

FACES

OF KAMLOOPS

Leaders, Trailblazers, Influencers.

Media Kit

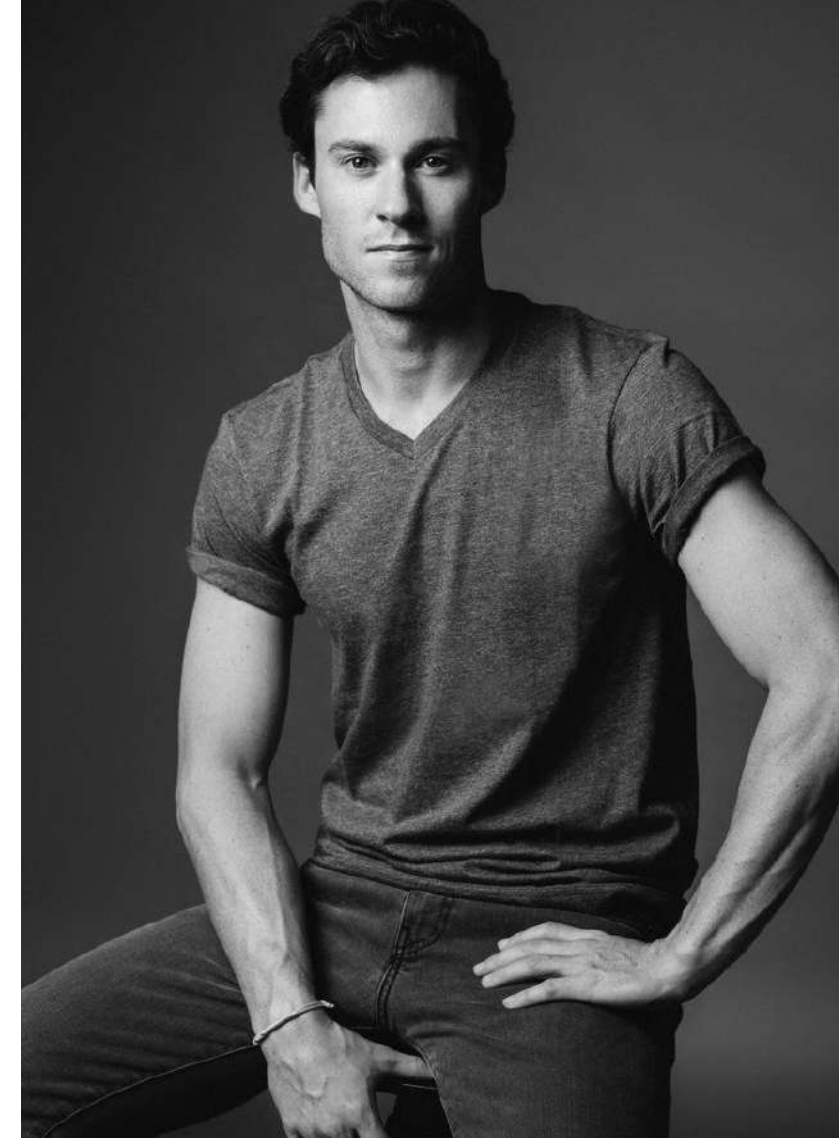
This is an exclusive magazine that will feature the faces of all the local up-and-comers, trailblazers, leaders, and influencers in a wide variety of industries. 16 Flights Publishing House is proud to bring back Faces of Kamloops. The individuals exclusively selected to be the face of their industry are those that are paving the path and helping to shape our community into a city that people want to live, work and play in.

This high-end publication will highlight the community members you know and love.

SHOWCASE YOUR BUSINESS, TELL YOUR STORY, AND SHARE YOUR PASSION WITH LOCAL READERS.

It's a great marketing piece to show your clients and friends.

A combination of the trusted print medium, our incredible design team and the optional addition to have your feature published to our KamloopsNow audience for one year ensures that this will be a successful publication.



