

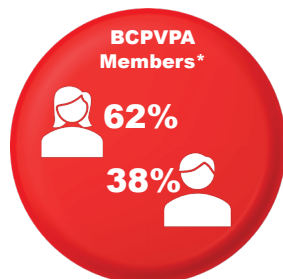
Share Your Message with BC's School Leaders

September 2025

Associate your brand with the ideas, opinions, initiatives, learning, and aspirations of BC's public school Principals and Vice-Principals when you advertise in the BCPVPA's print/online magazine **Principl(ed)** and our digital magazine **Leading: Back to School**

The BC Principals' & Vice-Principals' Association (BCPVPA) is a voluntary professional association representing school leaders employed as Principals and Vice-Principals in British Columbia's public education system. The BCPVPA is proud to have more than 2,700 members in the province's 60 school districts, and to provide our members with the professional services and supports they need to provide excellent leadership in public education with a focus on learning, leadership development, and advocacy.

OUR MEMBERS

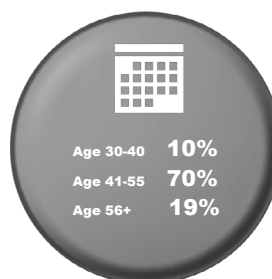


Vice-Principals
35% of Female Members
28% of Male Members

District Vice-Principals
3% of Female Members
2% of Male Members

Principals
55% of Female Members
62% of Male Members

District Principals
6% of Female Members
4% of Male Members



As leaders in their schools and communities, 97% of our members have a master's or doctoral degree

In addition to providing instructional leadership, our members manage key administrative activities and resources in their schools.



Schools*

Elementary 50%
Secondary 22%
Middle 6%
Primary 2%
K-12 schools 2%



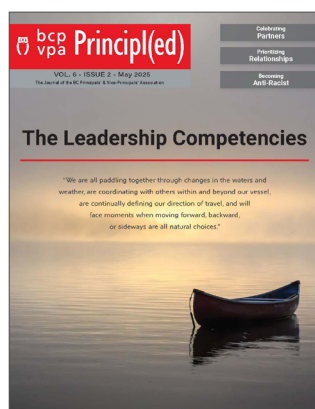
Experience: Principals
Up to 5 years 44%
6 - 10 years 30%
11 years+ 25%

Experience: Vice-Principals
Up to 5 years 69%
6 - 10 years 25%
11 years+ 6%

Source: BCPVPA Member Census, 2022

*Survey Respondents: 57.7% School-based Principals, 32.3% School-based Vice-Principals, 5.5% District Principals, 2.8% District Vice-Principals

CIRCULATION



[Visit the site](http://www.bcpvpa.org)

TWO ISSUES/YEAR:
November and May
3450 PRINT COPIES/ISSUE
DIGITAL VERSION - BCPVPA.ORG

MAGAZINE MAILED TO:
BCPVPA MEMBERS
BC SCHOOL SUPERINTENDENTS
EDUCATION SECTOR ORGANIZATIONS,
INSTITUTIONS & PARTNERS
SCHOOL BOARD OFFICES
BC MINISTRY OF EDUCATION & CHILD CARE
BC MAYORS, BC MLAs, BC MPS



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ANNUAL ISSUE
August

DIGITAL VERSION - BCPVPA.ORG

LINK EMAILED TO:
BCPVPA MEMBERS
BC SCHOOL SUPERINTENDENTS
EDUCATION SECTOR ORGANIZATIONS,
INSTITUTIONS & PARTNERS
BC MINISTRY OF EDUCATION & CHILD CARE

BENEFITS

CROSS-SECTOR AWARENESS

BCPVPA publications are read and shared by BC's education leaders, and draw on specialized content from experts in other sectors that include the health, recreation, and legal professions.

A VOICE FOR YOUR BUSINESS

BCPVPA's provincial reach puts our magazines in the hands of members, sector friends, and government officials who are influencers and decision-makers in every BC community.

A POWERFUL ONLINE PROFILE

BCPVPA publications live and thrive on our website bcpvpa.org following publication, with issues promoted and content shared in our member newsletter and social media platforms.



SITE VISITS/MONTH
10,960*



FOLLOWERS
7,605+



FOLLOWERS
673+



FOLLOWERS
367+



FOLLOWERS
673+



FOLLOWERS
162+



FOLLOWERS
297

*monthly average: July 1, 2024- June 30, 2025
+statistical snapshot: July 1, 2025



The BCPVPA's print and digital magazine *Principled* focuses on the people who lead the public schools in every BC city and town, the most compelling contemporary issues in education, tools and inspiration for learning, and the community initiatives that are the beating heart of every school.

Targeted Placement: Full Pages



Inside
front cover
8.5" x 11"
\$950



Outside
back cover
8.5" x 11"
\$1050

FALL
(November)

Ad Bookings

July 15

Material Deadlines

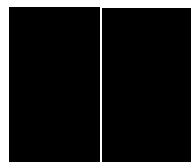
August 1

SPRING
(May)

February 15

March 1

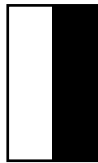
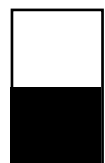
Run-of-Issue Placement



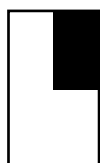
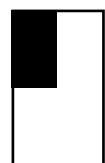
Spread
2 full pages
8.5" x 11" x2
17" x 22"
\$1600



Full Page
8.5" x 11"
\$850



Half Page
8.5" x 5.5"
4.25" x 11"
\$500



Quarter Page
5.5" x 4.25"
\$250

10% discount on advertising in two issues

20% discount on advertising in three issues

Add a minimum .125 bleed to all submissions

Submit advertising in PDF format

Advertising agreement issued upon booking

Prices do not include applicable taxes

Advertising material subject to approval by publisher: details outlined in advertising agreement

Advertisers and advertising agencies assume liability for all content (text, photography and illustrations) of submitted advertisements, and responsibility for any claims related to said materials

Cancellations/ change requests not accepted after material deadline

Invoices issued following publication

commsinfo@bcpvpa.bc.ca

Targeted Placement: Full Page



Inside
front cover
8.5" x 11"
\$600

FALL
(August)

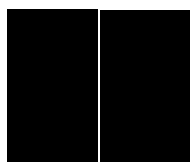
Ad Bookings

June 15

Material Deadlines

July 15

Run-of-Issue Placement



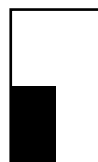
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17" x 22"
\$850



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We appreciate that you are considering advertising with us! As a non-profit professional association, the BCPVPA relies on advertising revenue to help support the production costs for our publications.

We are happy to discuss your ideas for a custom advertising package that may include placements in both publications at a discounted rate, or a combination of paid/ in-kind billing. *Please don't hesitate to reach out with your creative ideas!*

CONTACT

Please submit your questions or request for advertising to commsinfo@bcpvpa.bc.ca

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