

Recognizing females in Thompson Okanagan

I AM WOMAN

First Edition



MEDIA KIT

2026



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

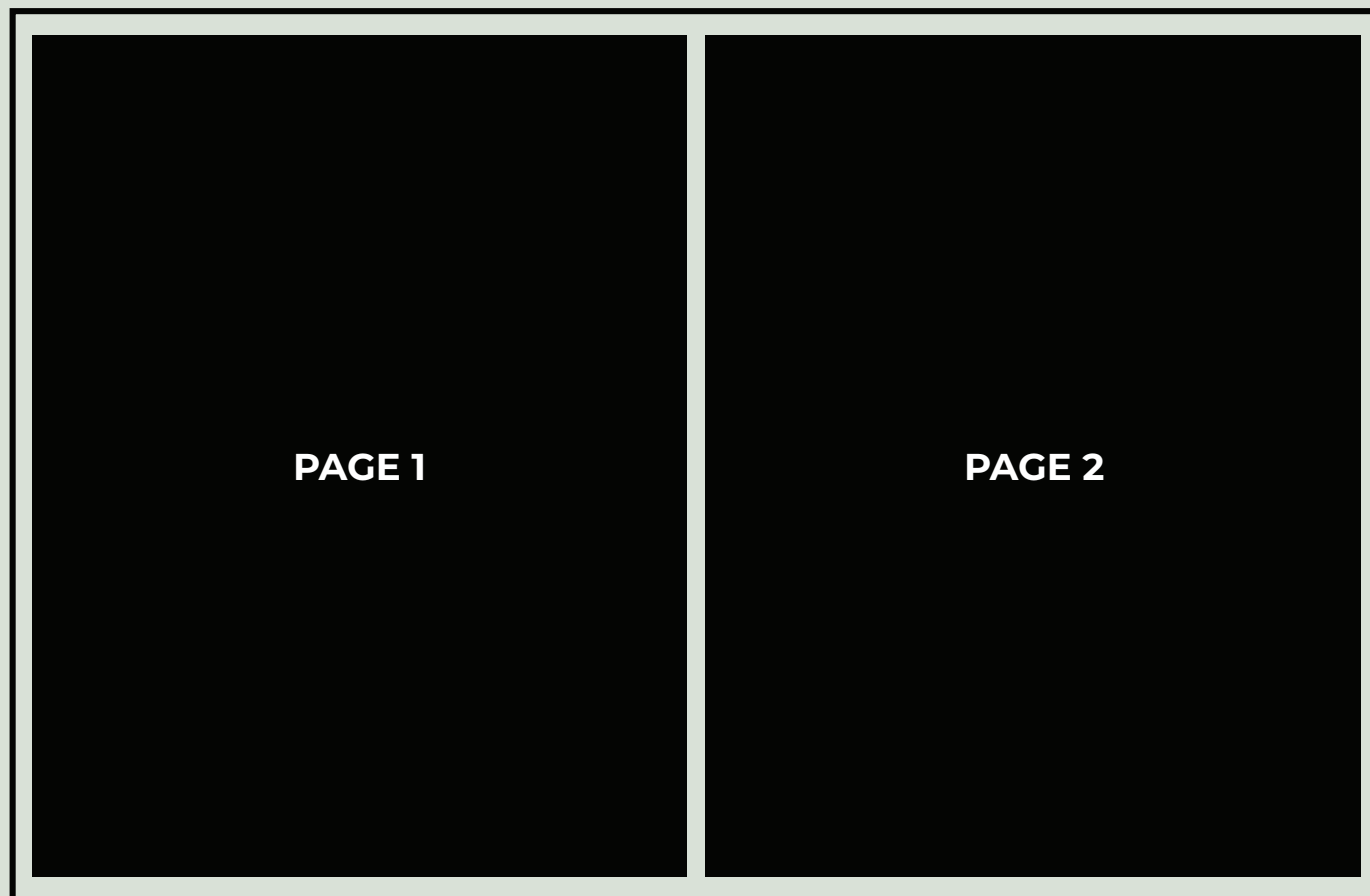
A PEOPLE-FIRST, STORY-DRIVEN PUBLICATION, I AM WOMAN CELEBRATES WOMEN WHO MAKE AN IMPACT ON THEIR INDUSTRIES, TEAMS AND COMMUNITIES EVERY SINGLE DAY.