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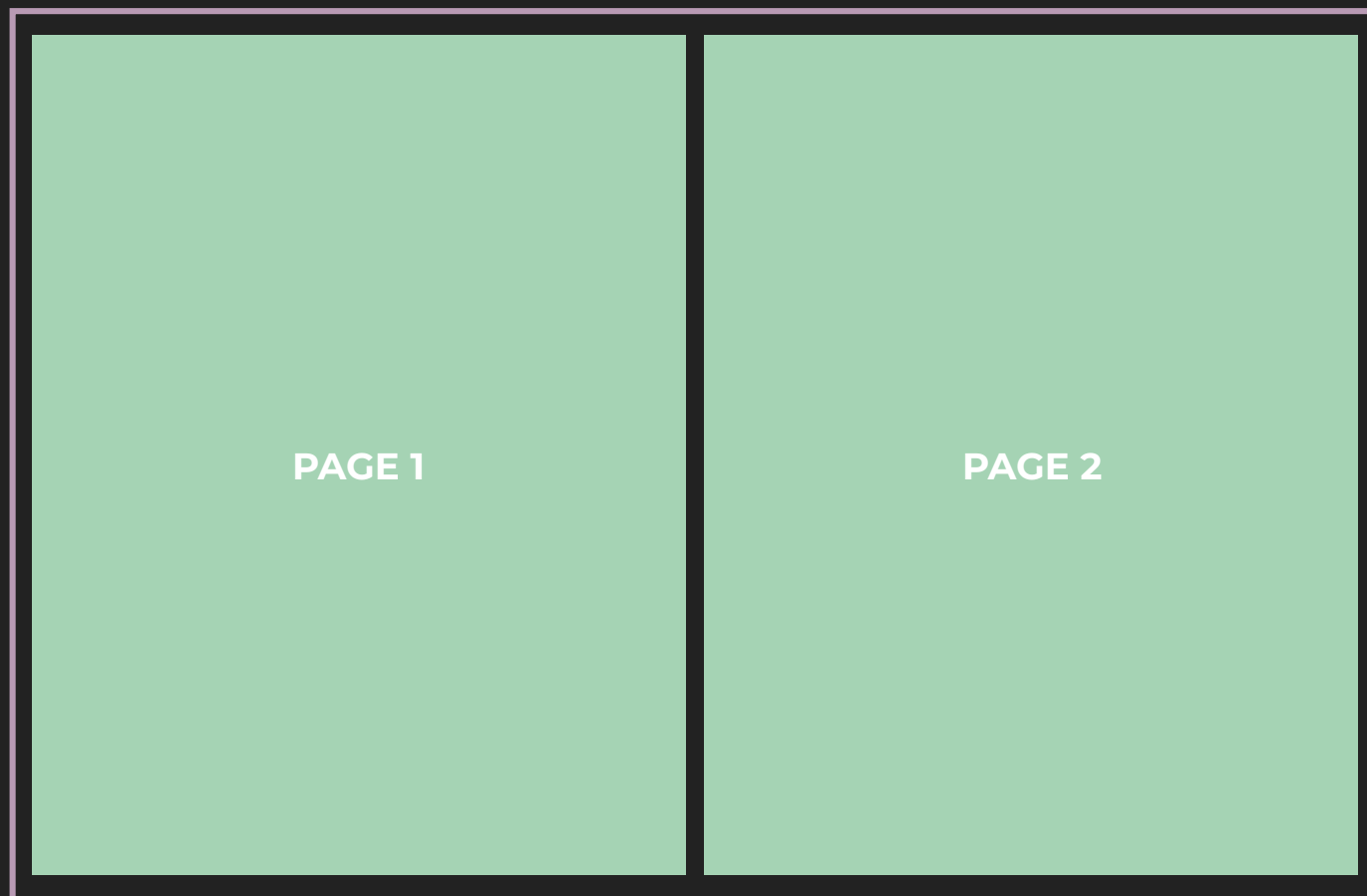
