

Recognizing females in Thompson Okanagan

# I AM WOMAN

Second Edition



MEDIA KIT

2027



# OUR DEMO GRAPHIC

Kamloop's online community is diverse, with a strong presence of local residents, visitors, and newcomers alike. Our audience spans all ages, from young professionals to retirees, with a shared interest in staying informed about the latest news, events, and trends in the Kamloops area. We reach a dynamic mix of individuals who are passionate about local culture, lifestyle, and the vibrant Thompson Okanagan region.

18-24	■	6.18%
25-34	■	17.87%
35-44	■	18.33%
45-54	■	21.97%
55-64	■	22.02%
65+	■	13.63%



Male

54%



Female

42.5%



Mobile Users

55.2%



### Website

Page Views: 1.5M

Average Monthly Visitors: 540K



### Daily Newsletter

Subscribers: 33K

Average Open Rate: 11%

Average Click Rate: 8.40%



### TikTok

Followers: 26.5K



### X (Twitter)

Followers: 23.2K



### NowMedia Group

Followers: 4K

## Expanding New Socials



### Pinterest

Total Audience: 9.91K



### BlueSky

Followers: 437

Articles on KelownaNow:

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



At KamloopsNow, we're proud of our vibrant and engaged online community. Whether you're a local, visitor, or just someone who loves staying in the loop with everything Kelowna has to offer, this page celebrates you, our amazing followers!



**KamloopsNow**  
stuff that matters



Am Woman is more than a business magazine—it's a love letter to women in our community in the Thompson Okanagan and beyond.

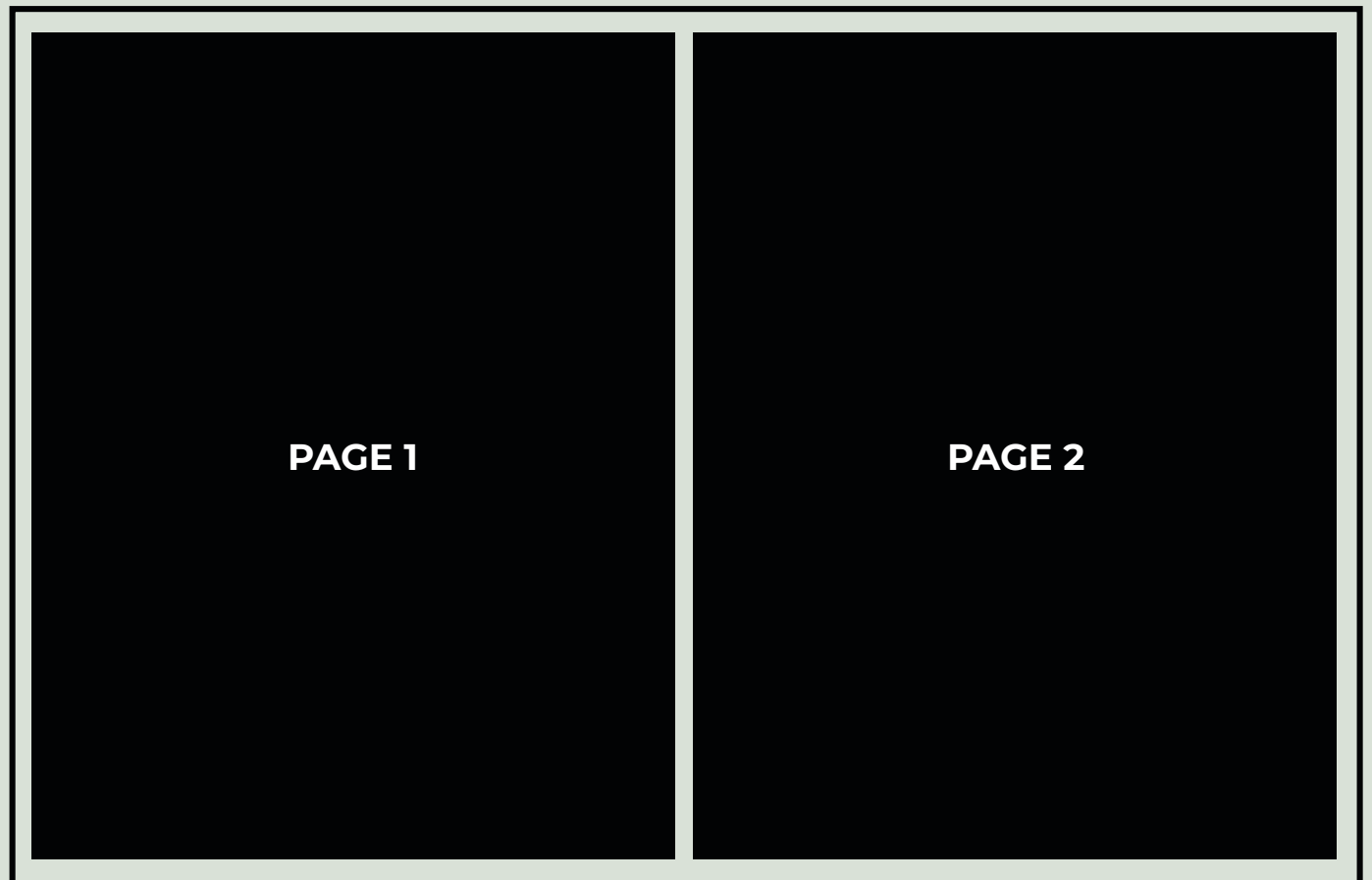
A PEOPLE-FIRST, STORY-DRIVEN PUBLICATION, I AM WOMAN CELEBRATES WOMEN WHO MAKE AN IMPACT ON THEIR INDUSTRIES, TEAMS AND COMMUNITIES EVERY SINGLE DAY.

