

# dr!!ver

Wherever



Sarah McLauchlan Better | Oregon's Hidden Treasures  
Magical Guanajuato | Coupland's Suite X  
Visionary Make-up | Indian Cuisine Evolves  
Monument Turns 25 | Silver Spirits

*Sarah*  
**25**  
FALL/WINTER 2025

# dr!!ver

Wherever you can go.



Rob Fennie Returns | Ma  
BC Hot Springs | Zero-D  
Drifted Creations | Har  
Regenerating the Future

# dr!!ver

Wherever you can go.



Olympian Avalon Wasteneys | Semiahmoo Sojourn | Ontario Oases  
Mediterranean Continents | Methow Retreat | Ultra Phantom Creek  
Artisanal Honey | NOLA Culinary Gen | Poetry of Flight  
Watches x Wheels | Coast Salish Weaving

SPRING/SUMMER 2024

# dr!!ver

## MEDIA KIT 2026

Wherever You Can Go.

“It is a perfect, balanced entertainment magazine.”

“I look forward to receiving it and spending time enjoying the content.”

“Every article in your magazine connected to my life in some way, and I want to pass it on to others if they don’t have a copy.”



## Mission.

Some believe that life is about the journey, while others believe it’s about the destination. We believe it’s about both.

Published by OpenRoad Auto, *driver* is an exploration of excellence in motion, of forward momentum, and of the possibilities ahead when you sit in the driver’s seat of your own destiny.

We believe in the transformative power of transportation—whether that’s literally getting you from point A to point B in the best vehicle for your lifestyle, or figuratively taking you somewhere inside your imagination through art, food, and design.

Whether you’re accelerating or hitting the brake, we’re right alongside you.

# What drives us



## **DISCOVERY.**

We approach our content with curiosity, and create a sense of playfulness and whimsy for our readers. This magazine is a place of solace and escape—of true transportation.

## **QUALITY.**

We are on a continuous pursuit of excellence, and ensure that quality manifests in every facet of this magazine.

## **CREDIBILITY.**

We are a thoughtful and reliable source of information. We serve as an authoritative voice that our readers can trust, whether it's a recommendation for their next car or a good spot to unwind.

## **UNCONVENTIONALITY.**

We seek innovation in everything we do. We surprise and delight our readers by continuously pushing ourselves and striving to be better.



# Our readers

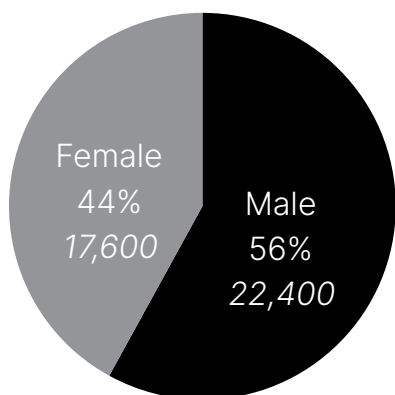
Our readers are loyal clients of OpenRoad Auto – a Best Managed Company in Canada – plus driving and living enthusiasts all across the Lower Mainland of BC and in the Greater Toronto Area of Ontario. Savvy and forward-thinking, they live active lives to the fullest, and enjoy having full control in the driver's seat.

*driver* readers love life all around us. They are highly informed and make smart decisions, choosing what is right for themselves, their family and community. They trust *driver* to be a lifestyle guide, to show them the best travel, local shopping and culinary destinations. To share wellness and car care insight that can enrich their lives. To meet up-and-coming talents, community leaders, and inspiring entrepreneurs. To explore new art, original designs and business startups.



# Reader profile

## GENDER



## AGE

## COMPOSITION

## REACH

|       |     |        |
|-------|-----|--------|
| 18-24 | 4%  | 1,600  |
| 25-34 | 12% | 4,800  |
| 35-49 | 36% | 14,400 |
| 50-64 | 32% | 12,800 |
| 65+   | 16% | 6,400  |

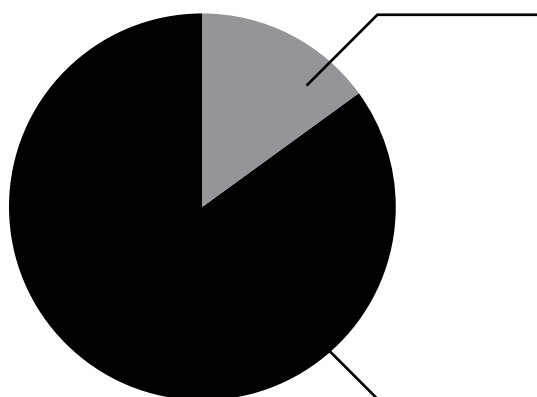
96 %

of *driver* readers have 1 or more vehicles in their household.