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

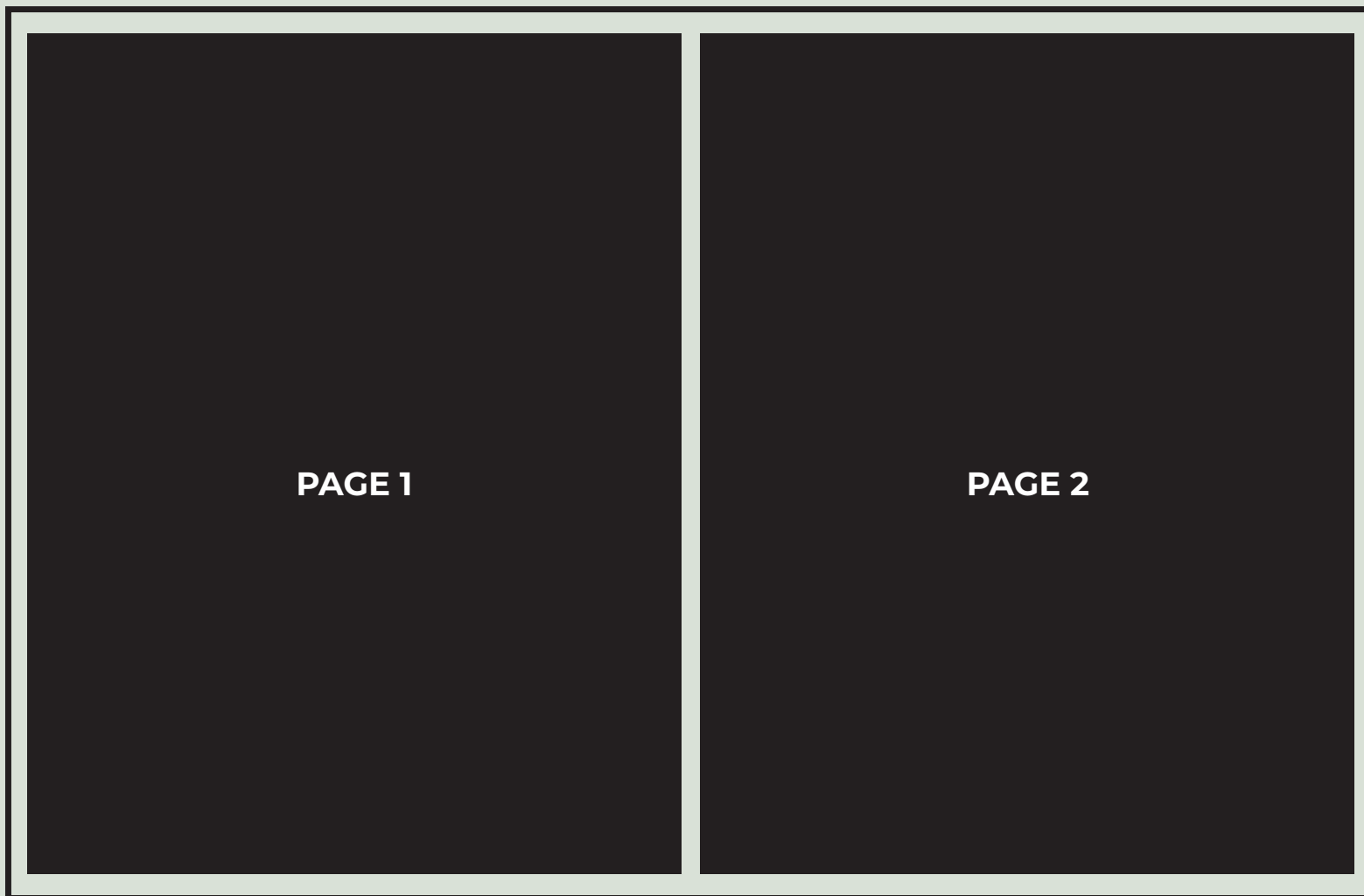
Includes In-person or Phone Interview with a Content Writer, Two Revisions, Magazine PDF Approval, On Location Photoshoot

