising medium that consumers most trust.

Source: Hearst Magazines' Engagement Factor Study, 2005

Most preferred place to look at an ad



Source: Adobe, Click Here Study, October 2012

Get to know our visitors

When you have a clear understanding of what tourists want and where they are coming from, marketing becomes easier.

Canadian Tourism Commission Explorer Quotient

Focus on those most likely to use your services. Get to know the types of travellers by their motivation.

Free Spirits

These travellers seize the day and experience the best of life, checking the next hot spot off their list and moving on.

Cultural Explorers

Easy-going and creative, these people talk to the locals, get in on the action and take the road less travelled.

Authentic Experiencers

Independent and curious, authentic experiencers love to immerse themselves in the places they visit, before, during and after.

Personal History Explorers

Into exploring their family heritage and sharing their discoveries with friends when they get home.

Cultural History Buffs

Focusing on the cultures of others, these travellers follow their interests with an open and detail-oriented mind.

Rejuvenators

Rejuvenators leave work behind, sit back and relax. There's no time for stress when they're busy getting comfortable.

Gentle Explorers

Take it easy and let someone else do the planning. Gentle explorers find a new favourite place and come back next year.

No Hassle Travellers

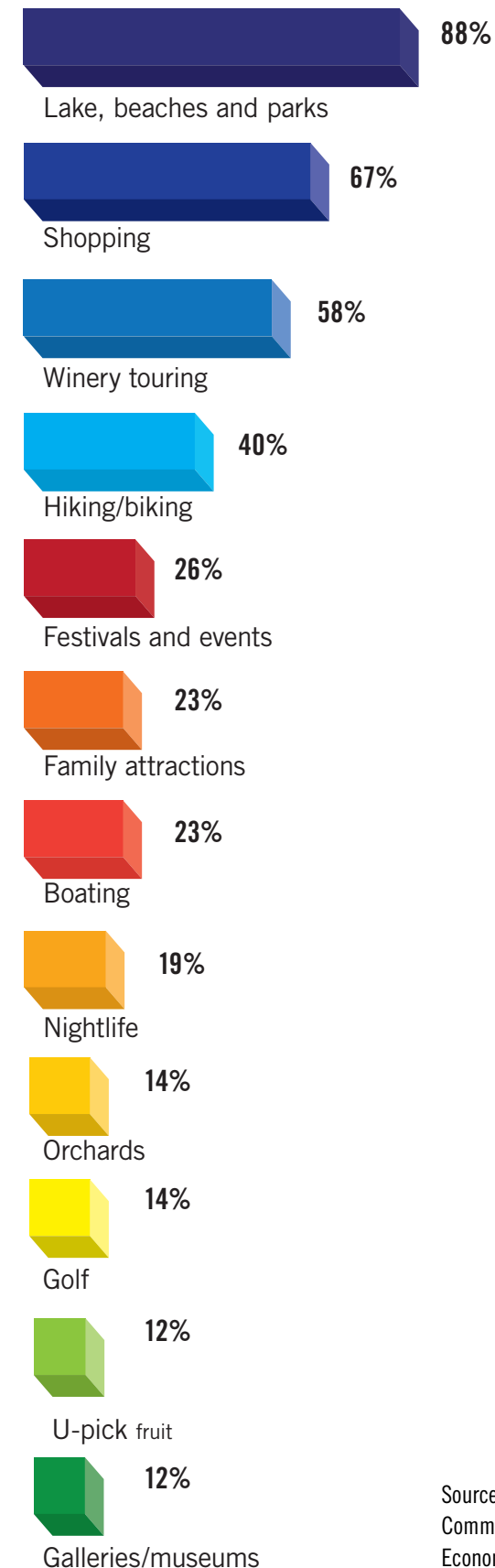
Keep it simple for these folks. They want to decide where to stay, how to get there and leave their worries behind.

Virtual Travellers

Virtual travellers like to follow their own schedule and keep things flexible and close to home.

Most popular activities

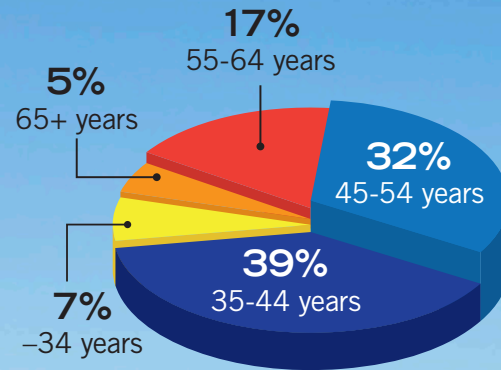
(percentage of visitors that participated)



Source: Tourism Kelowna 2011 Summer Survey;
Commercial Accommodation Survey, Tourism Kelowna,
Economic Impact of Tourism in Kelowna 2011 Study