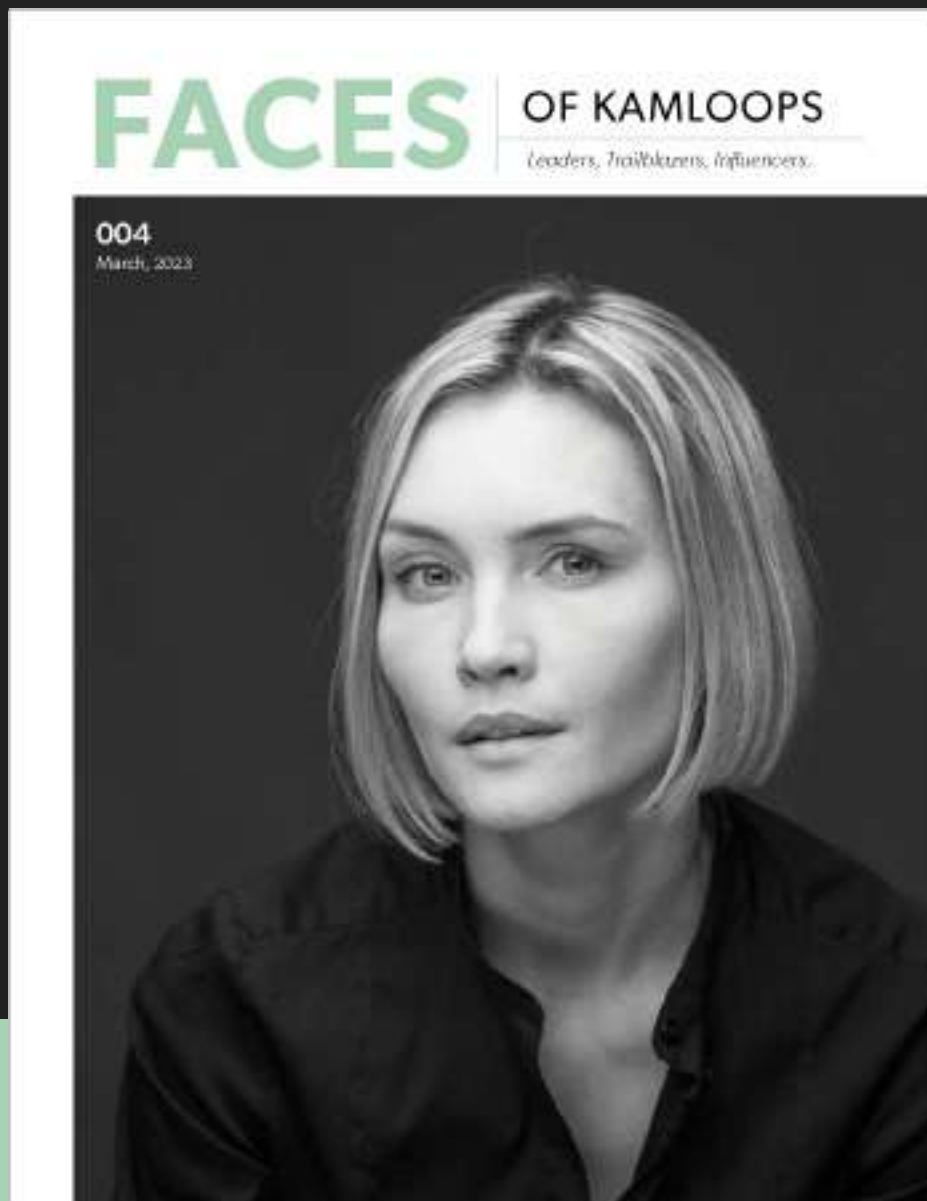
Leaders, Trailblazers, Influencers.