Whether they've blazed a trail, walked a hard road, or provided support to someone who needed it, these women are the heartbeat of our communities, the architects of change and the inspiration that will drive the leaders of the future. A feature in this magazine is a great way to highlight a woman or team of women in your business or organization. Each article is highly personalized to tell the story of each woman in a unique and impactful way. There's no need to promote a big accomplishment, recent award or other accolade—every woman in business has a story that deserves to be told.

This is a one-of-a-kind opportunity to have a feature in a unique, memorable publication that your clients, customers and community will be talking about for years to come.



# **Layout & Advertorial Packages**



# Cover Feature

**\$5,000**

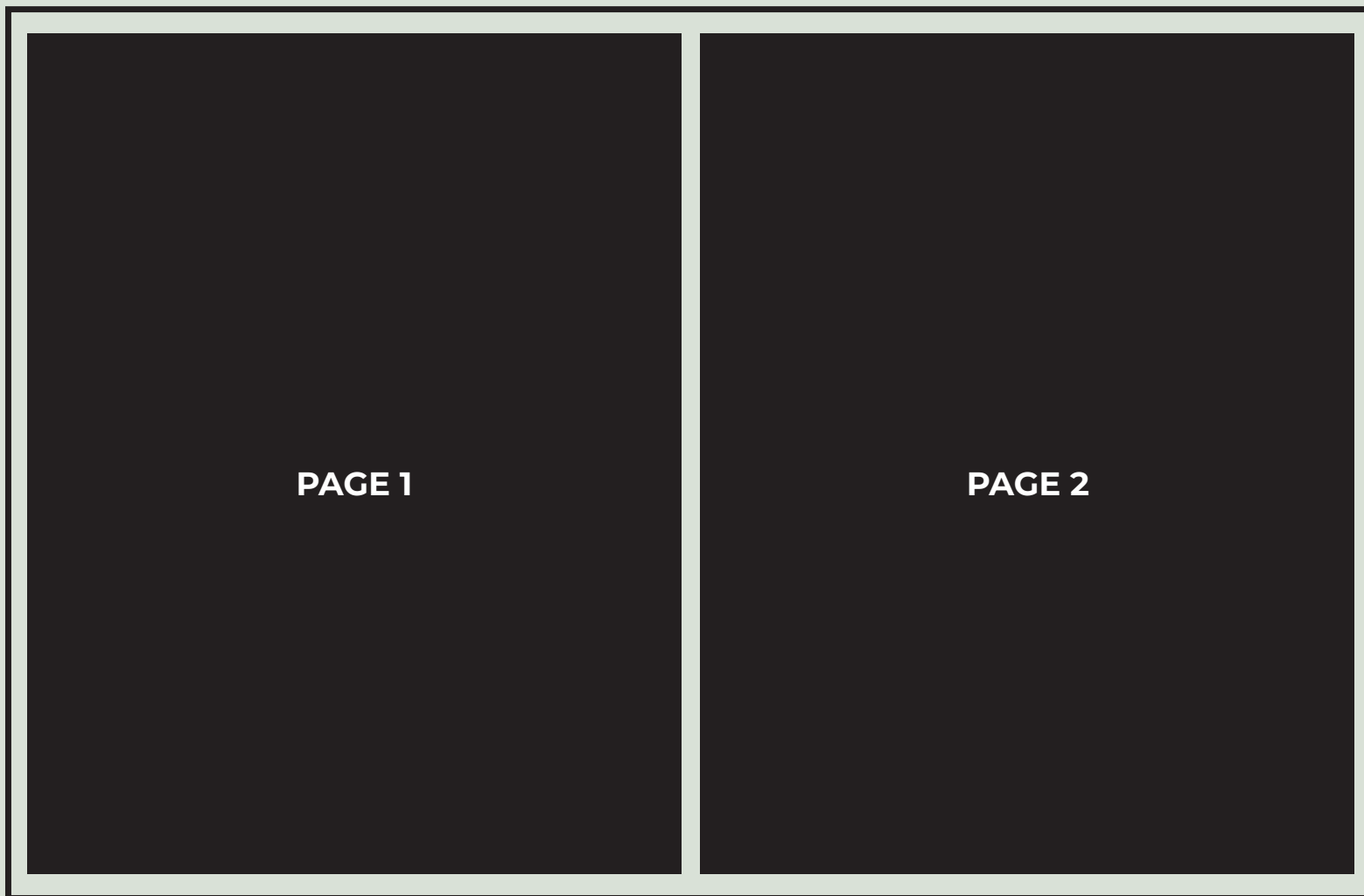
Includes a virtual interview with a content writer, two rounds of revisions, final magazine PDF approval, an on-location photoshoot, and delivery of 2-3 approved images used in the publication.