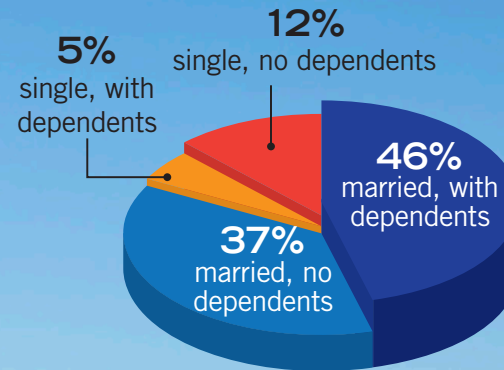
Who are our tourists

(July & August 2011 survey period)



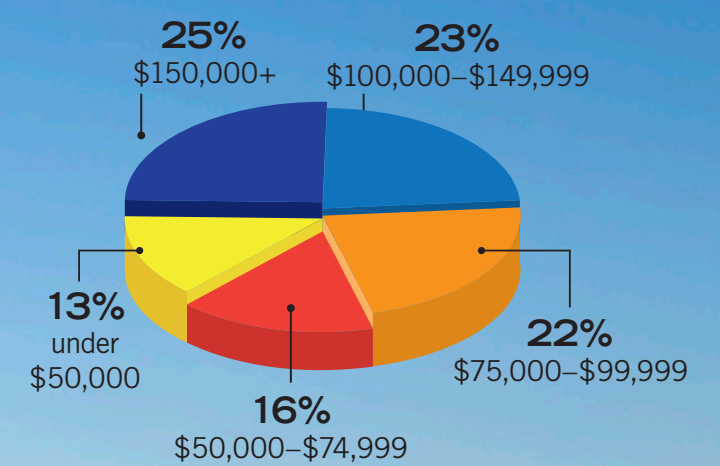
Marital status

(July & August 2011 survey period)



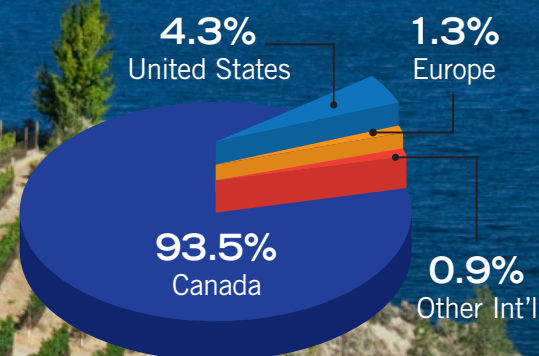
Income profile

(July & August 2011 survey period)



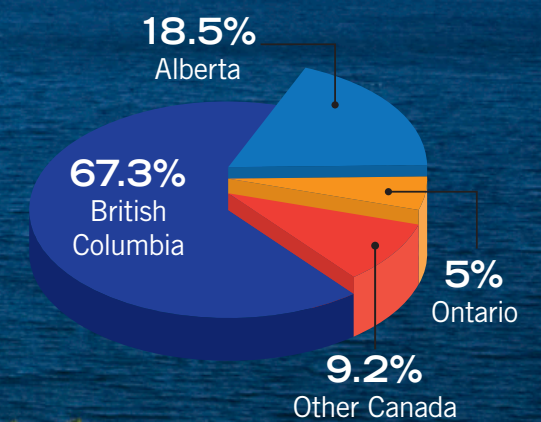
Visitor Origin Global

Tourism period 2010



Visitor Origin Canadian

Tourism period 2010



Scan for online content.

With magic of Layar, the spectacular Okanagan comes alive right off the pages of our magazine.



From links to videos, websites and maps, Layar enhances our readers experience, adding interactive content.

From online reservations to special discount offers, adding a Layar to your Valley Guide ad can easily connect thousands of tourists to your shop, restaurant, hotel or business.



Go to get.layar.com to install the app on your smart phone. Look for pages and content with the Layar logo....and discover an amazing extra layer of content.



- Book a reservation
- Email
- Photo galleries
- Promos/discounts
- Like on Facebook
- Make a call
- Movies
- Maps
- Tweet
- Shop
- Website





adventure

Our readers seek adventure. Share your story.



bonus

Each section begins with a full page photo and special feature. Book a full-page ad and have the added bonus of this prime coverage featuring your business.

View the action with



Add a layer and link readers to interactive online content.

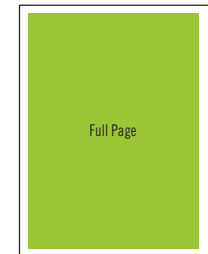
prime placement

Vacationing in the Valley.

