

# FACES | OF KELOWNA

*Leaders, Trailblazers, Influencers.*

Media Kit

## Follow Our Social Channels



**www.kelownanow.com**  
Website

3.7M Monthly Views  
235K Average Monthly Visitors



**@kelownanow.com**  
TikTok

23.9K Followers  
165K Average Monthly Views



**KelownaNow**  
X / Twitter

23.1K Followers  
295.8K Average Monthly Impressions



**TheNowMediaGroup**  
Instagram

4K Followers

## Expanding New Socials



**KelownaNow**  
Pinterest

9.91K Total Audience



**KelownaNow**  
BlueSky

437 Followers

## Articles on KelownaNow

- Show up in Google search (SEO)
- Provide backlinks to client websites
- Have a long lifespan (not just 24-hour social content)

This exclusive magazine will feature the faces of all the local up-and-comers, trailblazers, leaders, and influencers across a wide variety of industries. 16 Flights Publishing House is proud to bring back Faces of Kelowna for its 7th year. The individuals exclusively selected to be the face of their industry are those paving the way and helping to shape our community into a city where people want to live, work, and play.

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 KelownaNow audience for one year ensures that this will be a successful publication.

Your continued support means more than ever. As we navigate the evolving digital landscape, including the impacts of Bill C-18 and ongoing challenges with platforms like Facebook and Instagram, we remain committed to showing up, sharing local stories, and rebuilding stronger than ever. We're expanding into a diversified, multi-platform audience ecosystem.