81 %

of *driver* readers own a premium luxury vehicle.

# Distribution



Retail Outlets -  
OpenRoad Auto  
15%  
**6,000**

Preferred Client  
Home Delivery  
85%  
**34,000**



## TOTAL REACH

**40,000** print circulation  
and **5.2 readers** per issue

Each issue  
reaches

208,000 readers

# Features



## PIT STOP

Join us on various pit stops at off-the-beaten-path hidden gems and unconventional destinations, from boutique general stores, organic craft breweries, to bespoke jewelry studios.

## ON THE ROAD

Our test-drive reviews of the newest vehicle releases represent an automotive journalist's plugged-in preview of hot vehicles. We share the best local roads and routes to put these new vehicles to the test.



## TASTE THIS

A local culinary guide for every epicurean taste. Our food writers explore food culture, bringing you the very latest in gourmandise. Meet culinary experts and established sommeliers from the trendiest restaurants and wineries through intimate interviews and one-on-ones.

## VACATION MODE

Discover exciting destinations near and far. Our travel authorities have taken us to a luxury dude ranch, white sandy beaches, to overseas and back. We detail the adventures and tell you how to get there. Where next?



## DESIGNED AND REFINED

This is where we look at all things design. From fashion and architecture, to interior trends and community living concepts, design is all around us and waiting to be explored.

## CULTURE CRAWL

We immerse ourselves in the rich world of arts and culture, through profiles of local artisans and creators who expand our view of the world. We invite you to join us in dance, music, theatre, and art.

## SAVVY

We present in-depth interviews with prominent business owners and leading innovators. Discover the fascinating people who are making a big difference in our community.

## FEEL GOOD

Inspiring stories that will make us feel good, this is your resource for achieving optimal fitness, health and wellness.

## IN THE COMMUNITY

Join us backstage for unique OpenRoad events, and stay connected with what's new in automotive retailing, industry trends, and dealer news.

# Unique Publication Size & Design

*driver* stands out with its unique physical size and premium design. Its elongated format allows for stunning photography, easy-to-read typography, and visually appealing pages – a perfect addition to your coffee table book collection.

*driver* is printed on FSC-certified (Forest Stewardship Council) paper products. We are committed to sourcing our materials in a responsible and sustainable manner.



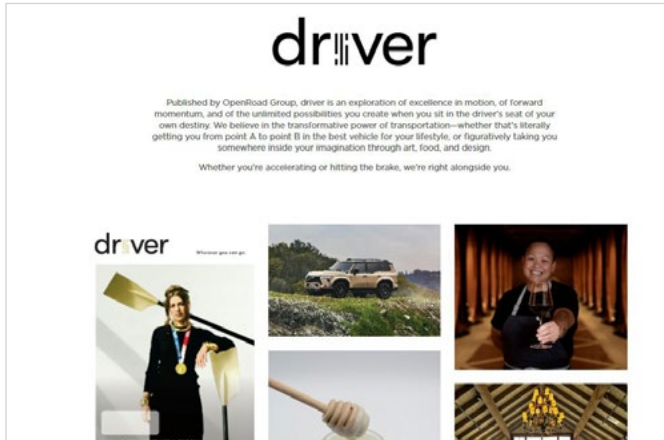
## Premium Advertisers & Partners



# Promotion

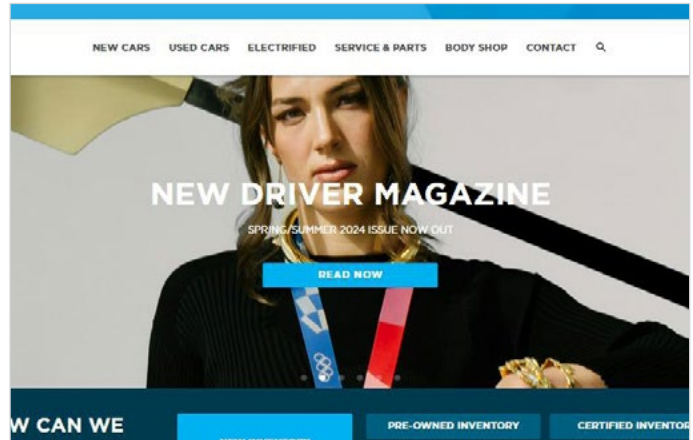


Each issue of *driver* is available to preview online, featuring condensed versions of select stories from each issue. The preview of each issue of *driver* can be accessed through the main *driver* website as well as the website of our parent company, OpenRoad Auto.



