



PLANNING WEST
Advertising
Information
Kit

About *Planning West*:

Planning West is the quarterly professional planning news magazine of the Planning Institute of British Columbia (PIBC), the professional organization of planners in British Columbia and Yukon. The Institute was founded in 1958 and represents over **2,000** practicing professional planners, planning students and other members across British Columbia and 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. In print in some form **since 1958**, it is currently published four times each year (quarterly – winter, spring, summer & fall), and has a readership of over **2,000**. *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 about a subscription, please contact PIBC at: info@pibc.bc.ca.

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 Front Cover (8.75 in. wide x 11.25 in. high)	\$685
Full Page – Inside Back Cover (8.75 in. wide x 11.25 in. high)	\$620
Full Page – Outside Back Cover (8.75 in. wide x 11.25 in. high)	\$760
Full Page – Inside Pages (8.75 in. wide x 11.25 in. high)	\$585
1/2 Page – Inside Pages (7.5 in. wide x 4.9125 in. high)	\$375
1/3 Page – Inside Pages – Vertical (2.4 in. wide x 10 in. high)	\$315
1/3 Page – Inside Pages – Square (4.95 in. wide x 4.9125 in. high)	\$315
1/4 Page – Inside Pages (3.5 in. wide x 4.9125 in. high)	\$280

- **Placement** is subject to editorial layout, unless otherwise arranged or specifically noted.
- Special **sizes**, or **discounted rates** (up to **10% off**) for multiple-issue orders (of four or more issues) may be arranged. Contact PIBC for more details.
- 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 applicable 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, Senior Communications & Marketing Specialist

Email: cindy.cheung@pibc.bc.ca



The Planning Institute of British Columbia (PIBC) was founded in 1958 and represents more than 1,700 practicing professional planners, planning students, and other members across British Columbia and Yukon. The Institute is affiliated nationally with the Canadian Institute of Planners (CIP) – the national association.

PIBC Members work in both the public and private sectors and in many different fields of planning including: land-use and development, municipal and regional planning, resource and environmental management, policy planning and law, heritage conservation, transportation planning, economic development, urban design and more.

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