

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 +**

X(Twitter)

Followers **13,600+**
 Post Reach **2,000 ~ 9,000**

Instagram

Followers **3,550 +**

Facebook

Likes **12,750 +**

Threads

Followers **780 +**

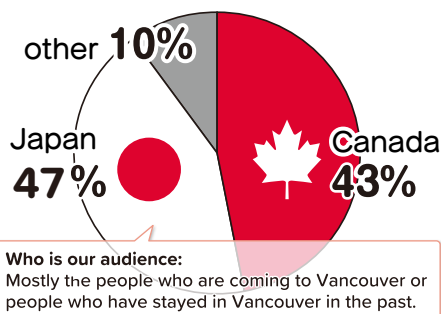
YouTube

Subscribers **1,870 +**

Data as of Dec 2024

VANCOUVER's Demographics

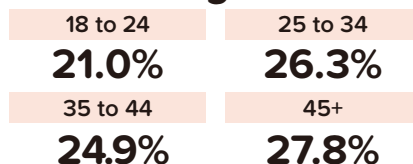
Area



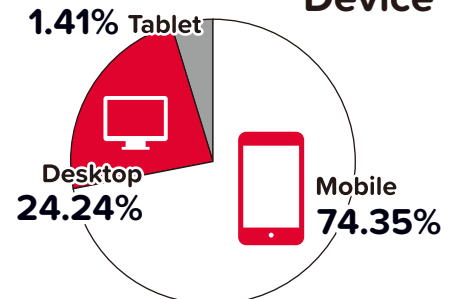
Gender



Age



Device



Search Keywords (in Japanese)



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)



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

's Promotional Article Plans & Prices

	NPO / NGO Plan		BUSINESS Plan HOT	
	Social Post	Article	Social Post	Article
Dedicated LifeVancouver Article	×	○	×	○
Price	\$30 ^{minimum 2 times} +\$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 +
X(Twitter) Post	Once	4 Times	Once	8 Times
Instagram Post	Once (Only Stories)	Once	Once (Only Stories)	Once
Threads Post	×	Once	×	Once
Approx. Total X / Instagram Reach	2,000 +	3,000 +	3,000 +	6,000 +
LifeVancouver Branding & Marketing	×	★★★ This package includes an article writing with actual posting timing tips and advice	×	★★★★★ Maximize the marketing effort by utilizing various marketing methods based on experienced PR strategy
SEO	×	△	×	○
YouTube Embed <small>Additional charge for movie creation</small>	×	×	×	○
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 (Available for renew).**

If you would like to keep the contact form for your existing articles without creating a new one, we charge \$100+GST/year.

NPO / NGO Plan	For individuals and NPOs / NGOs with less than 10 members
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BUSINESS Plan	For businesses and NPOs with 10 or more members
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**Fit all type of
Event Announcement.
Also SNS post simply could
bring your posted article
in back to the audience.**

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

Spread your message on LifeVancouver's social media channels (Facebook/Instagram/Twitter etc.) This doesn't include 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.

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
- Artwork*
(minimum: 600px x 315px)

Proof before publishing:
N/A

Submission deadline:
8 hours before publishing

Specify publishing time:
N/A

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

* Artwork may be edited by LifeVancouver

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

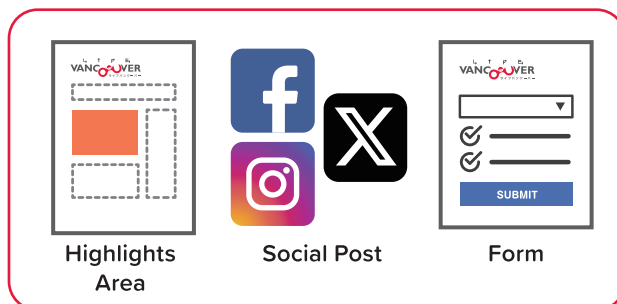
from 6 months

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
6 month plan

\$8,400 +GST
12 month plan



Landing Page



Monthly Advance Article



Monthly Consultation



Banner

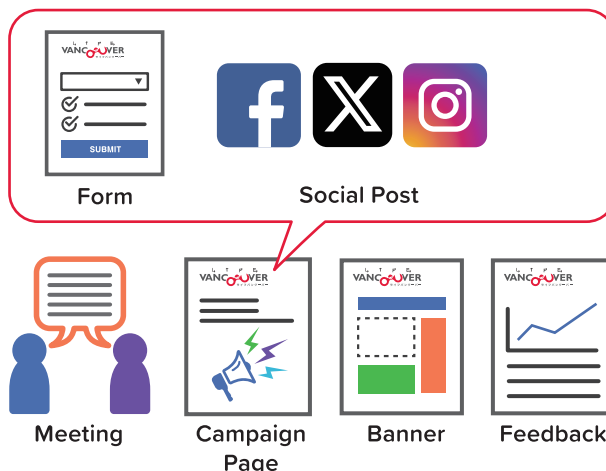
*Before your ads are published, we review them to ensure they meet our Advertising Policies.

Campaign

from 1 month

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

- **Project and Campaign Planning**
- **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
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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 available 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

Landing page will be permanetly posted on LifeVancouver.jp to introduce your service or promote your products.

\$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.



Banner Ads always 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.

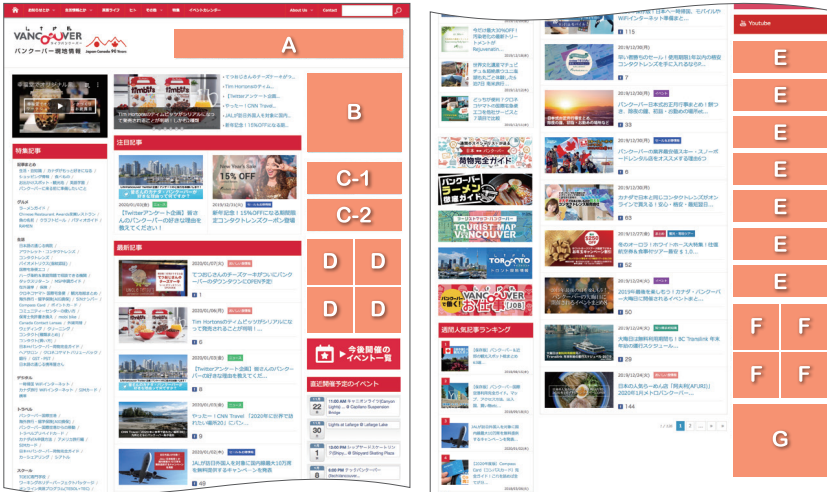
Increase Awareness

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

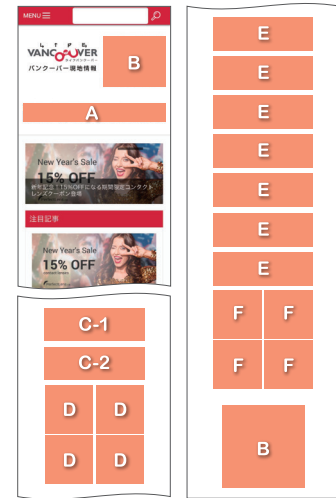
Visual Message

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



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 /Article

*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 experience, 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)

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



Plan B Design x 2

\$200+GST

- Logo and design materials provided by client
- Will create 2 design ready for client to choose and will brush up based on chosen design

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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