004

March, 2023



Layout & Advertorial Packages



Front cover and two-page spread plus posted to KamloopsNow platform

Cover Feature

\$5,000

SOLD

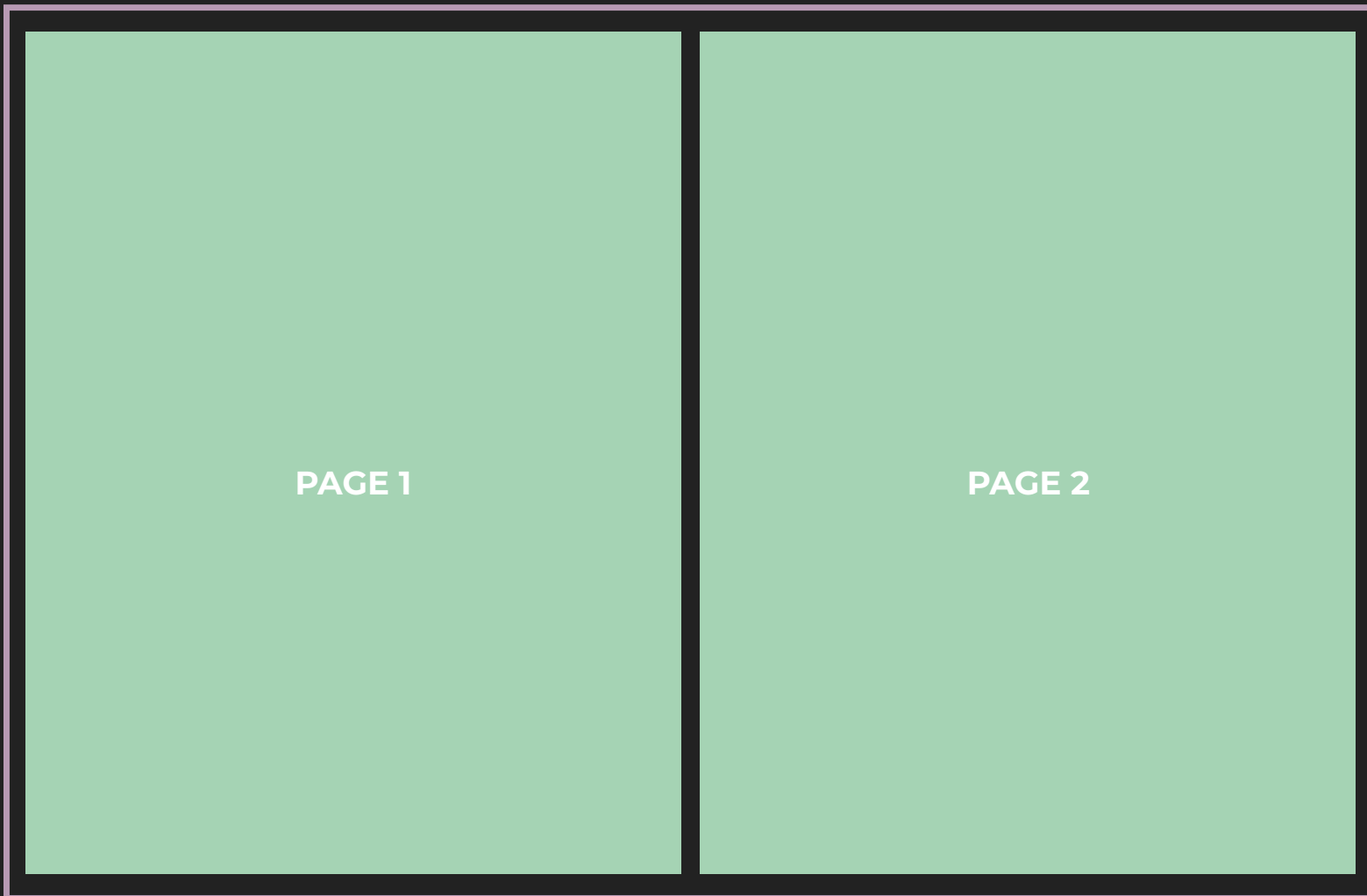
Includes In-person or Phone Interview with a Senior Content Writer, Two Revisions, Magazine PDF Approval, In Studio Photoshoot for a maximum of 3 people.

WHAT'S INCLUDED

- QR Code (optional)
- KamloopsNow Platform
- KamloopsNow Twitter and LinkedIn
- A Week in KamloopsNow Newsletter
- Posts on Best of Kamloops Instagram and Facebook
- Link Sticker to the article on Best of KamloopsNow Instagram
- One month of Display on KamloopsNow Value of \$500.00 | 71,500 Impressions
- Receive Edited Photos in the Cover



500+ GUARANTEED READS



A 2-page feature in the magazine plus posted to KamloopsNow

Double Page Feature Package

\$3,000

Includes In-person or Phone Interview with a Senior Content Writer Two Revisions, Magazine PDF Approval, In Studio Photoshoot for a maximum of 3 people.