WHAT'S INCLUDED

- KamloopsNow Platform
- KamloopsNow Facebook, Twitter and LinkedIn
- A Week in KamloopsNow Newsletter
- NowMedia Group Instagram, LinkedIn
- On Location Photoshoot
- QR Code
- Organic Instagram post
- Receive Edited Photos
- Link Sticker to the article on Best of KamloopsNow Instagram
- TikTok-style interviews that showcase your business in an engaging, authentic way.
- On-Site Filming – We come to your business to capture high-energy, social-friendly content.
- 500+ Guaranteed Reads in the Feature



750+ GUARANTEED READS



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

Double Page Feature Package

\$3,000

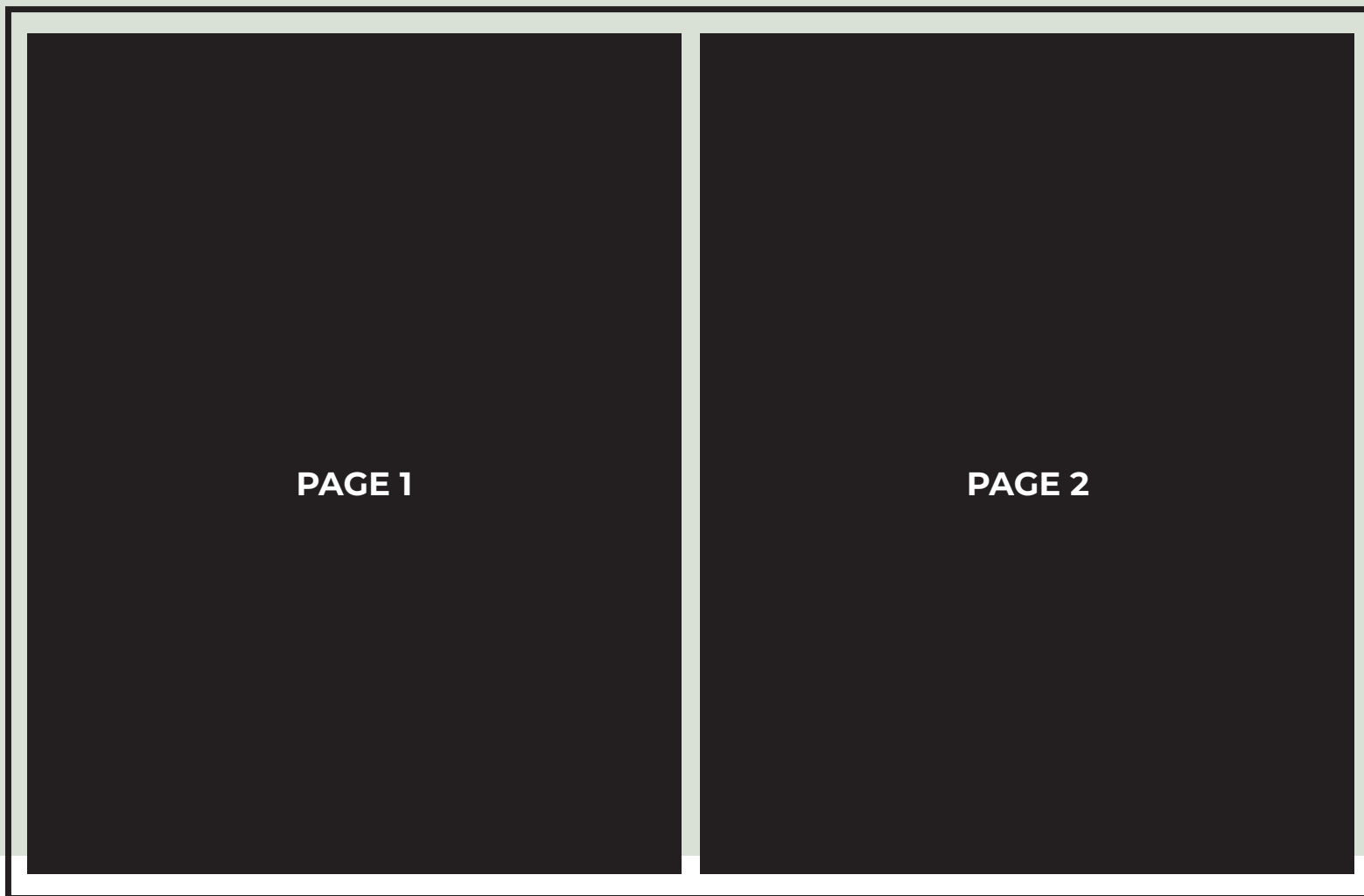
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A 2-PAGE
FEATURE
IN THE
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KAMLOOPSNOW

