

Community Guide
to Better Living

ExperienceTM

50+
Living



Media Kit

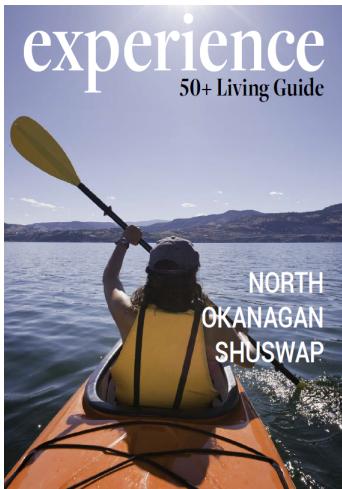
North Okanagan / Shuswap
Central Okanagan
South Okanagan Similkameen
Thompson Nicola



Experience™ 50+ Living

Your Community Guide to Better Living

How Experience™ reaches your market



Experience™ publishes four distinct, annual editions in the Thompson Okanagan region. See page four for information on each edition. Ad deadlines subject to change.

The Directory component of each edition is updated annually and provides the most current, detailed information in the areas of:

- Housing
- Professional
- Health
- Government
- Leisure & Travel
- Resources

In addition, each edition contains up to two dozen feature articles submitted by local organizations and businesses. All submissions must meet the requirement of 'Community Guide for Better Living'. Article submission guidelines available upon request.

Experience™ is designed for ease of use with easy to find directory listings in an easy to read format.

Experience™ is highly visible in the communities we serve. Our wide-ranging distribution network makes it readily available at up to 300 distribution locations – for each edition.

Experience™ is fully supported on its website www.experiencengroup.ca. Distribution locations are provided, and 'Articles of Interest' are reproduced, for each edition.

Suggestions for content and distribution locations are welcomed – cs@wellnessnews.ca

Advertising Rates

2025/2026



BANNER \$485 *Plus GST*



Size 5.25" w x 2" h

HALF PAGE \$690 *Plus GST*



Size 5.25" w x 4" h

FULL PAGE BLEED * \$1,190 *Plus GST*



Live Area**

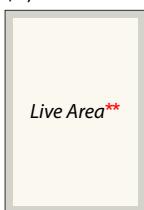
Trim 6.25" w x 9" h
Bleed 6.5" w x 9.25" h
(Live Area** 5.5" w x 8.25" h)

FULL PAGE \$1,190 *Plus GST*



Size 5.25" w x 8" h

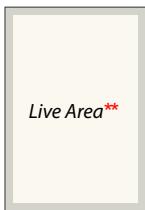
I/S COVER * \$2,395 *Plus GST*



Live Area**

Trim 6.25" w x 9" h
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(Live Area** 5.5" w x 8.25" h)

O/S COVER * \$2,975 *Plus GST*



Live Area**

Trim 6.25" w x 9" h
Bleed 6.5" w x 9.25" h
(Live Area** 5.5" w x 8.25" h)

Ad Design

Advertising will be designed and completed to a second proof for all size ads for \$95. Logos and other images need to be supplied with a minimum of 300 dpi resolution in EPS, TIFF, JPEG or PDF format.

Web images and images in Word processor files cannot be used for typesetting.

Print-Ready Materials

Print-ready materials can be supplied in digital format as follows:

1. PDF files created from professional layout programs.
2. Adobe InDesign, Illustrator. Be sure to include all screen and printer fonts in addition to any image files that are to be used.
3. Accepted file formats are .ai, .psd, .eps, .jpeg, .tif

Web Support

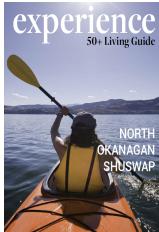
Online editions -
Linked on *Wellness.News* (flippable PDF's with hyperlinks) to your landing page or website.

wellness.news
experiencegroup.ca
wellnessnews.ca

* Please supply bleed ad with bleed (6.5" w x 9.25" h).
We are unable to accept full page bleed ads with a thin border on bleed ad as the printer can not hold it during the folding and trimming process.

** Please keep all text, logo, important images within the live area of the ad (5.5" w x 8.25" h).

EXPERIENCE COMMUNITIES

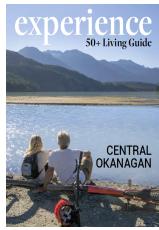


North Okanagan Shuswap

Greater Vernon & Salmon Arm

Armstrong, Chase, Cherryville, Enderby, Falkland, Lake Country, Lumby, Revelstoke, Sicamous, Sorrento

Ad deadline: October 30

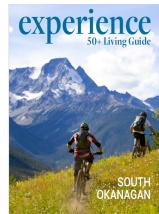


Central Okanagan

Kelowna, West Kelowna, Lake Country, Peachland

Ad

deadline: November 30

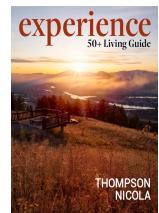


South Okanagan Similkameen

Penticton

Keremeos, Okanagan Falls, Oliver, Osoyoos, Princeton, Summerland

Ad deadline: November 30



Thompson Nicola

(in cooperation with The Kamloops Centre for Services and Information)

Kamloops, Merritt

Ashcroft, Barriere, Cache Creek, Chase, Clearwater, Falkland, Lillooet, Logan Lake, North Shuswap, Sun Peaks

Ad deadline: March 31



Our Distribution Locations:

- 50+ Centres
- Advertisers
- Blenz Coffee
- City Hall, Town Offices
- Community Centres
- Community Resource Agencies
- Community Y's
- Doctors' Offices (selected)
- Dental Offices (selected)
- Friendship Centres
- Housing facilities
- Hospitals
- IHA facilities (most all)
- Information Centres
- Royal Canadian Legions
- Libraries
- MLA offices
- Member of Parliament offices
- Medical Centres
- Museums
- Pharmacies (advertisers)
- Pharmasave (most all)
- Recreation Centres
- Retirement Residences
- Shoppers Drug Mart (most all)
- Seniors Centres
- Seniors Resource Centres
- Service Canada
- Urgent & Primary Care Centres
- Volunteer agencies
- Walk-In Clinics
- Wellness Centres

See Experience Home Page experiencegroup.ca for each 'community' edition for a list of current distribution locations.

What they are saying...

"As a new residential community we were looking for a targeted way to reach our audience. Experience 50+ Living has proven to be a great resource to tell our story and share our services. This handy book is used by our prospective clients, our residents and their families as a fabulous resource for key contacts, while also providing us a great return on our investment as we promote our services to those who need it the most."

*Jenelle Hynes, Community Relations Manager
The Vineyards Residence, Kelowna
www.VineyardsResidence.ca*

"Experience 50+ Living provides hassle-free access to the community service, social activity, health care or government agency that you are looking for. The Centre for Seniors Information (CSI Kamloops) is a registered charity that offers a wide range of programs and services to our senior population and their families and we are proud to be featured in this great source of information. This guide is made possible through the dedication and support of our advertisers and we commend them for recognizing the value of this highly professional and accurate publication."

*Brandi Allen, Executive Director - CSI Kamloops
www.csikamloops.ca*

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ExperienceGroup.ca
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