

The Kingfisher



Advertising Information & Rates 2009

The Kingfisher is the bi-annual magazine of the Land Trust Alliance of British Columbia.

This popular publication highlights conservation successes, land campaigns and stewardship and management information and emerging trends, resources and upcoming events relating to land stewardship, conservation, habitat protection and climate change in British Columbia.

The Kingfisher has an extremely targeted audience and a readership of approximately 2,500 per issue. It is distributed through membership and subscription to provincial and regional land trusts and associated organizations; land use consultants; government agencies; environmental non-government organizations; public libraries; learning institutions; and individual subscribers that encompass naturalists, conservationists, biologists and geographers. 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.

Publication dates: Summer issue – 1st week July 2009
Deadline May 31st for space; July 8th for artwork
Winter issue – 1st week December 2009
Deadline October 31st for space; November 8th for artwork

Advertising Rates & Sizes

Business card	Black	3 ½ "wide x 1 ¾ " deep	\$50/one issue; \$80/two issues
¼ page	Black	3 ½" wide x 4" deep	\$95/one issue; \$175/two issues
½ page inside	Black	7 ¾" wide x 4 ½" deep	\$250/one issue; \$400/two issues
½ page back cover	Colour	7 ¾" wide x 4 ½" deep	\$350/one issue; \$600/ two issues

15% Discount for Members

Custom sizes available

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Land Trust Alliance
BRITISH COLUMBIA