## WHAT'S INCLUDED

- Cover Page and Two-Page Feature in the Publication
- Feature placement on the KamloopsNow platform
- Promotion across KamloopsNow's Twitter, Instagram, and TikTok channels
- Three days in KamloopsNow Newsletter
- On-location photoshoot
- Three professionally edited, high-resolution images provided
- QR code linking to your website or preferred destination
- Show up in Google search (SEO)
- Provide backlinks to client websites
- Have a long lifespan (not just 24-hour social content)



**500+ GUARANTEED READS**



A 2-PAGE  
FEATURE  
IN THE  
MAGAZINE  
PLUS  
POSTED TO  
KAMLOOPSNOW

# 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 2-3 approved images used in the publication.

## WHAT'S INCLUDED

- Two-Page Feature in the Publication
- Feature placement on the KamloopsNow platform
- Promotion across KamloopsNow's Twitter, Instagram, and TikTok channels
- Three days in KamloopsNow Newsletter
- On-location photoshoot
- Two professionally edited, high-resolution images provided
- QR code linking to your website or preferred destination
- Show up in Google search (SEO)
- Provide backlinks to client websites
- Have a long lifespan (not just 24-hour social content)



**500+ GUARANTEED READS**



A 2-PAGE  
FEATURE  
IN THE  
MAGAZINE  
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KAMLOOPSNOW

## 2-Page Karma Feature

\$3,000

Highlight the Karma Feature sponsorship opportunity, emphasizing its benefits and the impact of sponsoring a remarkable woman or non-profit.

**Why Sponsor This Woman/Non-Profit:** Include a short write-up explaining why YOU want to feature or sponsor this particular woman or organization. Highlight their achievements, community impact, or alignment with your values.

Includes a virtual interview with a content writer, two rounds of revisions, and final magazine PDF approval.

