LIFE VANCOUVER ライフバンクーバー

MEDIA GUIDE Usage

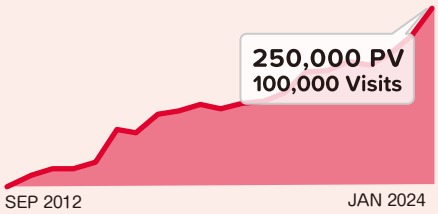
Japanese

Vancouver's Largest Online Media

LifeVancouver is the leading online Japanese media right here in beautiful Vancouver BC.
We report on news, events, entertainment, food, fashion & developments happening around the city.

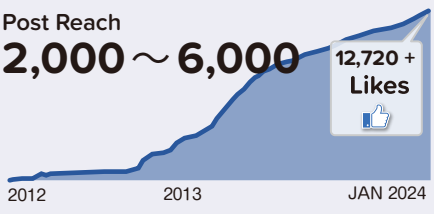
Website

Monthly Pageviews
250,000 +
Monthly Visits
100,000 +



Facebook

Likes!
12,720 +
Weekly Reach
30,000～60,000
Post Reach
2,000～6,000



Instagram

Followers **3,070 +**

Twitter

Followers **12,160 +**

LINE

Readers **990 +**

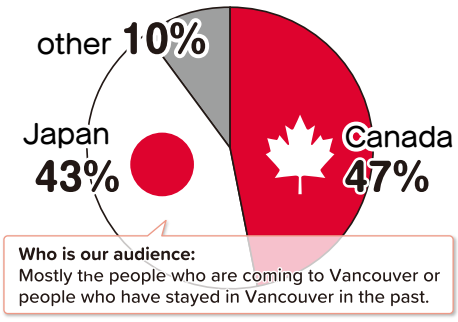
YouTube

Subscribers **1,650 +**

Data as of JAN 2024

LIFE VANCOUVER 's Demographics

Area



Who is our audience:
Mostly the people who are coming to Vancouver or people who have stayed in Vancouver in the past.

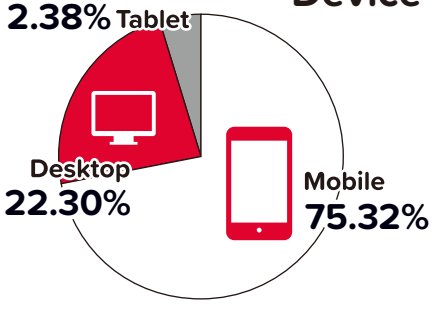
Gender

Male **45%**
Female **55%**

Age

18 to 24	25 to 34
21.0%	26.3%
35 to 44	45+
24.9%	27.8%

Device



VANCOUVER 's Past Promotions

ライフバンクーバー

Search Keywords (in Japanese)

カナダ eta
Canada

Google Search Ranking 3rd

Access approx. 15,000 /Month

Created a 'step by step' guide to the newly introduced eTA. With colourful illustrations, this easy-to-understand guide attracts constant viewers.

Delivers critical information on a timely-basis

Search Keywords (in Japanese)

バンクーバー ラーメン
Vancouver Ramen

Google Search Ranking 1st

Access over 100 /Day

The one and only Vancouver ramen guide, covering not only ramen restaurants, but places offering ramen. From basic to unique, this guide gives you an insight into Vancouver ramen.

Largest database of Vancouver ramen, featuring actual commenting by our writers/audience

Promotion 1

Contact Lenses - Lowest Prices in Canada

Google Search 1st

Transactions via LV 150 approx. /Month

Affiliate tie-up dedicated landing page as a major sponsor

Insurance in Canada

Google Search 1st

Transactions via LV 40 to 50 approx. /Month

A comprehensive summary guide to insurance in Canada. Affiliate tie-up dedicate landing page

Promotion 2

Japan-Canada Air Ticket

over 100 Enquiries to purchase in a week

Heavy social media promotion on a hot topic, creating a successful campaign

Mobile Devices in Canada

Google Search 1st

Search Access 4,000 approx. PV/Month

Landing Page and SEO are full of keywords that captures potential customers before they come to Canada