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 small 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.

WOMAN/NON-PROFIT RECEIVES

One page feature Interview with Content Writer

- Two Revisions
- Magazine PDF Approval
- On Location Photoshoot
- Feature on KamloopsNow Platform
- A Week in KamloopsNow Newsletter
- KamloopsNow Twitter and LinkedIn
- NowMedia Group Instagram, LinkedIn
- On Location Photoshoot
- 500+ Guaranteed Reads

SPONSOR RECEIVES

One page feature

- One page profile
- KamloopsNow Twitter and LinkedIn
- Magazine PDF Approval
- On-location photoshoot at
- Woman/Non-Profit Location
- Receive Edited Photos in the Feature



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.

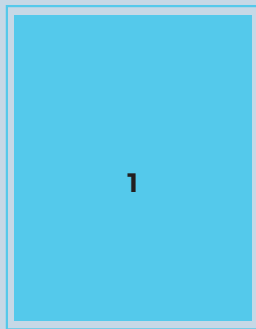


Feature

\$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

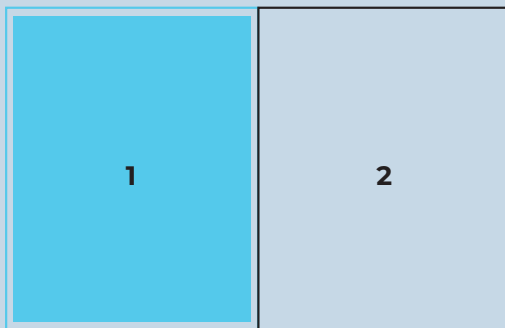


Back Cover

\$1,700

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

Ad Creative Designed by NowMedia Group Team, 2 Revisions.

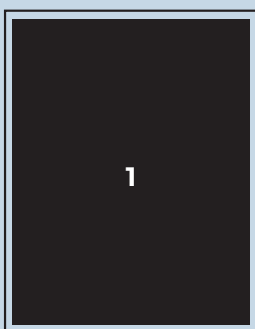


Inside Covers

\$1,000

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

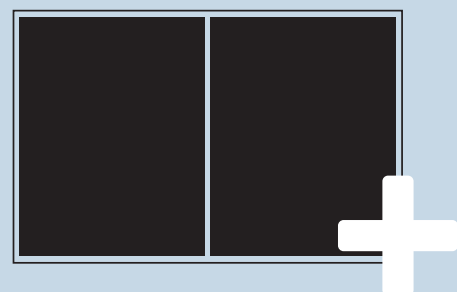
Ad Creative Designed by NowMedia Group Team, 2 Revisions.