### WOMAN/NON-PROFIT RECEIVES

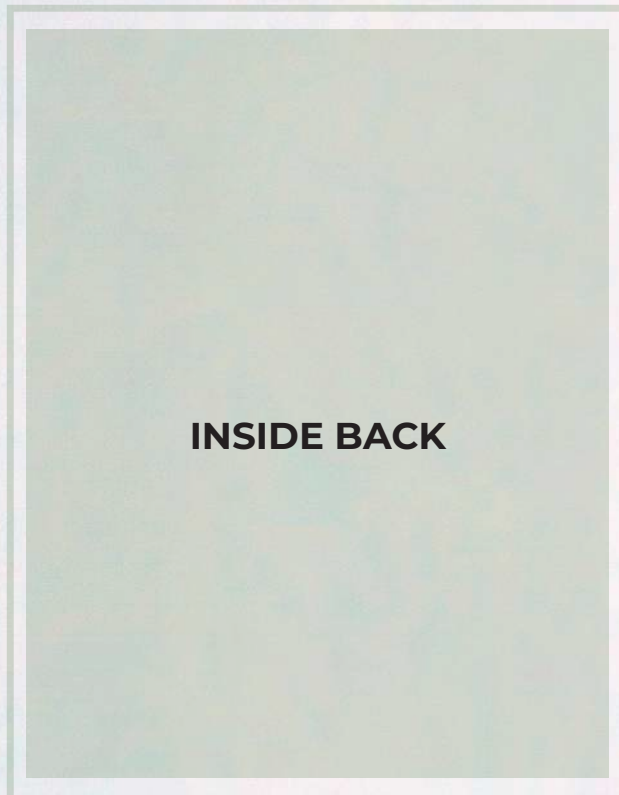
#### One page feature Interview with Content Writer

- One-page feature in the publication
- Feature placement on the KamloopsNow platform
- Promotion across KamloopsNow's Twitter, Instagram, and TikTok channels
- Three days in KamloopsNow Newsletter
- On-location photoshoot
- Two professionally edited, high-resolution images provided
- QR code linking to your website or preferred destination
- Distribution in Kamloops through our print magazine
- Show up in Google search (SEO)
- Provide backlinks to client websites
- Have a long lifespan (not just 24-hour social content)

### SPONSOR RECEIVES

#### One page feature

- One-page feature in the publication
- Feature placement on the KamloopsNow platform
- Promotion across KamloopsNow's Twitter, Instagram, and TikTok channels
- Three days in KamloopsNow Newsletter
- On-location photoshoot
- 2 professionally edited, high-resolution images provided
- QR code linking to your website or preferred destination
- Distribution in Kamloops through our print magazine
- Show up in Google search (SEO)
- Provide backlinks to client websites
- Have a long lifespan (not just 24-hour social content)



**INSIDE BACK**



**BACK COVER**

# Inside Back Cover Bundle

**\$1,700**

Maximize your brand's impact with premium placement on both the inside back cover and the back cover. This exclusive opportunity ensures maximum visibility, putting your business front and centre for our engaged readership.

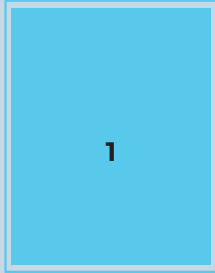




## Feature

\$2,000

A 2-page feature in the magazine. Includes In-person or Phone Interview with a Content Writer, Two Revisions, Magazine PDF Approval, On Location Photoshoot.

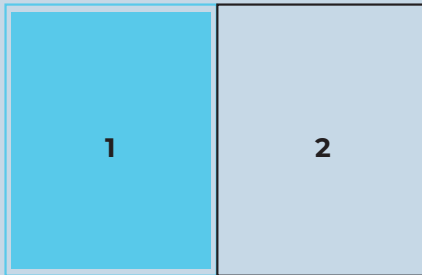


## Back Cover

\$1,000

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

*Ad Creative Designed by NowMedia Group Team, 2 Revisions.*



## Inside Covers

\$850

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

*Ad Creative Designed by NowMedia Group Team, 2 Revisions.*



## Profile

\$1,200

Includes a virtual interview with a content writer, two rounds of revisions, and final magazine PDF approval. Includes being posted on NowMediaGroup IG, Promotion across KelownaNow Twitter and LinkedIn. The photo should be provided by the client.