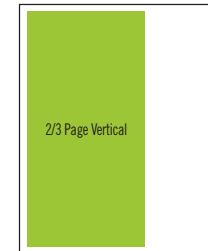
From a Granfondo epic cycle to rock climbing and heli-tours, our adventure section takes our readers on the road, to new heights and on a trip of a lifetime.

- Cruises
- Cycling
- Heli-skiing
- Heli-tours
- Houseboating
- Mountain biking
- Rock climbing
- Ski resorts
- Zip-lining

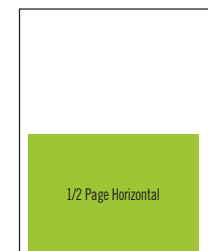
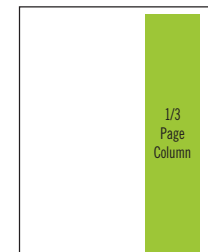
Great editorial content engages our readers — stories your customers want to know about.



FP \$3,400
A full page offers the bonus of a special section feature and the additional of a interactive Layar.



2/3 V \$2,900
1/3 V \$1,745
Engaging vertical ad placements showcase your company along side the editorial sections. Add an interactive Layar at no cost.



1/2 H \$2,390
Horizontal ads are the perfect spot to link to an online video or website — with an interactive Layar.

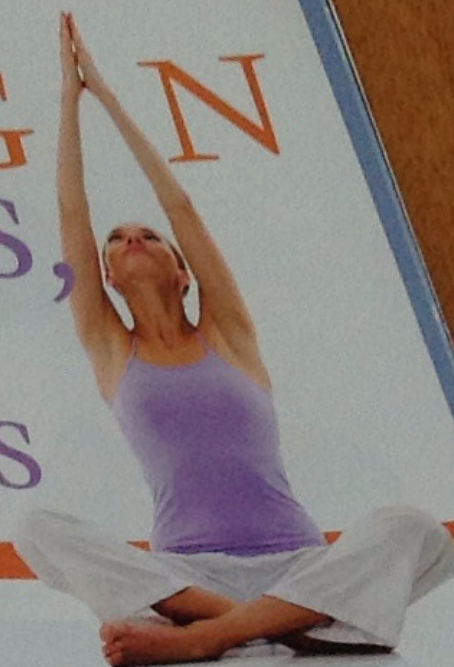
Smaller ad sizes are also available. Add an interactive Layar for only \$150.





OKANAGAN types, tips & secret bits

By Deanna Kent-McDonald



Tranquility Seeker

with the girls.
Sunday afternoon: hot yoga.
Picnic place: lots of little beaches on Pandosy.
Websites browser: Fast Company.
Dream: traveling around the world with friends.
Saving for: a beautiful penthouse loft in Toronto.
Okanagan events you never miss: One of a Kind show at Summerhill Pyramid Winery.
Summer drink: mojito.
Free Okanagan entertainment: Pecha Kucha Kelowna.
Social media: Facebook, Instagram, Twitter, LinkedIn.
Mobile: 24/7—always on.
Apps? Etsy, Clear, Evernote.
First thing about Okanagan: lack of winter sun—pray for Vitamin D!
Neighbourhood: I live mid-town so I can easily commute on my bike.

Clothes shopping habits: Online, consignment downtown.
Okanagan secret: Last summer I drove past Summerhill Winery, and decided to continue driving uphill, just to see what's there. I stopped my car on the side of a mountain hoping to get some photos of the Valley. To my surprise there's a path that goes all the way down the mountain to a public beach with waters so crystal clear that you could see the colours of the rocks in the water. I was blown away and inspired to continue exploring.
Who you are in the context of the Okanagan: It took time for me to adjust to living here. I now have time to be more creative and paint during the winter, and truly relax in the summer with friends. Being here has allowed me to see, taste and feel everything so differently from what I'm used to and I'm really thankful.

rejuvenate

Our readers seek relaxation. Reach out to them.



bonus

Each section begins with a full page photo and special feature. Book a full-page ad and have the added bonus of this prime coverage featuring your business.

Take a peek with



Add a layar and link readers to interactive online content.

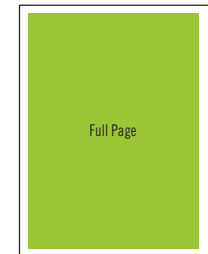
prime placement

Your Piece of Paradise.

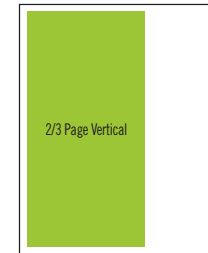
From secluded resorts with private beaches to urban sanctuaries, our rejuvenation section takes our readers to the spa, down the path and up the stairs to heaven.