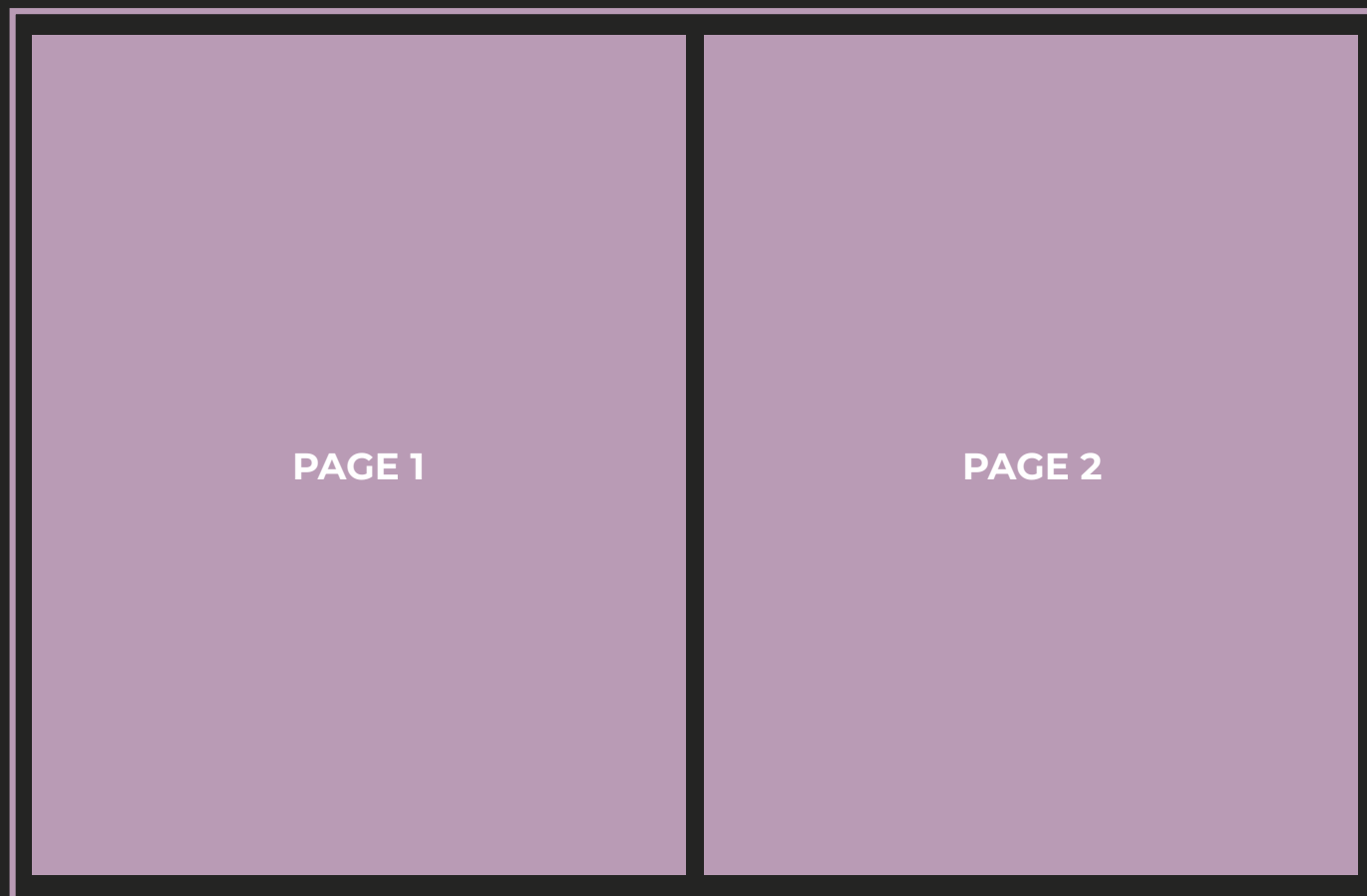
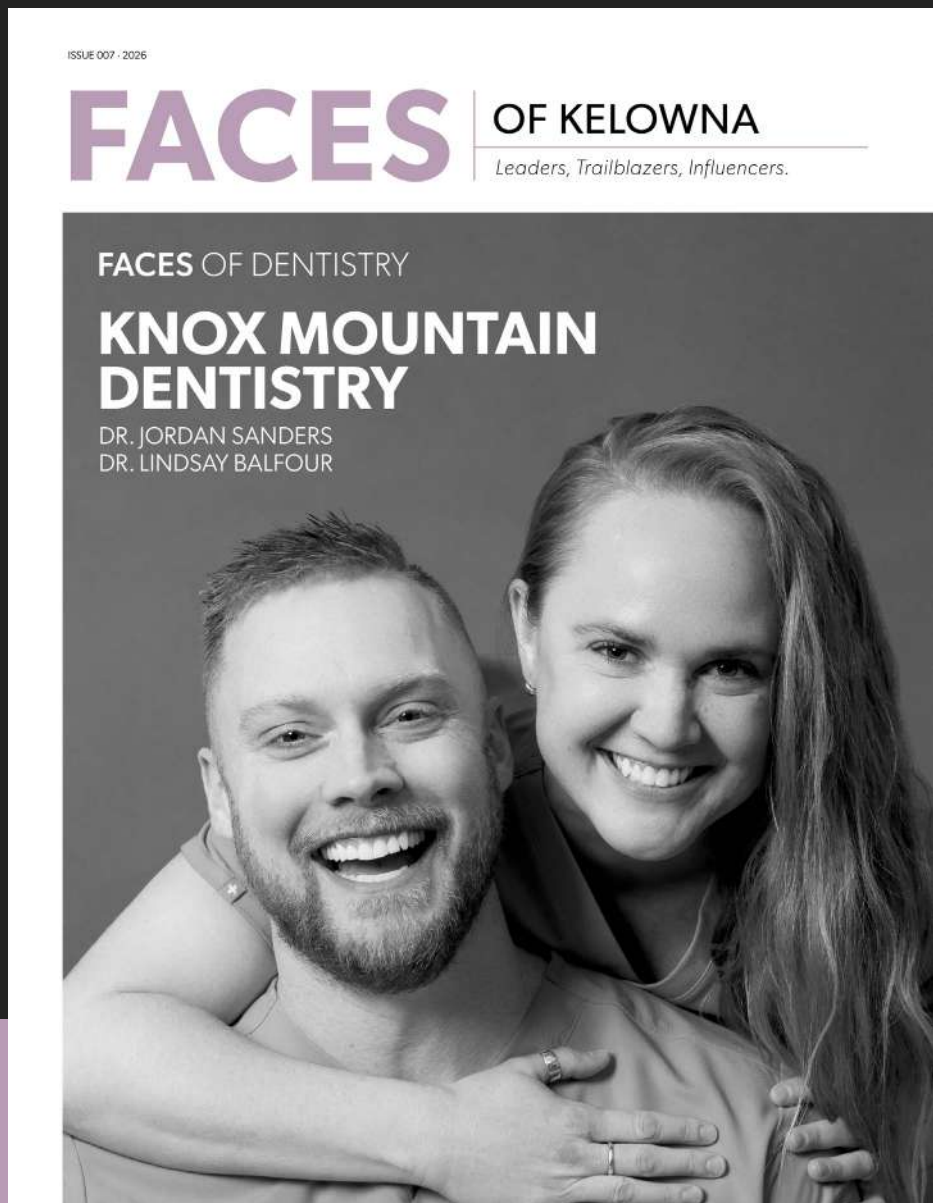
Thank you for standing by us, engaging with our content, and being part of the KelownaNow community. We truly couldn't do this without you.