Profile

\$1,700

A one-page profile. Includes In-Person or Phone Interview with a Content Writer, Two Revisions, Magazine PDF Approval



Add-Ons:

CONTENT BOOST

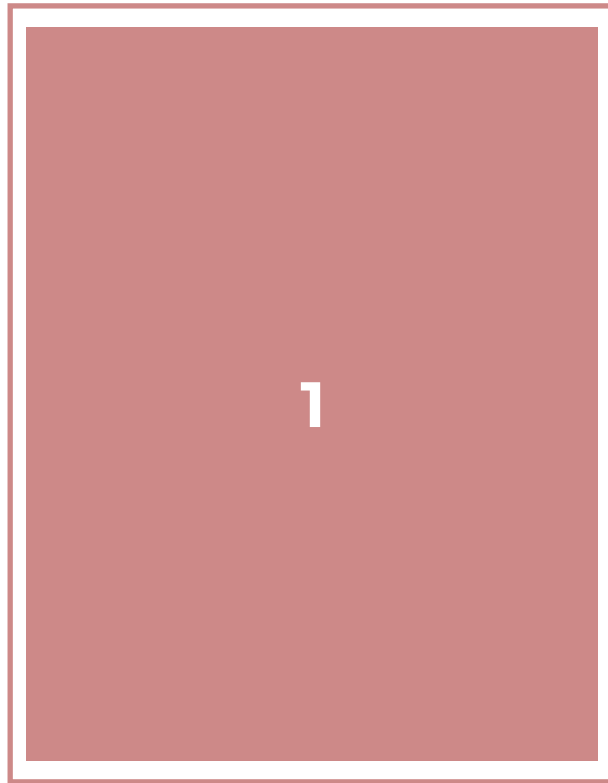
Content Amplification on KamloopsNow

\$1.50/read

QR CODE

QR Code to any package/selection

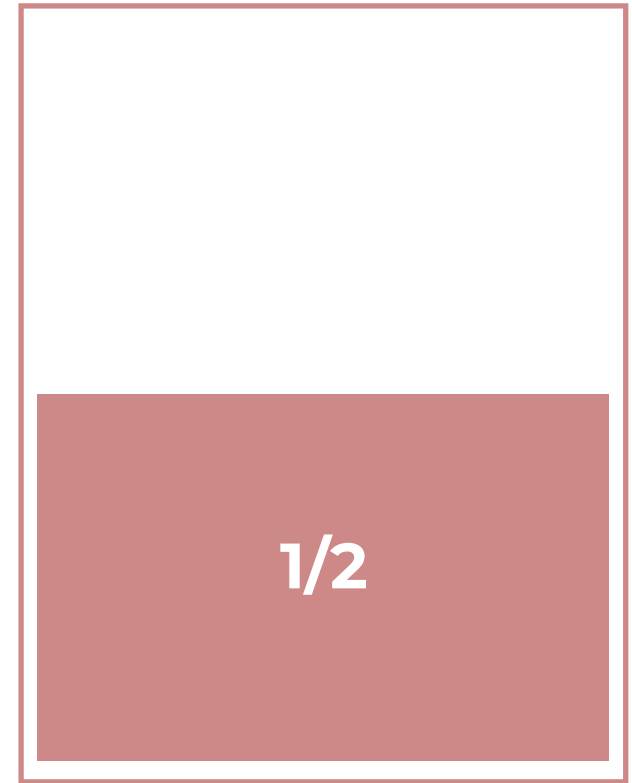
\$100



Full Page Ad

A full page ad inside of the magazine
Designed by NowMedia Group.

\$750



Half Page Ad

A half page ad inside of the magazine
Designed by NowMedia Group.

\$550



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

LOGISTICS

Photo shoot restricted to 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.