- Paddle boarding
- Pathways
- Spas
- Urban sanctuaries
- Waterfalls

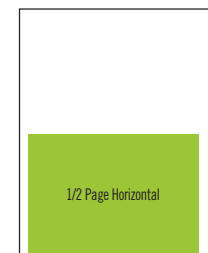
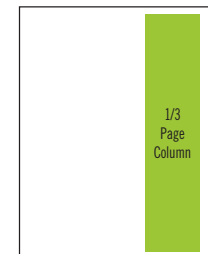
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1/2 H \$2,390
Horizontal ads are the perfect spot to link to an online video or website — with an interactive Layar.

Smaller ad sizes are also available. Add an interactive Layar for only \$150.



explore

Our readers want to see more. Introduce yourself.

prime
placement



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bonus

Map your
location with

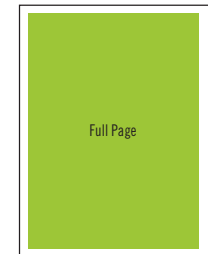


Add a layer and link
readers to interactive
online content.

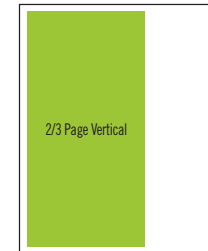
Get into the Swing of It.
From golf courses to orchard
tours, our explore section
takes our readers to the
tee, into the trees and
on a special tour of the
neighbourhood.

- Golfing
- Touring
- Family fun
- Camping

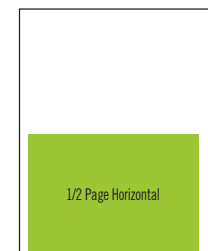
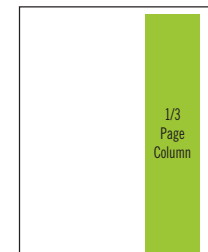
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food & wine

Our readers seek nourishment. Delight them.



bonus

Each section begins with a full page photo and special feature. Book a full-page ad and have the added bonus of this prime coverage featuring your business.

Track your route with



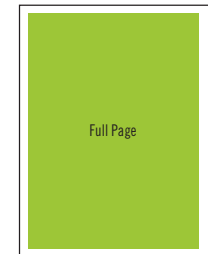
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prime placement

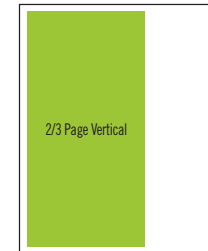
Nothing to Wine about.
Home to more than 200 wineries, the Okanagan is a region of plenty. From the field to the table, we take our readers to the farm gate, share a communal table, and offer a local brew.

- **Best Restaurants**
- **Communal Tables**
- **Farmers' Markets**
- **Food Festivals**
- **Local Breweries**
- **Wine Routes**

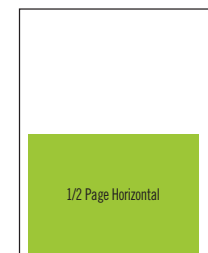
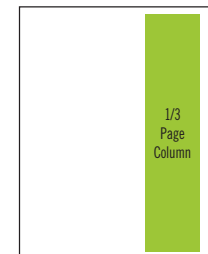
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entertainment

Our readers seek new experiences. Entertain them.



bonus

Each section begins with a full page photo and special feature. Book a full-page ad and have the added bonus of this prime coverage featuring your business.

Listen to the music sampler with



Add a layar and link readers to interactive online content.

prime placement

A Mecca for Music Makers.

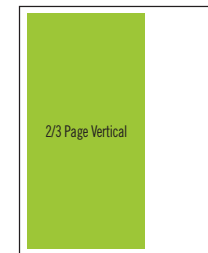
The Okanagan has given birth to countless talented musicians and, come summer, Juno award winners headline at outdoor stages and winery amphitheatres. Our entertainment section delivers the readers the prime ticket.

- Theatre
- Nightlife
- Outdoor Concerts
- Prime Tickets
- Shopping

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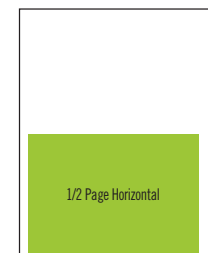
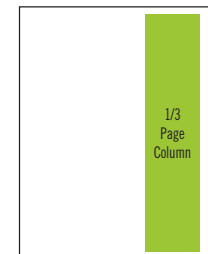


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Content that engages

The **Okanagan Shuswap Valley Guide**, offers a true insider's guide (created by the writers of the Valley's trusted lifestyle magazine *Okanagan Life*) and the perfect complement to your business promotion.

- adventure
- rejuvenate
- explore
- food & wine
- entertainment



Now with Layar—
linking readers to
interactive content.

guides@okanaganlife.com