WHAT'S INCLUDED

- KamloopsNow Platform
- KamloopsNow Twitter and LinkedIn
- A Week in KamloopsNow Newsletter
- NowMedia Group Instagram, LinkedIn Photography
- One month of Display on KamloopsNow Value of \$500.00 | 71,500 Impressions
- Receive Edited Photos in the Double Page Feature
- Posts on Best of Kamloops Instagram and Facebook

ADD-ONS*

Link Sticker to the article on Best of KamloopsNow Instagram

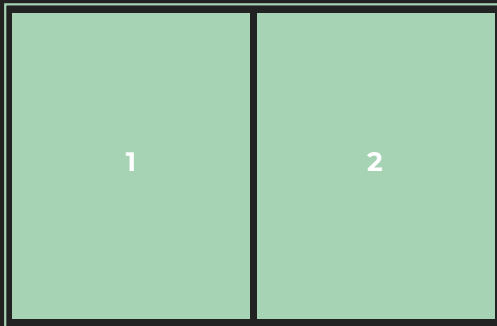
Organic Instagram post

QR Code

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**Link Sticker and Instagram post can be purchased for an additional \$250 each. QR Code an additional \$100.*



500+ GUARANTEED READS

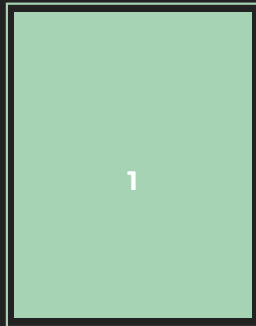


Feature

\$2,000

A 2-page feature in the magazine.

Includes In-person or Phone Interview with a Content Writer, Two Revisions, Magazine PDF Approval, Receive Edited Photo in the One Page Feature, In Studio Photoshoot for a maximum of 3 people.

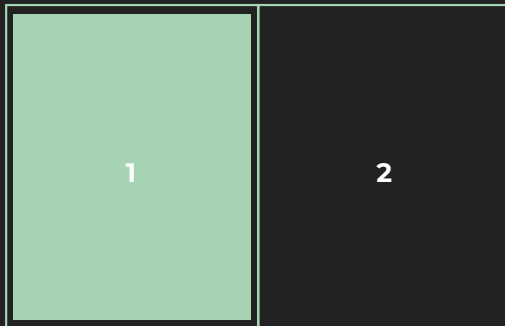


Back Cover

\$1,700

A full page ad on the back cover of the magazine.

Ad Creative Designed by NowMedia Group Team 2 Revisions or Ad creative is to be supplied.



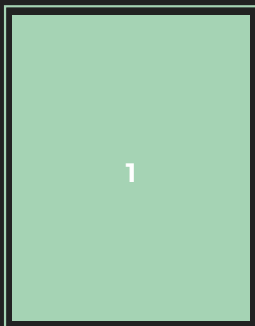
Inside Covers

\$1,550

A full page ad on the inside front or inside back cover of the magazine.

A full page ad on the inside back cover of the magazine.

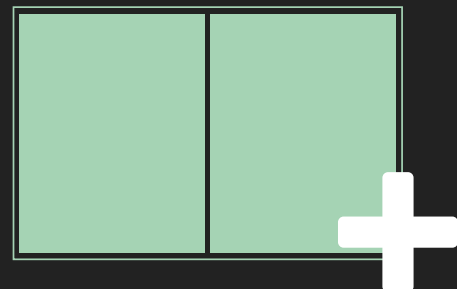
Ad Creative Designed by NowMedia Group Team 2 Revisions or Ad creative is to be supplied.



Profile

\$1,700

A one-page profile. Includes In-Person or Phone Interview with a Content Writer, Two Revisions, Magazine PDF Approval, Receive Edited Photos in the Feature, In Studio Photoshoot for 1 -Person



Add-Ons:

BOOST YOUR SOCIAL MEDIA PRESENCE

\$1.50/read

We recommend allocating a \$50.00 budget for boosting social media posts on Instagram. This investment can significantly enhance your visibility and engagement across these platforms, ensuring your content reach 50+

QR CODE

\$100

QR Code to any package/selection



Photography

CUSTOM PHOTOGRAPHY

Each magazine spread will have custom photography captured by a professional photographer.

The photo style will be established based on the magazine design requirements as well as consideration to the personality of the individual and their industry.