## Layout & Advertorial Packages

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

## Cover Feature

\$5,000

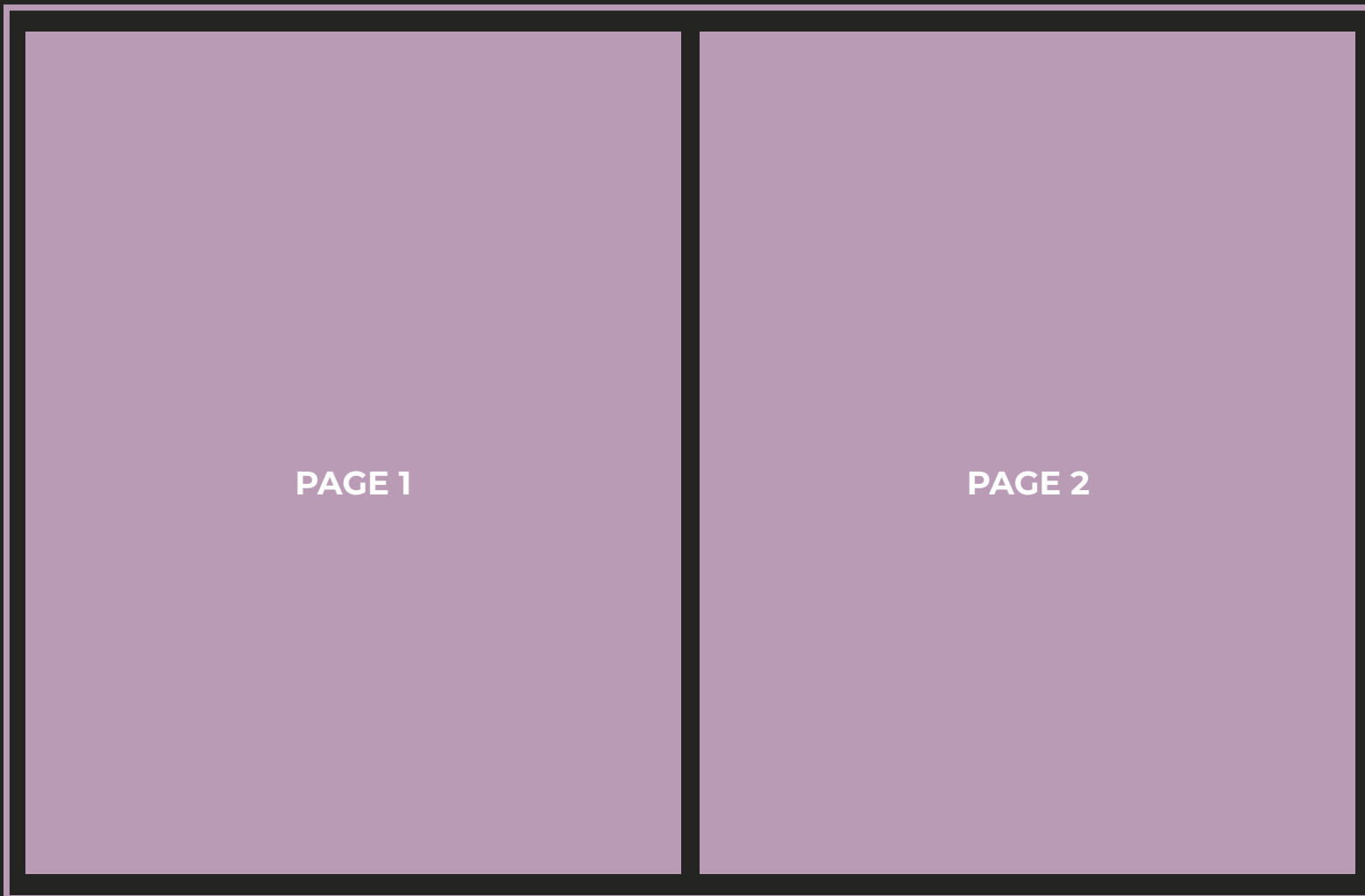
Includes a virtual interview with a content writer, two rounds of revisions, final magazine PDF approval, an on-location photoshoot, and delivery of two to three approved images used in the publication.

