

GEM CITY GUIDE

DISCOVER THE BEST OF YOUR CITY



The upcoming sixth edition of GEM CITY GUIDE launches with format changes that will once again improve on this invaluable marketing tool. The changes include a free, comprehensive text directory grouped by neighbourhood as well as an optional paid-for promotional entry at the top of the directory listing. The paid-for promotional listing includes a small image placement. Since 2015, this innovative source for local insight - the first of its kind in Canada - has been guiding savvy visitors and Vancouverites to luxury living in four key categories:

FOOD & HOSPITALITY
Restaurants, Bars, Hotels

FASHION & DESIGN
Clothing, Jewellery, Décor

BEAUTY & HEALTH
Salons, Spas, Fitness, Cosmetics

GEM CONCIERGE
Cigars, Limo, Florists, Galleries

Each issue showcases up to 100 of Vancouver's most essential locations. Coverage includes eight exciting neighbourhoods: Yaletown, Gastown, Downtown, Chinatown, the West End, South Granville, Kitsilano and burgeoning Mount Pleasant, from Olympic Village to Main Street and the Fraserhood.

With incisive profiles, gorgeous layouts, and additional highlights in Chinese text for international clientele, GEM CITY GUIDE has become an influential authority for Vancouver's hottest spots.

GEM CITY GUIDE will continue to build on its editorial content in the upcoming issue. The editorial content will consist of articles published at the front of each Feature Profile section with authoritative content from top local writers related to each section. The upcoming issue will be more compelling than ever, and the new directory listings will make it a must have. It will deliver an even better reader experience and help VIP and luxury visitors to Vancouver fully enjoy their stay.

THE GEM CITY GUIDE REACH

This innovative publishing and distribution model delivers GEM CITY GUIDE directly to Vancouver's most connected residents and visitors via the city's best places to stay, eat, and shop. GEM CITY GUIDE can be found in:

- **HOTELS**, such as Fairmont Waterfront, Fairmont Pacific Rim, Fairmont Hotel Vancouver, Rosewood Hotel Georgia and Sutton Place.
- **KEY VISITOR SITES**, such as the Vancouver Airport, Tourism Vancouver, and Star limousine cars.
- **LUXURY RETAIL AND SALONS**, such as Stefano Ricci, Chopard Boutique GWC, Rowan Sky, Global Atomic Designs, Revolucion Cigar & Fine Gifts
- **RESTAURANTS AND BARS**, such as Boulevard, Provence Marinaside, La Terrazza, Faubourg, Kobe, Arc and many more.
- **HOME DESIGN STORES**, such as Kozai Modern, Showcase Pianos, Moe's Home and other luxury shops in Gastown, the Armoury District, South Granville, Chinatown, and more.

We print and distribute 15,000 copies of each edition and replenish throughout the year. Our website receives 90,000+ annual visitors to our website and we publish a digital version of the guide on issue.com which receives over 1,000 impressions per month. In addition, 100,000+ people check out our posts on Instagram and Facebook.



RATES 2020/2021

plus applicable taxes

DIRECTORY LISTINGS (new for 2020) (by invitation only)

A text only directory listing (grouped by neighbourhood)	FREE
Enhanced directory listing (with small image, 6 per page)	\$300

Enhanced directory listings also include a rotating image and text placement on the homepage of our website.

FEATURE PROFILES

1 page in GEM CITY GUIDE VANCOUVER	\$1,200
2 page spread in GEM CITY GUIDE VANCOUVER	\$1,800

New for 2020, Feature Profiles include a rotating home page feature on our website. Each single- or double-page feature in GEM CITY GUIDE VANCOUVER includes an interview and profile write-up by one of our in-house city editors, an additional mini-profile in Mandarin text, and 100 copies of the guide to distribute to your clients. Extra copies may be ordered, depending on availability.

ADVERTISING RATES

Advertising pages in GEM CITY GUIDE are limited and receive premium placement for ideal exposure.

Inside front cover (2-page spread)	\$3,600
Full page	\$2,000
Half page (horizontal)	\$1,100
Premium full page	\$2,500
Inside back cover	\$2,500
Back cover	\$3,500

ADVERTISING UNIT DIMENSIONS

Full Page 6.50" W x 7.50" H
 Spread 13" W x 7.50" H
 1/2 Page 6.50" W x 3.75" H

AD CREATION

All pages full colour.

Documents should be set to trim dimension unless bleed is required. If bleed is required (ALL full page ads require bleed) then the document should be set to bleed dimensions with trim marks set the 10pt offset and a .125 inch bleed.

FORMAT: Press ready PDF Files are required, saved as PDF-X1A. All artwork should be flattened before saving. Ads should be minimum 300dpi.

SAFETY: Type or images not intended to bleed should be kept 3/8" from page trim.

COLOUR: CMYK mode only (no spot colours or RGB).

FONTS: All fonts must be embedded in your file. Fonts smaller than 10pt are not recommended.

For questions, please contact production@urbanity.pub

SPACE DEADLINE: April 20, 2020

ARTWORK DEADLINE: April 27, 2020

PUBLISHING DATE: June 2020

CONTACT US

Get in touch today to book your space in GEM CITY GUIDE VANCOUVER:

FEATURE PROFILES:

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ADVERTISING:

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