Photo rates are based on one individual per shoot.

If additional individuals are required, \$100 per additional person applies.

Studio Shoot (Maximum 3 people)

FACES OF KAMLOOPS PHOTOGRAPHY STYLE

- All photos for the magazine are in Black & White and shot against a grey or white backdrop, chosen at Photographer's discretion.
- Please prepare for a 30 minute shoot to capture the required photography.
- A variety of poses will be captured, both standing and seated.
- Editorial style portraits will be the focus with potential for casual / candid portraits if suitable.
- A Contact Sheet with a selection of the best photo options will be provided to the client 2-3 days after the photo shoot and prior to any photo editing.
- Client photo selections / rejections from the Contact Sheet are considered final approval for magazine use.
- Aside from the included standard photo editing, only minor cosmetic corrections will be considered. Any corrections requested must be provided during the contact sheet approval stage.

YOUR PERSONALITY

Please choose 3 keywords from the below list to ensure we capture you in the manner that you want to be portrayed.

- Corporate & Professional
- Sophisticated
- Serious
- Fun
- Casual
- Modern
- Traditional
- Personable & Friendly

PHOTO PREP

Come well hydrated and try get a restful sleep the night before.
Enjoy the photoshoot! You're In Good Hands!

Photoshoot Tips

A contact sheet with a selection of the best images will be sent to you to choose your preferred photos for editing.
Here are a few of our tips to help you feel confident and prepared for your shoot day.

WHAT TO WEAR

- Whatever makes you feel at the top of your game!
- Muted and neutral tones.
- Photos are in Black & White if that affects your choices.
- Consider layering different textures.
- Solid colours are preferred but a subtle pattern works.
- If you wear glasses, please clean the lenses. We'll need to be mindful of reflections as well.
- Jewelry should be kept simple and elegant. We don't want to distract from the main event: You!
- The backdrop will either be white or grey so consider that while deciding your outfit.
- Feel free to wear your uniform, company attire, scrubs or whatever you typically wear from day to day.
- Props or items contextual to your industry are an option as well if suitable for the shoot.

HAIR & MAKEUP

- Please come with makeup and hair ready to shoot.
- Remember, photos are in Black & White as that may affect your choice.
- During the shoot we'll team up to tame any flyaway hairs that pop up.

BE MINDFUL OF

- Bright white as main layer.
- Very bright or neon colors.
- Busy /distracting patterns.
- No logos, brands or registered trademarks (unless it's yours!)

Purchase and Upgrade Options

Photos taken are for the magazine only (limited rights). If you would like photos that are rights unlimited, here are the options as outlined:

Suggested Options

Photo Packages

Selected photos are edited and delivered.

3 PHOTOS	\$250
5 PHOTOS	\$400
10 PHOTOS	\$750
<hr/>	
SINGLE PHOTO	\$100

Clients can select any of the images from the contact sheet and will be provided with high resolution, edited images for their use. These images are not related to the images selected for use in the magazine.

Upgrade Option

On-Location Shoot

Includes a photo shoot at one location, provided by the client, and billed based on a 2 hour minimum. Please be sure to arrive on time and camera-ready. Depending on the location, set-up time will vary from 30-60 minutes.

LOCATION FEE **\$500**

Roadmap

Want to order more Print Features order?

16flightspublishing.com/shop

STEP #1

- Contract
- Payment- Once paid assigned to the content writer
- Phone interview with Content Writer
- Two revisions



STEP #2

PHOTOGRAPHY

- Studio photoshoot or On-Location photoshoot

STEP #3

- Approval of magazine feature
- Magazine printed

STEP #5

WEEKLY FACES FEATURE

- Double Page Features weekly published on to KamloopsNow platform*
- Double Page Features weekly published on to KamloopsNow social channels & newsletter**

**500 guaranteed reads. Only certain features*

***Only certain features*



STEP #4

- 2100 Copies printed and distribution to Kamloops businesses
- 5 Printed copies
- Annual Face of sector or vertical (April 2026)

STEP #6

- Right of Refusal for 2026

FOR FURTHER INFORMATION, PLEASE REACH
OUT TO SALES@16FLIGHTSPUBLISHING.COM