Gather Audience

Business Seminar

243 approx. People gathered in 3 Weeks

Software Localization

131 People gathered in 3 Days

Market Research

64 People reached in 3 Hours

*Data as of June 2020

LIFE VANCOUVER 's Promotional Article Plans & Prices

	NPO / NGO Plan		BUSINESS Plan	
	Social Post	Article	Social Post	Article HOT
Dedicated LifeVancouver Article	×	○	×	○
Price	$30 +$25*	$300 +$50*	$80 minimum 2 times +$25*	$600 +$50*
	*Japanese creative writing and translation fees applicable if materials given are in English			
Contents	Photos and Article (about 100 words) provided by client	Photos and Content provided by client	Photos and Article (about 100 words) provided by client	LifeVancouver conducts Interview and Photo session
Facebook Post	Once	Once	Once	Twice
Approx. Facebook Reach	2,000 +	3,000 +	3,000 +	6,000 +
Twitter Post	Once	4 Times	Once	8 Times
Instagram Post	Once (Only Stories)	Once	Once (Only Stories)	Once
LINE Post	×	Once	×	Once
Approx. Total Twitter / Instagram / LINE Reach	2,000 +	3,000 +	3,000 +	6,000 +
LifeVancouver Branding & Marketing	× Materials and articles provided by client	★★★ This package includes an article writing with actual posting timing tips and advice	× Materials and articles provided by client	★★★★★ Maximize the marketing effort by utilizing various marketing methods based on experienced PR strategy
SEO	×	△	×	○
YouTube Embed Additional charge for movie creation	×	×	×	○
Targeted Post	×	○	×	○
Contact Form	×	○	×	○
	Contact Form will be available for 1 year as limited time service but if client use our new article service again even once during the one year after publication, a new one year expiration date will be re-set from the new article publication starting date.			
Highlights Section	×	○ 1 week minimum	×	○ 1-week minimum
Report	×	×	×	○ Available upon request

Taxes not included

☑ LifeVancouver Branding and Marketing Plan

Work with the LifeVancouver team to build your brand image and marketing plan. Using LifeVancouver's vast database and knowledge, we can create the perfect mix that best fits your needs and goals, including when to launch, how to target, what artworks to use and which keywords work best.

☑ Highlights Section

- Make your article stand out by displaying it in the highlights section, and get 1.7 times* more access (*average based on past data)
- 1-week Minimum
- Highlights Section is displayed in both Desktop and Mobile versions

☑ Contact Form

Have your dedicated contact form embedded in your article. This lets users easily contact you directly, but also lets you numerically see how many users are contacting you from LifeVancouver.

****Inquiry Form/Contact Form will be available for 1 year as limited time service (Availavle for renew)**

LIFE VANCOUVER 's Plans

ライフバンクーバー

NPO / NGO Plan

For individuals and NPOs / NGOs with less than 10 members

Social Post

Fit all type of Event Announcement. Also SNS post simply could bring your posted article in back to the audience.

Spread your message on LifeVancouver's social media channels (Facebook/Instagram/ Twitter etc.) This doen't inlclude a post on LifeVancouver's website, but is perfect for generating traffic to your Facebook and website, boosting readership to previous LifeVancouver articles, or for upcoming event reminders.

What we need:
- Content
- Link
- Artwork*
  (minimum: 600px x 315px)

Proof before publishing:
N/A

Submission deadline:
8 hours before publishing

Specify publishing time:
N/A

* Artwork may be edited by LifeVancouver

BUSINESS Plan

For businesses and NPOs with 10 or more members

Article

Better or Best? Our professional writer could be your best option.

The Advanced plan gives you the maximum exposure and reach. Our staff will work with you from start to end. Through meetings, we will solidify the contents, best release times, marketing and branding affects to create the strategy that's right for you.
Includes the contact form, feature in the highlights section, and a feedback summary report.