## DRIVER MAGAZINE WEBSITE – DRIVERMAGAZINE.CA

1,100+ visitors monthly



## OPENROAD AUTO WEBSITE - OPENROADAUTO.COM

28,800+ visitors monthly

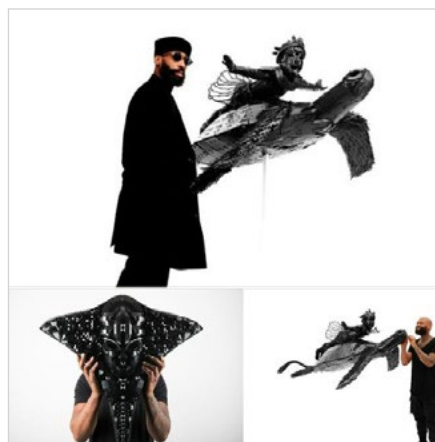
## OPENROAD AUTO SOCIAL MEDIA

Ongoing promotion of the magazine and featured stories through OpenRoad Auto's social channels.



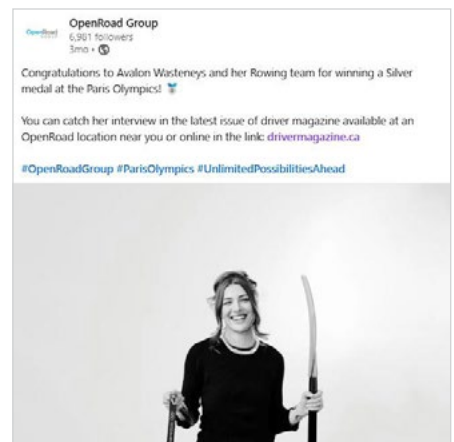
## FACEBOOK

7,700+ followers  
120,000+ avg. monthly  
impressions



## INSTAGRAM

3,100+ followers  
28,000+ avg. monthly  
impressions



## LINKEDIN

7,500+ followers  
14,000+ avg. monthly  
impressions

# 2026 Rates

Spring/Summer 2026

May 2026

Fall/Winter 2026

November 2026

| REGULAR PLACEMENT  | SINGLE ISSUE | BOTH ISSUES* |
|--------------------|--------------|--------------|
| Full-page          | \$2,800      | \$2,500      |
| Half-page          | \$2,050      | \$1,800      |
| Double-page spread | \$5,050      | \$4,700      |