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

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 or picked up at Landmark 6



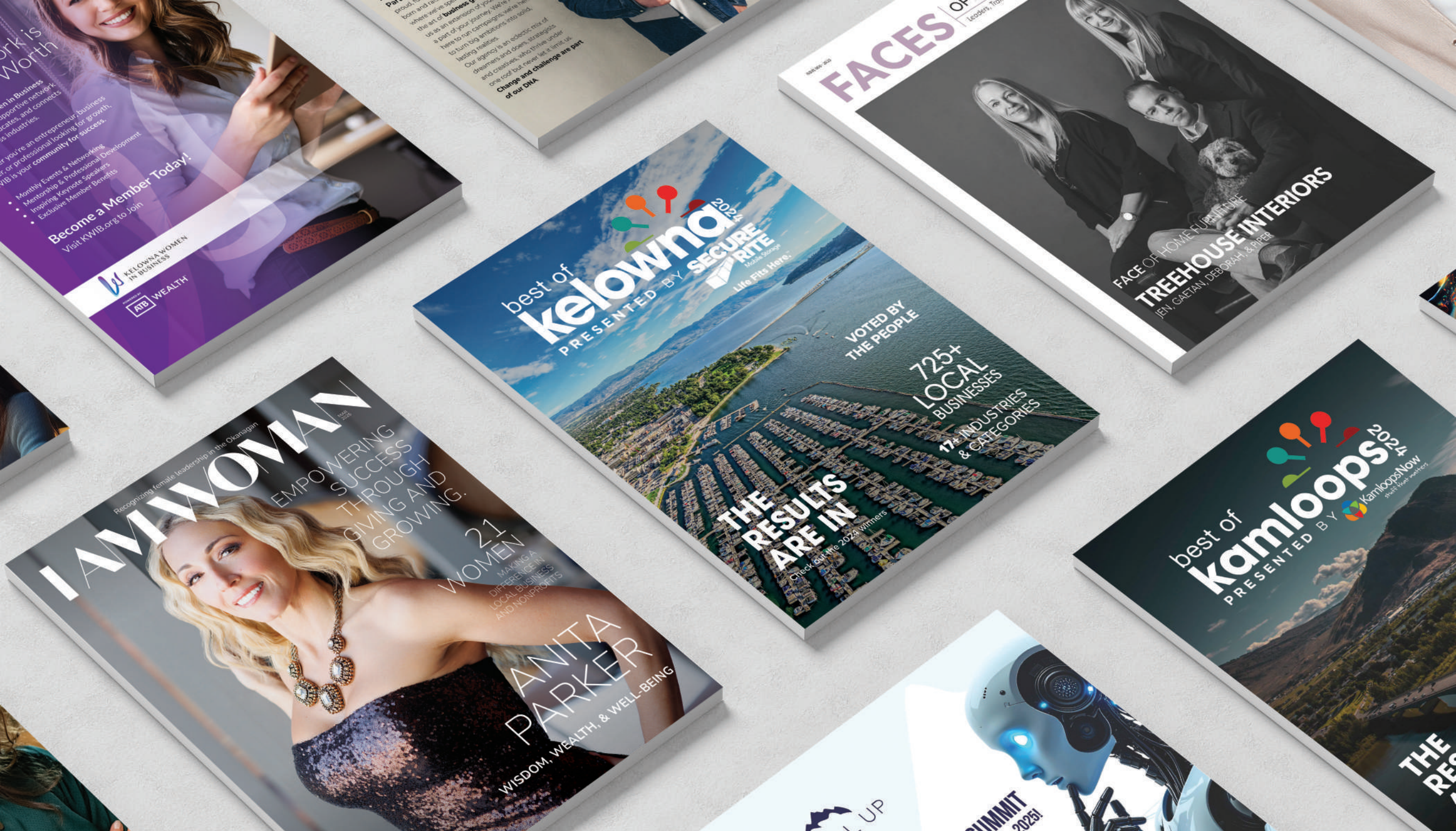
STEP #5 DAILY FEATURE

- 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