What we need:
- Content
- Link
- 4 Artwork & Images*
  (minimum: 600px x 315px)
- Article for Facebook
  (about 100 words)

Proof before publishing:
Yes. Modification x3

Submission deadline:
5 bussiness days before publishing

Specify publishing time:
N/A

LIFE VANCOUVER 's Official Media Sponsor

Collaborate with LifeVancouver

**We, LifeVancouver.jp, always here for you to boost your promotion and advertisement not only with our channel and marketing tools but also we could be your “team-mate”.
We offer a variety of costum sponser package to allow our clients to meet their goal.
Work together we grow together.**

Sponsor LifeVancouver

1. Your logo on LifeVancouver's Sponsor Section
2. In case of any urgent planned project such like PR campaign or special event, our team will try our best to give the top priority to the work to ensure we could help
3. Transform your English message into creative Japanese content
4. Marketing & branding assistance throughout your sponsorship period
5. Collaborate with your social media channels

Sponsor Package

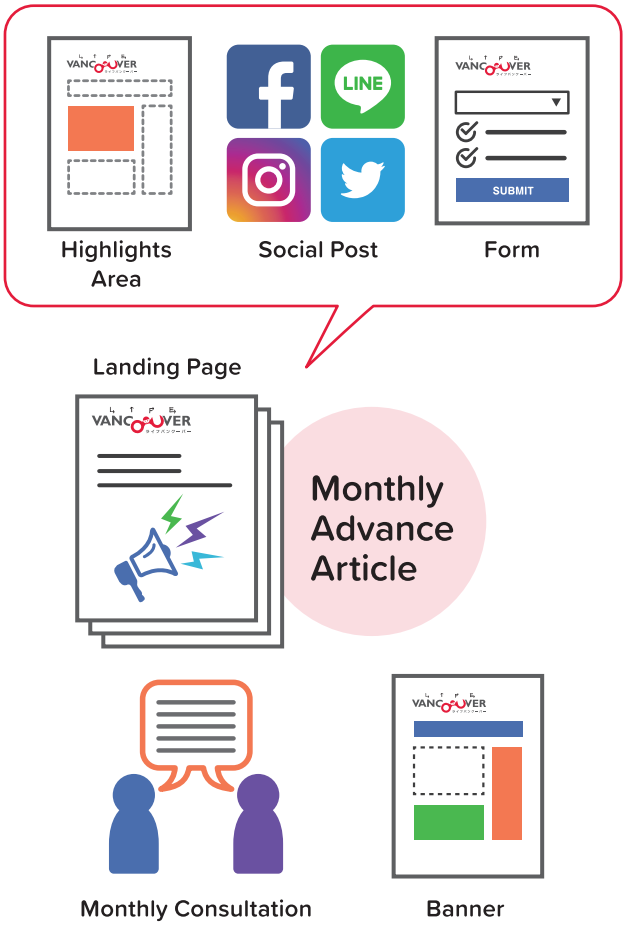
from 6 months

The sponsor package armours you with the full force of LifeVancouver tools. This lets you go beyond just promoting your event, company or brand through LifeVancouver. With consulting and advising from our professional marketing team, you’ll be able to create the perfect marketing blend fit just for you.

- **Your Dedicated Landing Page** **(Available for renew)**
  https://lifevancouver.jp/**YourName**
- **1 Advanced Article + Social Post per month**
  (Not available for renew)
  Please refer to page 3
- **Customizable Contact Form**
  Inquiry Form/Contact Form will be availavle for 1 year as limited time service (Available for renew)
- **Monthly Consultation Meeting**
  We will provide maximum comprehensive support to make sure client’s marketing strategies including your company's media make their best effort.
- **Banner Advertisement**
  Banner A or B
  Whichever is available. 30% chance appearance

$4,800 +GST	$8,400 +GST
6 month plan	12 month plan

*Before your ads are published, we review them to ensure they meet our Advertising Policies.