*Photo should be provided by the client.*



## Add-Ons:

### CONTENT BOOST

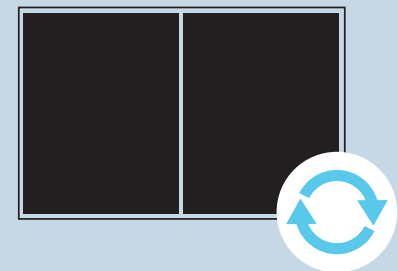
Content Amplification on KelownaNow

\$1.50/read

### QR CODE

QR Code to any package/selection

\$100



## Re-Feature Option

### Print-Only Boost

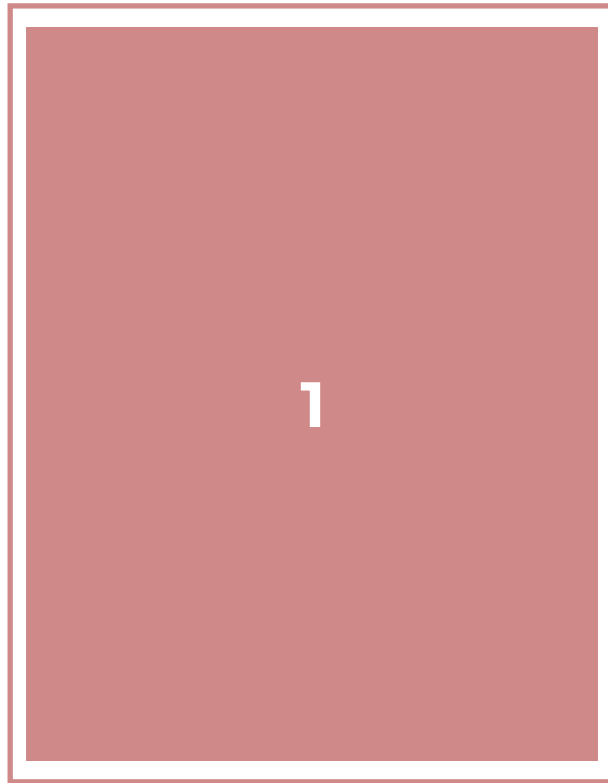
\$1,000

Looking for a more cost-effective way to be featured again? We offer a reduced rate to re-run your feature using your existing story and photos. You'll remain the featured business in the publication, with a renewed opportunity to reach our print audience.

### Print + Digital Boost

\$1,500

To extend your visibility even further, your original digital article will also be reposted, included in our newsletter for three days, and shared across our social channels, giving your feature another strong wave of exposure both in print and online.

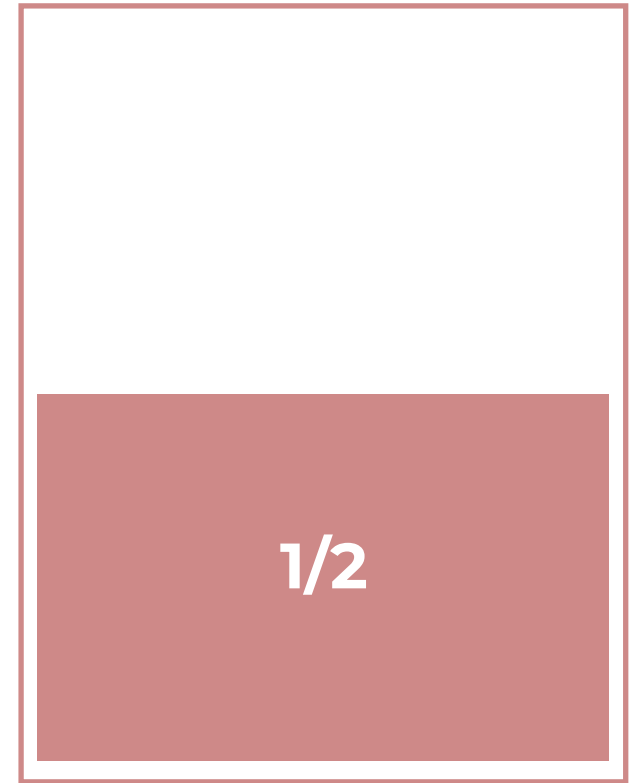


## Full Page Ad

A full-page advertisement within the magazine, professionally designed by NowMedia Group.

*Limited availability:*  
**Only 2 full-page placements available.**

**\$750**



## Half Page Ad

A half-page advertisement within the magazine, professionally designed by NowMedia Group.

*Limited availability:*  
**Only 4 half-page placements available.**

**\$500**



# 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**

## LOCATION SHOOT

### I AM WOMAN PHOTOGRAPHY STYLE

- The magazine features full colour photography and will be shot on location.
- Please prepare for a 30 minute shoot to capture the required photography.
- A variety of poses will be captured, both standing and seated, location dependent.
- 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 & 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.*



# 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 #3

- Approval of magazine feature
- Magazine printed

## STEP #2 PHOTOGRAPHY

- On-Location photoshoot

## STEP #4

- 4000 Copies printed and distribution to Kamloops businesses
- 5 Printed copies dropped off