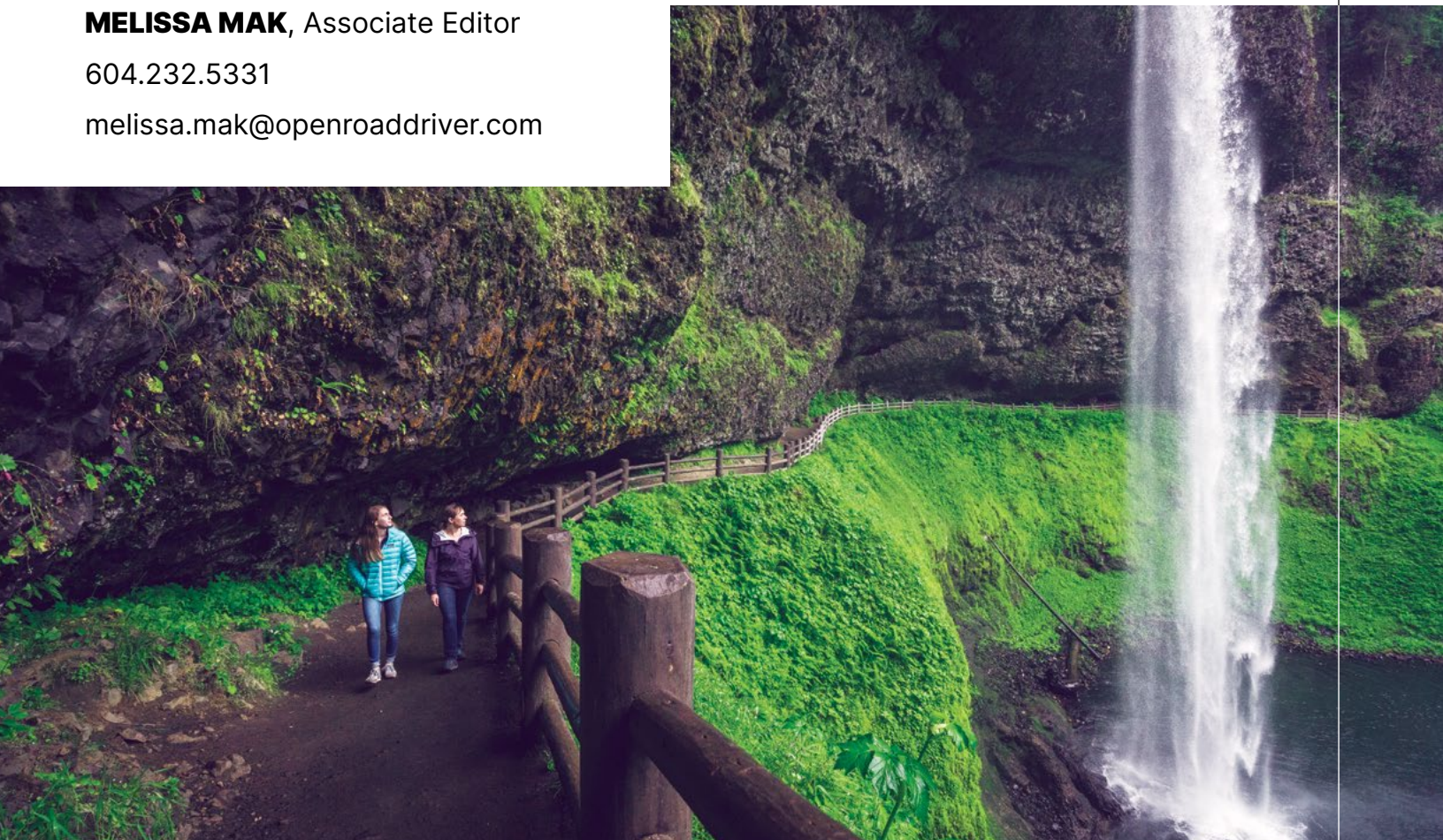
  

| PREMIUM PLACEMENT  | SINGLE ISSUE | BOTH ISSUES* |
|--------------------|--------------|--------------|
| Outside Back Cover | \$3,900      | \$3,450      |
| Inside Front Cover | \$3,550      | \$3,150      |
| Inside Back Cover  | \$3,300      | \$2,950      |

\*Frequency Rates are available to advertisers who purchase and commit to ad placements in both issues of driver in 2026. Hence, single issue rates apply to ad placement in either the Spring/Summer 2026 OR Fall/ Winter 2026 edition, but not both. All rates shown are in gross dollars per issue.

## Advertising inquiries

**MELISSA MAK**, Associate Editor  
604.232.5331  
melissa.mak@openroaddriver.com



# Insertion contract

**INSERTION ORDERS / SALES QUESTIONS TO:**

Melissa Mak, Associate Editor Driver Magazine  
c/o OpenRoad Auto  
13100 Smallwood Place  
Richmond, BC, Canada V6V 1W8  
T: (604) 604.232.5331  
E: melissa.mak@openroaddriver.com

**MATERIALS / MECHANICAL QUESTIONS TO:**

Haydex Li  
Art Direction/Design  
Driver Magazine  
E: haydex.li@openroaddriver.com

driver magazine, custom publication of OpenRoad Auto, is hereby authorized to publish the advertisement of:

**ADVERTISER**

Company Name:

Contact Name / Title:

Address:

City:

Country:

Telephone:

Email:

Prov / State:

Postal Code / Zip:

**AGENCY**

Company Name:

Contact Name / Title:

Address:

City:

Country:

Telephone:

Email:

Prov / State:

Postal Code / Zip:

**INVOICE TO**

☐ Advertiser

☐ Agency

**AD MATERIALS**

☐ Pick up from previous issue (month / year)

☐ Supplying new file\*\*

\* If new materials are not provided, last ad run will be published.

