



Comox Valley

Media Activities Overview January to December 2013

Media Activities	Performance Measures	Q1	Q2	Q3	Q4	2013	2012	2011
media hosted	Dine Around; Winter; Cycling/tourism; Agriculture; invest/relocation	8	9	3	0	20	13	16
releases; advisories	Apply to above plus stats; openings; events; investments; news	4	4	2	9	19	12	5
Coverage Achieved	inclusion of key websites; business mentions; key messaging; brand	20	35	28	44	127	83	55
Coverage reach	Local, regional, national, PNW, USA	1,248,378	3,602,349	2,335,889	2,994,581	10,181,197	4,239,107	5,878,222
Ad equivalency	ad values are changing especially with more online story placement	\$34,760	\$96,336	\$20,416	\$22,205	\$173,718	\$68,257	\$22,600.86
Exposure value	Value will be on location of placement and ROI (calls, bookings, web hits)	Tbd	Tbd	Tbd	Tbd	Tbd	\$273,028	90,403.44

**coverage inclusive of print and online articles in North America. Numbers do not include TV and Radio*

Programs promoted

- Winter product
- Culinary - winter
- CV Farmers Market - winter
- Museums - winter
- Dine Around - winter
- VIVC
- BC Shellfish Festival
- Comox Valley Farm Cycle Tour
- Comox Air Show



- Industry Forum
- TOAST festival
- WinterBites Festival
- Cultural centre – attractive to musicians, artists
- Year round agriculture/food

Shows Attended

- Canada Media Marketplace - April
- Travel Media Association of Canada - June
- GoMedia Canada Marketplace - Sept

Releases / Advisories

- Dine Around 2013
- Dine Around final weekend
- CVED Open House
- VIVC kids craft day
- BC Shellfish Festival
- BC Shellfish Festival Events
- Cycling - Go Comox Valley
- Winery Awards (assisted)
- Farm Cycle Tour
- Industry Forum
- Toast Festival
- Toast Festival events
- Toast – Opening day events / Shelter Point
- WinterBites Festival Launch
- WinterBites Tickets on Sale
- WinterBites Fun Zone
- WinterBites Music Icons
- WinterBites Skating Rink technology – first time on Island



- WinterBites Musical Genres – cultural attraction of CV

Hosted Media Outlets

Q1

- SOAR! Magazine (inflight PCA)
- CBC, Food Matters
- Miss604
- VI Awesome
- SALT magazine
- Glacier Media, Home & Living
- North Shore News
- Urban Diner
- NSMB, PinkBike, BikeRadar, Bike Mag, Adventure Journal
- Privateer Mag (UK), Spoke mag NZ and AUS; Mountain Life BC
- Festival video - various
- CKNW; SNAP Vancouver

Q2

- Enroute magazine
- Miss604
- Multiple
- San Fran. Chronicle
- CTV news
- UP! Magazine
- SALT magazine
- Tsing Tao
- EAT
- Hello Vancouver
- YAM
- SALT magazine

Q3



- Good Life Vancouver
- British Columbia Magazine
- Calgary Herald, SALT, UP! magazine

Q4

- Noblesse Magazine (Korea)