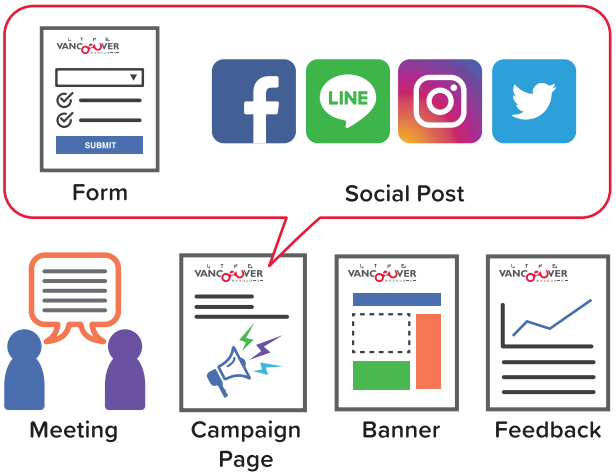
LIFE VANCOUVER 's Promotional Plans

Campaign

from 1 month

Best option could maxmize the PR effectiveness for short-term focused campaigns such like seasonal promotion or holiday offer or any project need quick boost.

- **Project and Campaign Plannning**
- **Campaign Original URL as article page such like below:**
  https://lifevancouver.jp/**Your-campaign-name**
  *1 page limited and available for details update
- **Articles**
  2 to 4, depending on campaign period
- **Banner or Highlights Section**
- **Feedback and analysis of the Campaign**

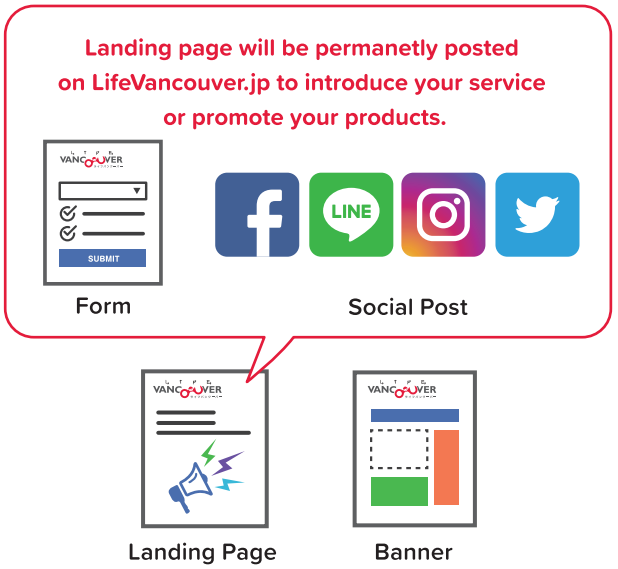


1 Month	$1,600 +GST 2 Articles	2 Months	$2,100 +GST 3 Articles	3 Months	$2,600 +GST 4 Articles

Dedicated Landing Page

More than sponsor package we also have specific plan to meet your advertisement goal such like landing. Budget is limited but our solution is unlimited.

- **Your Dedicated Landing Page**
  https://lifevancouver.jp/**YourName**
  *1 page limited and available for details update
- **10 Social Posts**
  After landing page launched within 3 month you will get maximum 10 times SNS post.
- **Contact Form**
  Inquiry Form/Contact Form will availavle for 1 year as limited time service (Available for renew).
- **Limited time Side Banner Ad**
  You can also get 3month banner ad from D to G section in this package. *A to C section will applies extra charge



$1,800 +GST

Customized

Every business is different. Let's discuss your needs and goals to create the marketing mix right for you.

Revenue Share Plan

It is a plan in which Lifevancouver is paid according to the results such as sales through the article, the number of inquiries, the number of applications. This plan will possible to reduce the initial investment efficiently. We will carefully propose after reviewing the client product and service. The revenue share rate will vary depending on the products and services client are handling, or the results client wish to meet (order number, inquiry number, etc.)

Media Sponsorship

Lifevancouver.jp will also could be a media sponsor to cooperate with event announcements and promotions. We help you promote the event on Lifevancouver.jp, you help us to get attendants to know more about us. Such as posting our logos on your event posters and so on. Please feel free to contact us to find how we could assist your event.

VANCOUVER 's Banner

ライフバンクーバー

Banner Ads alwasy here. “Good” to “Better” could be simple.