\*\* Digital ad submissions must meet all mechanical requirements listed in the media kit. See Advertising and Mechanical Specifications.

| REGULAR PLACEMENT  | SINGLE ISSUE | BOTH ISSUES* | PREMIUM PLACEMENT  | SINGLE ISSUE | BOTH ISSUES* |
|--------------------|--------------|--------------|--------------------|--------------|--------------|
| Full-page          | \$2,800      | \$2,500      | Outside Back Cover | \$3,900      | \$3,450      |
| Half-page          | \$2,050      | \$1,800      | Inside Front Cover | \$3,550      | \$3,150      |
| Double-page spread | \$5,050      | \$4,700      | Inside Back Cover  | \$3,300      | \$2,950      |

**Frequency Discount Rates:** To be eligible for frequency reduced rates, the advertiser herein agrees to place and purchase ads as per the number of insertions listed above within a period of two years from first ad placement.

**Inserts, Outserts, Banner Ads and Polybag Distribution:** Contact sales for details.

| ✓                        | SELECT ISSUE       | AD BOOKING CLOSE   | MATERIAL CLOSE  | IMPACT DATE       | AD SIZE              | NET RATE \$          |
|--------------------------|--------------------|--------------------|-----------------|-------------------|----------------------|----------------------|
| <input type="checkbox"/> | Spring/Summer 2026 | March 6, 2026      | March 27, 2026  | May 11, 2026      | <input type="text"/> | <input type="text"/> |
| <input type="checkbox"/> | Fall/Winter 2026   | September 11, 2026 | October 2, 2026 | November 16, 2026 | <input type="text"/> | <input type="text"/> |

Sub-total:

\$

Advertisement Authorized by (print name):

Date:

Signature:

**By signing, I acknowledge that I have read and agree to the Publisher's Conditions and Regulations.**

# Publisher's Conditions and Regulations

Publisher as used in the following refers to OpenRoad Auto., its officers and staff.



1. All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising that it feels is not in the best interest of the company's publishing standards. Copy is subject to the approval of the publisher.
2. The advertiser's most recent ad will be repeated if a new ad or instructions are not provided by the materials due date for the contracted issue.
3. The publisher's liability for any error will not exceed the charge for the advertisement in question.
4. The publisher, while taking all care, assumes no responsibility for the inaccurate reproduction of digitally submitted advertisements resulting from improper file preparation, including but not limited to artwork, graphics, colour and type.
5. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
6. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "Advertisement" with copy, which in the publisher's opinion, resembles editorial matter.
7. Requests for specific position are not guaranteed unless position premium has been provided for in the contract.
8. Advertisements pub-set and not used will be charged for composition and other direct expenses.
9. Advertisers will be short-rated, consistent with the terms herein, if within any 24-month period from the date of first insertion they do not use the amount of space upon which the billings have been based. Failure to complete order as written to qualify for any published Bonus Program for Frequency Advertisers will result in the loss of all discounts. Advertiser will be billed at published rates for space and for all items received through Bonus Program for Frequency Advertisers.
10. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be canceled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation.
11. Advertisers who do not meet the publisher's credit criteria will be required to lodge a credit card as security for their ad orders.
12. Payment terms are net 30 days from original date of invoice. Overdue accounts may be charged 2 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices. Payments must be in Canadian dollars.
13. A contract (except for cover, preferred and special positions or incentive plan) may be suspended or canceled upon 30 days written notice received by the publisher prior to published advertising close date for the appropriate issue, and rate will be adjusted to that earned by actual number of insertions. Cancellations for an issue will not be accepted after the closing date.
14. Recognized advertising agencies providing complete print materials are allowed 15 percent commission on gross billing space, colour and position, only if the account is paid within 30 days.
15. In the event of non-payment, the publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
16. The publisher offers no cash discounts.
17. Verbal agreements are not recognized.
18. In the event of non-payment or other breach, the advertiser and/or its advertising agency shall be jointly and severally liable for reasonable collection costs, including court costs and attorneys' fees. If it becomes necessary to file suit to collect any amounts owed hereunder, the jurisdictional site shall be the Province of British Columbia.
19. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, copy instructions, insertion order or contract, when they conflict with these terms and conditions or any amendment hereto.
20. All advertisements are accepted for publication entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of the advertising, the advertiser and/or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or things contained in the advertisement.
21. Advertising insertion is conditioned upon acceptance of the publisher.
22. If any term or provision hereof is illegal, it will be severable and all remaining provisions will remain in full force and effect.
23. The construction, interpretation and performance of any advertising contracts and/or insertion orders shall be governed by the domestic laws of the Province of British Columbia, Canada.

