



The BCRPA 2017 Media Kit

The BCRPA is the Recognized Leader of the Fitness and Recreation Industry in BC

REACH

It's about quality and specialization – how do you reach your target market?

The BCRPA connects you with recreation, parks and fitness professionals who collectively make up the largest pool of potential buyers of leisure and fitness related products in BC.

PUBLICATIONS

Recreation & Parks BC Magazine is the most widely distributed publication for recreation professionals in BC. **Recreation & Parks BC** is the best avenue to reach your target market because it delivers the largest audience of recreation and parks professionals in the province. The magazine goes directly to the inboxes of a targeted readership of more than 700 parks and recreation professionals across BC, three times per year.

FitLife BC Magazine is the official online magazine of BC's largest fitness registration organization. With over 5,400 registered fitness leaders, the BCRPA is the largest fitness registry in Canada and has gained recognition as 'the' standard against which the qualifications of a fitness leader may be measured. **FitLife BC** goes directly to those 5,400+ registered fitness leaders as well as to public and private recreation and fitness facilities throughout the province and across Canada.

DEMOGRAPHICS

Recreation & Parks BC readers are buyers, influencers and decision-makers. **FitLife BC** readers are small business owners and entrepreneurs.

- 70% of readers consider the ads in **Recreation & Parks BC** to be a good source of information about products and services that are relevant to their work
- 80% of readers rate **Recreation & Parks BC** as a good or excellent way to stay current with recreation and parks-related activities happening around the province
- 80% of readers actively seek out new or better products or services as part of their work
- 46% of readers are in a position to influence the purchasing at their facility (or small business)
- 45% of readers have 10 or more years in the sector

TAKE A PEEK

Recreation & Parks BC

- [Editorial calendar](#)
- [Rate card](#)
- [A look inside](#)

FitLife BC

- [Editorial calendar](#)
- [Rate card](#)
- [A look inside](#)

Maximize your reach

ENGAGE

The BCRPA engages recreation, parks and fitness professionals:

- The BCRPA acts as a forceful advocate for the health and wellness sector, representing interests and issues that are important to recreation, parks and fitness professionals
- The BCRPA's publications, conferences and events help them stay current
- Readers learn about grants and funding opportunities
- Magazine contributors and conference presenters are leaders in their field and specialists in recreation, parks and fitness from across the province and beyond
- Readers trust the BCRPA for news about professional development and training opportunities
- **FitLife BC** educates and motivates fitness professionals from floor staff, instructors and trainers to facility managers and owners
- Fitness professionals turn to **FitLife BC** to keep current in the ever-changing fitness industry – **FitLife BC** offers news, product reviews, nutrition information, book reviews, hands-on training tools and more
- BCRPA registered fitness professionals use **FitLife BC** as an avenue for continuing education – each issue includes an opportunity to earn one of the required Continuing Education Credits
- Digital versions of both magazines provide a potential total reach of 6000+ high-quality, engaged, recreation, parks and fitness specialists throughout BC.

ENGAGE AT FACE TO FACE EVENTS

The BCRPA provides multiple tradeshow and sponsorship opportunities throughout the year. Publications are timed to build excitement around BCRPA events and conferences.

Engage with your customers – current and potential at:

- Parks and Grounds Spring Training
– February 28-March 1, 2017
- Symposium – April 5-7, 2017
- BCFit® – September 2016
- Ripple Effects Aquatics Conference
– Fall 2017

WHAT OUR READERS HAVE SAID

- *"I like to support those businesses that support us."*
- *"Information provided on trends and issues is informative. Our local resources are somewhat limited and BCRPA helps us to feel connected."*
- *"If I see something relevant, I will often call or look it up."*
- *"It's good to know which suppliers are supporting the BCRPA."*

Contact Us

#301 - 470 Granville Street
Vancouver, BC V6C 1V5

Tel: 604.629.0965

Toll Free: 1.866.929.0965

www.bcrpa.bc.ca