**Banner advertising is one of the most popular and effective methods here at Lifevancouver.jp.
By placing banner ads on Lifevancouver.jp, you can significantly increase the number of visitors to your site page and Lifevancouver's article page.
We would love to help you to find the right banner spot to meet you goal.**

Why Banner Ads are still important

Lure Readers

Banners in the Header and Side are constantly displayed even in other articles. Banners open another way our readers can go to your article.

Increase Awareness

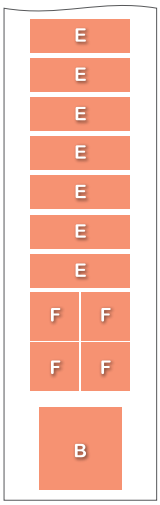
Banners do not necessarily have to be clicked. Having your brand prominantely displayed makes more readers aware of your brand.

Visual Message

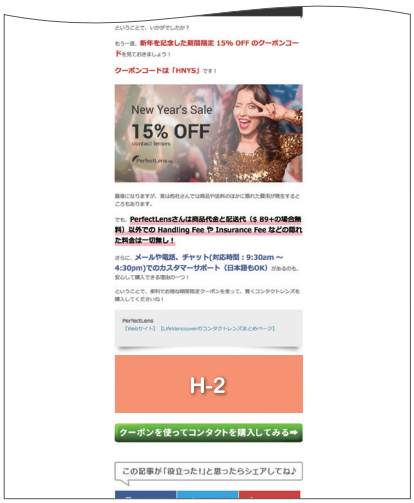
Unlike articles, you can visually deliver your message. A picture is worth a thousand words, so let’s get creative!

Desktop Version Top Page Banner Appearance: approx. 250,000 /Month

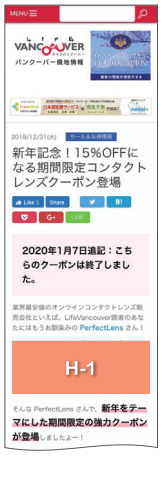
Mobile Version Top Page



Desktop Version Article Page In page Article linked Banner Ads



Mobile Version Article Page



VANCOUVER 's Banners
ライフバンクーバー

Banner Types and Prices

Type	Size	Ads Num#	Price/month
HOT A	728px x 90px Mobile: 468px x 60px	1	100% $900 30% chance of appearance $300
HOT B	300px x 250px	1	100% $600 30% chance of appearance $200
C-1	300px x 100px	1	$250
C-2	300px x 100px	1	$250
D	145px x 145px	4	$150
E	300px x 100px	7	$100
F	145px x 145px	4	$60
G	600px x 400px	1	$150
H-1 and H-2 As one set	600px x 200px	1	$150 /Articele

*Taxes not included

Banner Ads Instructions

- Banner artwork must be specified size
- Resolution: 72dpi
- File Type: png, jpg or gif
- Placement Period: 1-month minimum
- Right Side Bar banners are always displayed (size may change depending on screen size)
- A and B have a chance appearance option. You can have multiple banners
- C-1 and C-2 banners change order every month
- G appears at the end of related articles

We can create your Banner!

With our exprience, tools and know-how, LifeVancouver's designers can create the banner that conveys your message in a visually exciting way.

Plan A Design x 1

$100 +GST

- Logo and design materials provided by client
- Will create 1 design as proof (Brush up and redesign will not applied)

Plan B Design x 2

$200 +GST

- Logo and design materials provided by client
- Will create 2 design ready for clinet to choose and will brush up besed on choosed design

Design Sample

We will also propose an eye-catcher phrase according to client's service and product. Both Japanese and English are available. We will assist you to express what you really want audience hear by their heart.

ESL School PR -Banner B

Product PR -Banner B

Product PR -Banner C-1

Customs Guide -Banner E

School Program PR -Article Thumbnail

Wifi Rental Service PR -Article Thumbnail

Logistics Service PR -Banner E

Your vision, our solution. Let's make the perfect match. Please feel free to contact us at your convenience.

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