### WHAT'S INCLUDED

- Cover Page and Two-Page Feature In the Publication
- Feature placement on the KelownaNow platform
- Promotion across KelownaNow Twitter and LinkedIn
- KelownaNow TikTok feature
- A Week in KelownaNow Newsletter
- Shared on NowMedia Group Instagram
- In Studio Photoshoot
- 2-3 professionally edited, high-resolution images provided
- QR code linking to your website or preferred destination
- Distribution in Kelowna through our print magazine
- Posted on expanding social channels, including Bluesky and Pinterest.



**500+ GUARANTEED READS**



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

# Double Page Feature Package

\$3,000

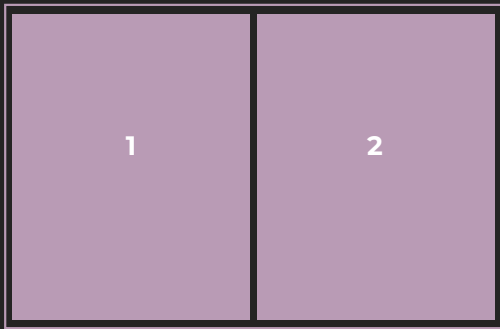
Includes a virtual interview with a content writer, two rounds of revisions, final magazine PDF approval, an on-location photoshoot, and delivery of two approved images used in the publication.

## WHAT'S INCLUDED

- Two-Page Feature In the Publication
- Feature placement on the KelownaNow platform
- Promotion across KelownaNow Twitter and LinkedIn
- KelownaNow TikTok feature
- A Week in KelownaNow newsletter
- Shared on NowMedia Group Instagram
- In Studio Photoshoot
- 2-3 professionally edited, high-resolution images provided
- QR code linking to your website or preferred destination
- Distribution in Kelowna through our print magazine
- Posted on expanding social channels, including Bluesky and Pinterest.



**500+ GUARANTEED READS**



## Feature

\$2,000

A two-page feature in the magazine. This package includes a virtual interview with a content writer, two rounds of revisions, and final approval of the magazine PDF. It also includes an in-studio photoshoot for up to three people, along with delivery of two approved images used in the publication.