## ADVERTISING

Melissa Mak, Associate Editor  
driver magazine  
13100 Smallwood Place  
Richmond, BC V6V 1W8  
T: 604.232.5331  
E: melissa.mak@openroaddriver.com

## SHIP ADVERTISING MATERIALS TO

Haydex Li, Art Direction/Design  
driver magazine  
13100 Smallwood Place  
Richmond, BC V6V 1W8  
E: haydex.li@openroaddriver.com

# Mechanical specifications

|                   |                                                                     |
|-------------------|---------------------------------------------------------------------|
| <b>Page Count</b> | 120 plus cover                                                      |
| <b>Printing:</b>  | Web offset                                                          |
| <b>Binding:</b>   | Perfect bound                                                       |
| <b>Paper:</b>     | 100 lb cover, 70 lb text FSC-certified and partially recycled stock |
| <b>Screens:</b>   | 200 line screen                                                     |
| <b>Trim Size:</b> | 9 inches x 12.5 inches                                              |
| <b>Live Area:</b> | Allow 1/3 inch from trim                                            |

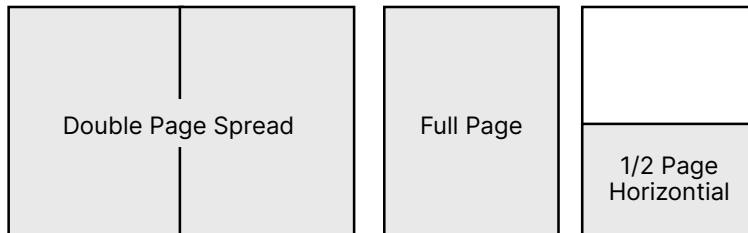
## Advertising Sizes:

(width x height in inches – for bleeds allow 1/8 inch all sides)

|                     | No Bleed        | Bleed         |
|---------------------|-----------------|---------------|
| Full Page           | 8.33" x 11.83"  | 9.4" x 12.9"  |
| 1/2 Page Horizontal | 8.33" x 5.6"    | 9.4" x 6.65"  |
| Double Page Spread  | 17.33" x 11.83" | 18.4" x 12.9" |

## FILE SPECIFICATIONS

- **PDF files preferred.** Note: PDFs cannot be edited or altered.
- Digital 4-colour process files only (CMYK). RGB files will not separate correctly and will be converted to CMYK. Publisher not responsible for colour shifts due to file conversion.
- Maximum 23 characters in file name.
- Ad material stored for twelve months, discarded unless advised in writing by advertiser.
- Publisher not responsible for changes to advertising material due to incorrect file preparation. Charges may apply for alterations made to client files (hourly rate) for ad size, type, or file format errors.
- File Specifications: Macintosh / PC.
- Supported Applications: Adobe InDesign, Illustrator, and PhotoShop. Provide press-optimized PDFs of final artwork in CMYK colour with embedded fonts and linked images for the ad file.
- Bitmap-based graphics and photos saved in uncompressed TIFF or EPS format with 300 DPI resolution at full size.
- Logos and vector-based graphics in EPS or AI format with text converted to curves.
- Fonts must be True Type or Postscript Type 1 Mac compatible.
- Ad dimensions must match the booked ad size.
- Publisher/designer not responsible for errors due to incorrect file saving (RIP issues).
- Advertisers responsible for proofing and accuracy of information on ads.



## DELIVERY

E-mail: Send files to [haydex.li@openroaddriver.com](mailto:haydex.li@openroaddriver.com) with "driver magazine Ad" as the subject. Include issue, advertiser, agency and file information. For files over 15 MB, contact Haydex Li for user name, password and to alert posted files.

## FILE PREPARATION QUESTIONS / TECHNICAL CONTACT

For further assistance with file preparation, please contact Haydex Li by e-mail at [haydex.li@openroaddriver.com](mailto:haydex.li@openroaddriver.com).

