

Southern Coastal BC? *Island Tides* has got it covered!

Advertise in
Island Tides
and let this unique regional newspaper
introduce your business!

Every second Thursday, 18,000 print copies are distributed throughout southern coastal BC and our website homepage takes readers straight to your website for more info about your business!

Island Tides is delivered to 13,600 mailboxes: on Salt Spring, Gabriola, Pender, Galiano, Mayne, Saturna, Denman, Hornby, Quadra and Cortes Islands—and read from cover-to-cover.

Island Tides is a favourite, picked up in Vancouver Island towns. We have our bright yellow boxes in Nanaimo, Sidney, Victoria, Duncan, Chemainus, Crofton, & Ladysmith; including all Serious Coffee locations from Sidney to Campbell River.

Island Tides is picked up at ferry terminals and on BC ferries. Boaters get their copy at marinas and island stores.

Island Tides's website brings you another 1,750 readers each edition. They see your print advertisement in our pdf newspaper and can also click on a link direct to your website from *Island Tides* homepage—check it out at www.islandtides.com.



Islanders and Their Visitors

Island Tides is the community paper for residents of the legendary 'Salish Sea' area. *Island Tides* introduces readers to the magic of the region: west coast lifestyle, arts and crafts, events, shopping, restaurants, attractions, where to stay... and real estate for those who dream of staying a little longer!

Island Tides is delivered to Gulf Island homes, coast-to-coast-to-coast. In addition, it is available in free boxes in towns and villages and ferry terminals on the eastern seaboard of Vancouver Island. It is also available aboard a number of BC ferries. *Island Tides* represents a price-worthy buy in an area of informed, politically active, well-heeled citizens and consumers.

The entire region has a constant influx of newcomers from all over Canada needing to find products and services for their new life in Canada's Shangrila. Let yours be the first business they see! Our growing population of well-heeled empty-nesters, celebrities, and professionals working from home—as well as young families looking for a healthier way-of-life, is an exciting market. Retired and semi-retired Americans come to build their homes in our west coast paradise. 'Green' is a key interest of Islanders.

In this desirable and affluent area, nestled in the Strait of Georgia, the property market, new construction and renovation continue to boom. All services and products to do with home, garden, health, leisure, eco-sports gear, vacations, money management, and the 'good life' are of high interest to our readers. Islanders enjoy their weekly shopping trips to Sidney, Victoria, Duncan, Nanaimo, Parksville and Campbell River. Between times, they also like to shop by web, phone and mail-order.

They are always on the look-out for events and activities for their many visitors. The Southern Gulf Islands is Canada's newest national park. Islanders have year-round visitors in ever-growing numbers. Visitors enjoy tourist attractions on Vancouver Island and stay to shop for property.

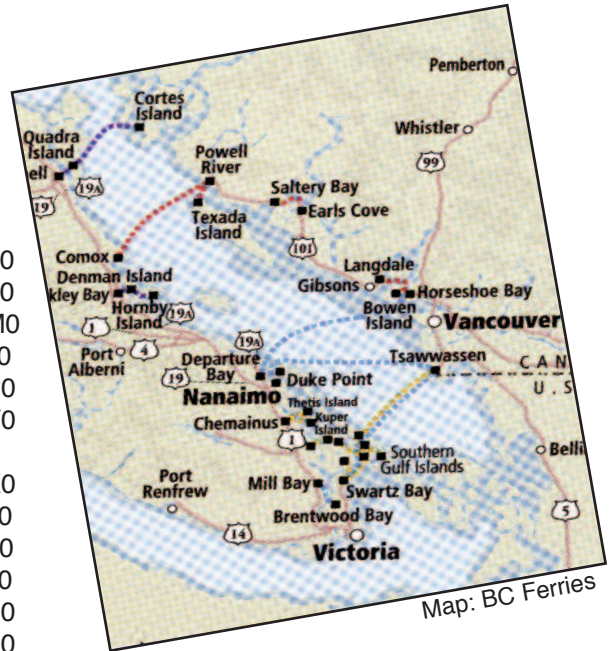
**Introduce your products & services to these shoppers!
Be on their 'phone first' and 'going-to-town' lists! Capture
loyal customers! Increase your website traffic!**

Strait of Georgia **Island Tides**

—puts your advertising where it will work hard for you!
18,000 copies—In every mailbox, on the ferries and at the ferry terminals

2010 Canada Post FSA x FSA Household Delivery

Hornby Island	545	VOR 1Z0
Denman Island	575	VOR 1T0
Pender Island	1,430	VON 2M0
Mayne Island	900	VON 2J0
Galiano Island	820	VON 1P0
Saturna Island	207	VON 2Y0
Salt Spring Island (all V8Ks)	5,300	V8K
Gabriola Island	2,225	VOR 1X0
Cortes Island, Whaletown	50	VOP 1Z0
Cortes Island, Mansons Landing	50	VOP 1K0
Quadra Island, Squirrel Cove	47	VOP 1T0
Quadra Island, Heriot Bay	629	VOP 1H0
Quadra Island, Quathiaski Cove	743	VOP 1N0
Read Island Surge Narrows	79	VOP 1W0



Total: Southern Gulf Islands & Salt Spring Island	8,657
Total: Gabriola & Northern Islands	4,942
Total Household Delivery:	13,600

An additional 4,400 copies circulate on the east coast of Vancouver Island and Georgia Strait:

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Full colour advertising is a speciality in **Island Tides**

We have a very special colour rate. It is different—we charge by column inch (or agate line). This gives everyone a chance at colour.

If you are booking a full colour ad over 1/2–page in size, call us for a custom price.

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