## Back Cover

\$1,700

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

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

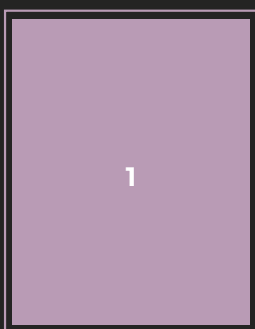


## Inside Covers

\$1,000

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

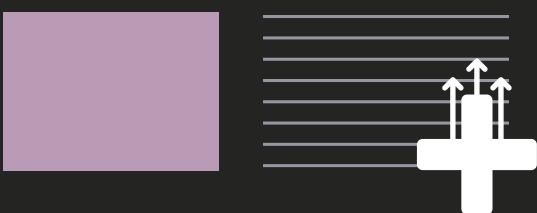
*Ad Creative Designed by NowMedia Group Team 2 Reversions or Ad creative is to be supplied.*



## Profile

\$1,700

A one-page feature in the magazine. This package includes a virtual interview with a content writer, two rounds of revisions, and final approval of the magazine PDF. It also includes an in-studio photoshoot for one person, along with delivery of one approved image for use in the publication.



## Add-Ons

### Boost Your Social Media Presence \$50.00+

We recommend allocating a \$50.00 budget for boosting social media posts on either TikTok or Instagram. This investment can significantly enhance your visibility and engagement across these platforms, ensuring your content reaches a wider audience and drives better results.

### Add-Livestream Video \$250.00

In the Studio Livestream (KelownaNow Office) - Video embedded in the Faces of KelownaNow article, livestreamed on YouTube, and shared on TikTok and Best of Kelowna Instagram



Photography

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## 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.

### Studio Shoot (Maximum 3 people allowed. Additional charges apply for extra guests)

#### FACES OF KELOWNA 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.

**We regret to inform you that we are unable to facilitate reshoots, and we cannot assume responsibility for any costs incurred in hiring an alternative photographer.**

**We offer 2-3 dates in advance for scheduling, ensuring that you can arrange your availability accordingly- We regret that we are unable to accommodate alternative dates and times.**

#### 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

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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

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**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.***

# Roadmap

Want to order more Print Features order?

[16flightspublishing.com/shop](https://16flightspublishing.com/shop)

## STEP #1

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



## STEP #4

- 4000 Copies printed and distribution to Kelowna businesses
- 5 Printed copies
- Annual Face of sector or vertical  
*(January 2027/December 2027)*

## STEP #2

### PHOTOGRAPHY

- Studio photoshoot

## STEP #3

- Approval of magazine feature *(Due Friday, Dec 6th)*
- Magazine printed

## STEP #6

- Right of Refusal for 2028



## STEP #5

### WEEKLY FACES FEATURE

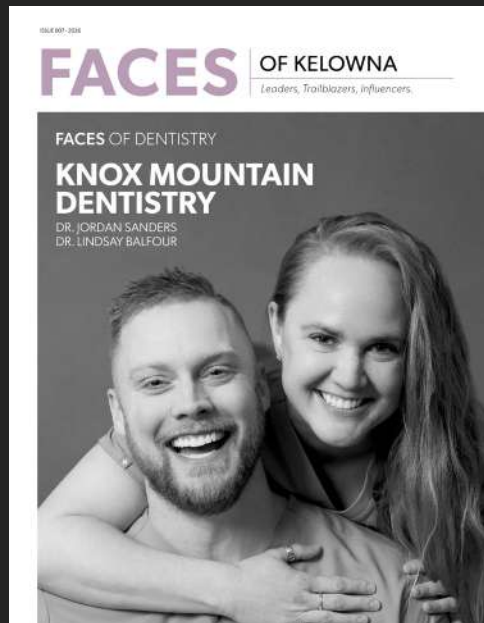
- Double Page Features weekly published on to KelownaNow platform\*
- Double Page Features weekly published on to KelownaNow social channels & newsletter\*\*

*\*500 guaranteed reads. Only certain features*

*\*\*Only certain features*

# FACES OF KELOWNA

Leaders, Trailblazers, Influencers.



ISSUE 07 - 2026



ISSUE 06 - 2025



ISSUE 05 - 2024



ISSUE 04 - 2023



ISSUE 03 - 2022



ISSUE 02 - 2020



ISSUE 01 - 2019

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