



January 2018

Planning West

Advertising Information Kit

About Planning West:

Planning West (formerly *PIBC News*) is the quarterly professional planning news magazine of the Planning Institute of British Columbia (the provincial affiliate of the Canadian Institute of Planners). The Institute was founded in 1958, and represents nearly **1,600** practicing professional planners, planning students and associate members across British Columbia and the Yukon. See the attached **membership profile** for more information.

Planning West contains an exciting mix of news and information about the Institute and its activities, as well as feature articles and opinion pieces about contemporary issues in planning – published in a magazine format (typically **24 - 28** pages per edition). In print **since 1958**, it is currently published four times each year (quarterly – every spring, summer, fall, and winter), and has a readership of nearly **1,700**. *Planning West* is available in several academic and public libraries within BC and across Canada.

Paid annual subscriptions to *Planning West* are available to non-members. For more information contact the Institute as listed below.

Current Advertising Opportunities & Rates:

Please note that all prices listed below are subject to applicable additional **5% GST**.

| Ad Size, Placement & Dimensions: | Ad Cost (All Full Colour): |
|---|-----------------------------------|
| Full Page – Inside Pages (8.75 in. wide x 11.25 in. high) | \$510 |
| Full Page – Inside Back Cover (8.75 in. wide x 11.25 in. high) | \$540 |
| Full Page – Outside Back Cover (8.75 in. wide x 11.25 in. high) | \$675 |
| Full Page – Inside Front Cover (8.75 in. wide x 11.25 in. high) | \$600 |
| 1/2 Page – Inside Pages (7.5 in. wide x 4.9125 in. high) | \$330 |
| 1/3 Page – Inside Pages – Vertical (2.4 in. wide x 10 in. high) | \$270 |
| 1/3 Page – Inside Pages – Square (4.95 in. wide x 4.9125 in. high) | \$270 |
| 1/4 Page – Inside Pages (3.5 in. wide x 4.9125 in. high) | \$240 |

- **Placement** is subject to editorial layout, unless otherwise arranged or noted.
- Special **sizes**, or **discounted rates** (up to **10% off**) for multiple-edition orders (of four or more editions) may be arranged. Contact PIBC.
- Ads must be submitted 'camera ready', in electronic / digital format, emailed to PIBC. All graphic content must be a **minimum** resolution of **300 dpi**. Ads will be placed as received by PIBC. Ads not fitting standard sizes may be cropped or resized to fit as necessary. PIBC accepts no responsibility for design errors or omissions submitted by advertisers.

Contact: Cindy Cheung, Communications & Marketing Specialist

Email: cindy.cheung@pibc.bc.ca

Planning Institute of British Columbia – Membership Profile:

The Planning Institute of British Columbia (PIBC) was founded in 1958, and represents more than 1,600 practicing professional planners, planning students, and other members across British Columbia and the Yukon. The Institute is the westernmost provincial/regional affiliate of the Canadian Institute of Planners (CIP) – the national association.

PIBC Members work in both the public and private sectors, in fields such as: land-use related municipal, urban, community & regional planning, as well as resource planning & management, environmental planning, and other areas of planning.

Key PIBC Membership Profile Statistics & Facts:

- **Gender:** 53% Male, 47% Female, with age and experience statistics indicating an increasing female membership
- **Age:** 32% are between 30 to 39 years of age, 26% between 40 to 49, and 27% between 50 to 59, while 3% are 60 years and above
- **Educational Achievement:** About 2/3 hold a Master's degree, 2% have a Doctoral degree, the remainder hold at least a Bachelor's degree or other post-secondary credential
- **Type of Member:** 59% Full & Fellow practicing Members, 39% Provisional practicing Members, 2% inactive/non-Practicing Members
- **Geographic Location:** 54% are from BC's Lower Mainland region, 26% from Vancouver Island, 15% from BC's Interior & Okanagan regions, the remainder elsewhere in BC & the Yukon or beyond
- **Employment Sector:** 74% work in the public sector, 23% in the private sector, and 3% in the non-governmental sector
- **Employment Experience:** 47% have between 6 to 20 years of professional planning experience, 39% have 16 years or more of experience, and 24% have 21 or more years of experience
- **Employment Situation:** 83% are employed full-time on a salaried or hourly basis, while another 11% are consultants on employed on contract bases
- **Employment Income:** Overall average member annual income is just over \$75,000, with the average annual income for members with more than 16 year's of experience rising to just over \$91,000

Source: 2007 Membership Survey – Planning Institute of British Columbia/TNS Canadian Facts