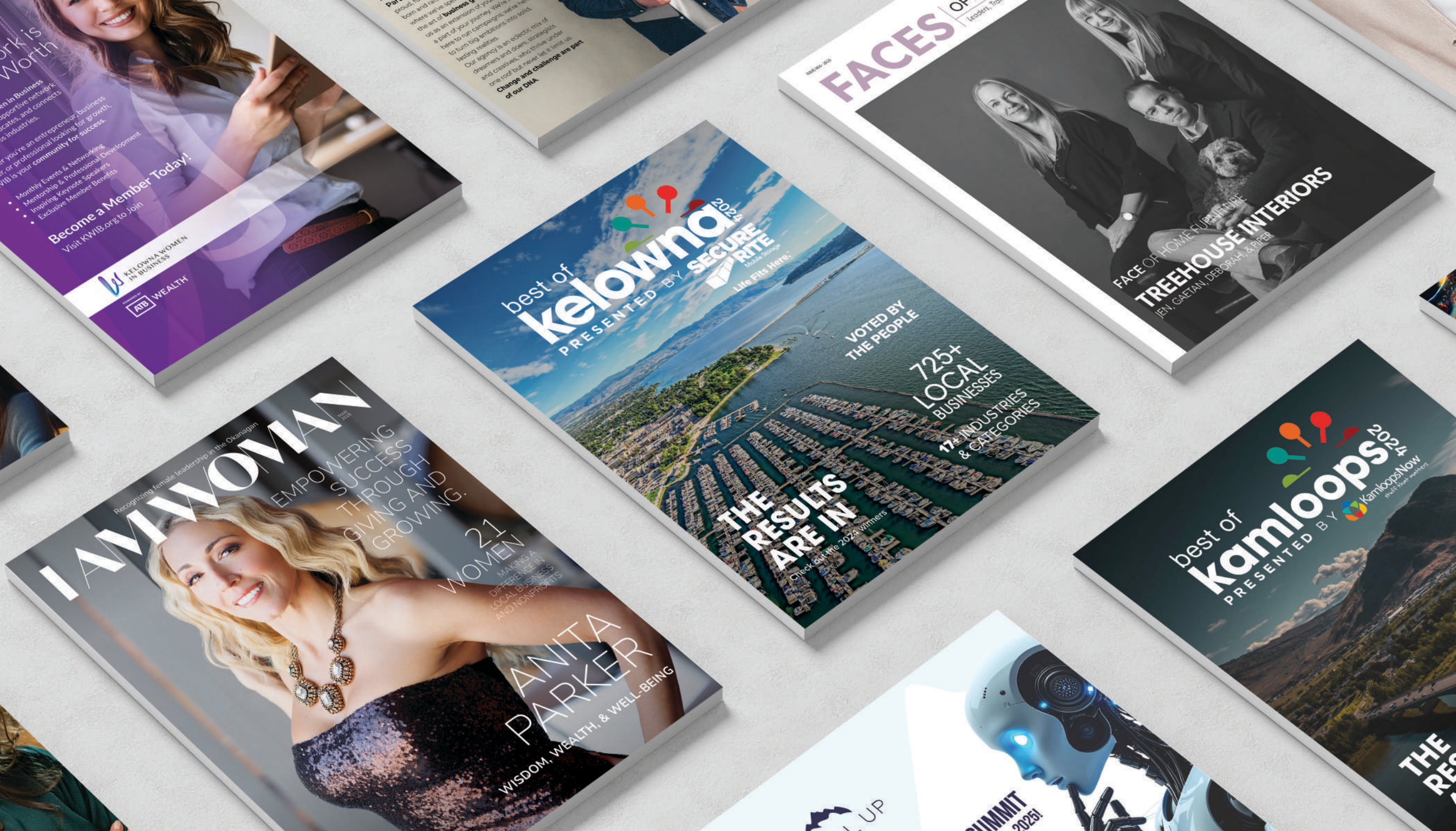
## STEP #5 DAILY FEATURE

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

*Daily Features start on International Women's Day ( March 8th)*

*\*500 guaranteed reads. Only certain features*

*\*\*Only certain features*



# CONNECTING COMMUNITIES THROUGH STORIES AND PRINT

At 16 Flights Publishing, we believe in the power of storytelling to build stronger connections. Through captivating photography, engaging narratives, and local insights, we bring your community's stories to life.



FOR FURTHER INFORMATION, PLEASE REACH OUT TO [SALES@16FLIGHTSPUBLISHING.COM](mailto:SALES@16FLIGHTSPUBLISHING.COM)