

“ON THE HORIZON”.....

at the Northern BC Tourism Association

City Scene Magazine



Northern BC Tourism will again be partnering the City Scene Magazine which is distributed through the Superpages in the Lower Mainland. The magazine offers you a great opportunity to reach your target market – whether it's local residents, or the many visitors to the Lower Mainland.

Call Pat Heathfield at 1-800-268-6680 ext. 4878 for more information and advertising rates.

Alberta Fishing Regulations



Alberta Fishing Regulations is considered by most hunters and anglers in Alberta to be the single most important piece of literature available as every person, resident or non-resident, who hunts or fishes in Alberta, will have a copy of the Regulations. This is your opportunity to expose your business to this important audience.

Contact Paul Milberry at Sport Scene Publications at 780-413-0331 for complete details and to book your space.

Western Geographic Magazine



Western Geographic is a western focused magazine with distribution of over 100,000 copies in major newspapers within western Canada with an average readership of 2.5 readers per issue.

Contact Lorna Butz at 250-847-2797 to take advantage of this exciting marketing opportunity and to book your ad.

Edmonton Sun Winter's Getaway

8-page, full process colour, special edition insert to promote winter activities to our neighbours in Edmonton. This will be a cost effective way to expose our beautiful region and invite visitors to experience the many recreation ideas, accommodation options, and the full-range of winter activities and events that we have to offer.

Call Navneet Mudhar for complete details at 250-562-7690.

Tour Planner

The Tour Planner will provide a “complete, accurate, professional” package to present to Trade Professionals from around the globe when Northern BC Tourism is attending Trade shows. Sales for this exciting opportunity will begin in November.

Call Navneet Mudhar at 250-562-7690 for complete details, rate card is coming soon.

Ski Canada

Ski Canada is a highly targeted, widely distributed ski magazine. Being the most widely read and recognized ski publication, reaches more adventure sport-active Canadians than any other special interest magazine. Readers are two or three times more likely to participate in sport activity than the population average.

For complete information on this exciting opportunity, call David Harkley at Integra Communications at 604-932-3444.

Westworld BC

Westworld is a travel and active living magazine published and distributed through BCAA. The magazine features exciting and enlightening travel features and departments. Offering vacation and active living ideas, plus BCAA club news and benefits, turn to Westworld magazine.

To book your ad or for more information, contact Rick McMorran at 604-473-0328.

Backpackers News

With affordable access to over ½ million pre-qualified tourism consumer per year in Western Canada, Backpackers News is a great bang for your marketing buck. The Western distribution is focused on the strategic high traffic areas in BC, Alberta, the Yukon and Washington.

For complete details, please contact Brian Hall at 250-847-5859.

Trade Travel

NTA and Canada’s West trade shows are coming up! If you any information that you would be valuable to Northern BC Tourism in appointments, such as new products or services, please advise our office at 250-561-0432 so that we are armed with all the information at the shows.

AGM Presentation Request

For those members interested in a copy of Peter Harrison, Tourism BC, presentation from the Annual General Meeting, please contact the Northern BC Tourism office to request a copy at 250-561-0432.

Northern BC Tourism Consumer Shows Attendance

Each year Northern BC Tourism attends consumer shows to promote Northern BC directly to consumers on behalf of our members. We encourage members to send their brochures to the various shows and we will distribute them for you. For only \$25.00 for Canadian shows and \$35.00 for US shows your brochures will be distributed at the shows. Your materials need to be sent to the Northern BC Tourism office at 850 River Road, Prince George at least 3 weeks prior to the show. The shows that Northern BC Tourism will be attending the where we can display your materials are:

- Florida RV Show January 14-19, 2004
- Vancouver Home and Garden Show February 18-22, 2004
- Chicago Adventure Show February 20-22, 2004
- Calgary Home and Garden Show February 25-29, 2004
- Fraser Valley Boat and Sportmen's, Hunting and Country Living Show March 5-7, 2004
- Edmonton Home and Garden Show March 18-21, 2004

Additional shows that Northern BC Tourism will be attending are:

- New York Adventures & Travel Expo January 9-11, 2004
- Quartzsite RV Show January 17 – February 1, 2004
- LA Times Travel Show February 7-8, 2004
- Toronto Travel & Leisure Show April 1-4, 2004

If you have any questions or need more information, please contact the Northern BC Tourism office at 250-561-0432.

Another Member Benefit

It pays to be a member ... the latest membership benefit for members is the use of our new colour photocopier at the special rate for only **\$.60 per colour copy**. The copier is located at our office at 850 River Road in Prince George and available to all members.

Consumer Shows



Based on the evaluations of the 2002 – 2003 Consumer shows and feedback from our members the Northern BC Tourism Association has selected various Consumer Shows for the 2003 – 2004 marketing year. Please contact the office for a complete list of Consumer Shows. The November 15, 2003 deadline is fast approaching.

If you have any questions regarding any of the mentioned marketing initiatives or to book a booth at one of the Northern BC Tourism sponsored consumer shows, please contact Navneet Mudhar at (250) 562-7690.