

# Changster DJ

## Nightlife Magazine

Official Guide

Best

Attractions

Bars

Nightclubs

Restaurants

Services

In Vancouver BC

**Complete**

**Source of:**

**Finest Bars**

**Nightclubs**

**Restaurants**

**Shops**

**Products**

**Services**

**& More**

**Vancouver BC**

Welcome to Vancouver's newest magazine - we are the new face for nightlife in Vancouver with our comprehensive guide to the many places to go, things to do, and all the fabulous things to do with nightlife. With our huge audience we are proud to inform, promote, and entertain all the visitors and residents of our beautiful city as we introduce them to the vibrant shopping, parties, food, drinks, and entertainment that we can provide here: many editorials on fashion, style, dance, music, movies, & more.

## WHAT IS NIGHTLIFE?

Social activities & entertainment pursued in the early evening to late night and early morning. Include within these activities are dressing up and grooming, style, clothes, shopping, movies, music & more.

CDJNL Magazine keeps patrons updated to nightlife in Vancouver BC.

EVERYTHING YOU NEED TO KNOW  
ABOUT OUR RELEASE  
IS IN OUR MEDIA KIT.  
YOU CAN ALSO CONTACT US FOR MORE INFO  
THANK YOU...

*Media Kit Designed By TONY VU*

**WE ARE THE GOOGLE  
FOR NIGHTLIFE  
in Vancity**



Copyright P & J Ads, a division of Changster DJ Incorporated



**Grabbing Attention!  
Information 2 Go**



## **Products & Services**

CHANGSTER DJ NIGHTLIFE MAGAZINE  
DISTRIBUTES ITSELF THRU INDOOR AND  
OUTDOOR AVENUES

**Percentages across urban communities of Canada**

51% get information from outdoor media avenues

40% get information from indoor media avenues

28% use magazines and newspaper print ads

Our magazine has a higher usage rate and larger audience thus getting the information out in a massive manner and a mass appeal. The reason being our large distribution and focus on a large audience interests bridging the community together.



**#1**

**53 - 100% are socially active, outgoing, love to go out**  
People go out and love it - depending on the activity, it ranges by the percentage above. These are sports, restaurants, clubs and more!

**90 - 100% of people use guides and directory**  
It is common knowledge people turn to magazines, guides, books, directory for information. If we focus on an area of interest a high number of residents have love for, such as our publication, the results are going to be positive.

**An Amazing 80% said that this would catch their attention and you can see why**

*Affordable & Valuable Ads & Listings  
Information & Entertainment*

*High distribution & focus on a popular topic*

**= Achievement of what is wanted**

ChangsterDJ Nightlife Magazine coming soon...

We create chances for a high percentage of purchase intent through personable interaction (approximately 45 to 80%) by informing, promoting, and entertaining the audience.

**90 to 100% of people will reference a guide for local services and products, especially with the focus on our audience & the information they are seeking.**

**EACH ISSUE WILL FEATURE OUR NIGHTLIFE DIRECTORY GUIDE AS WELL AS MAGAZINE ARTICLES**

Our distribution, design and concept targets 19 and older, with an income of 40,000 or more annually. The crowd is **urban, active, influential**. Consumption (purchasing & buying) is 52% above other demographic groups. The audience is there for you - we are publishing, printing, distributing a total of **240,000 copies**

**GRP = 840 TO 2700 MONTHLY**



**CHANGSTER DJ  
NIGHTLIFE  
MAGAZINE  
(CDJNLM)**

Our magazine is an official guide to all the attractions, bars, nightclubs, restaurants, and products & services that cater to the nightlife of Vancouver, BC. Each section will be categorized by city & type of establishment. It will also feature articles & interviews with artists, entertainers, people in the industry, and other issues to do with nightlife.

The magazine will be sized 8.5 x 5.5 inches, full colour. It will be created by Changster DJ Inc, and will also be distributed by Changster DJ as well. **240,000 copies** will be distributed within the downtown core of Vancouver, BC to our audience.

It is in development and a release date is coming soon:  
**Slated Dates For 1st Issue /2011 Summer, Fall, Winter, Spring**

This first issue will focus on the nightlife scene to inform all the locals & tourists in and around the Vancouver area, as well as market, advertise, and entertain for our local city.

*We have an audience and are creating  
a new media outlet to  
entertain, inform, promote with/to.*

**240,000 plus are looking for  
CDJNL MAGAZINE.**

VOICE OF VANCOUVER / GUIDE & KEY TO THE CITY  
VOICE OF VANCOUVER / GUIDE & KEY TO THE CITY  
VOICE OF VANCOUVER / GUIDE & KEY TO THE CITY

# *Editorials & Articles*

Our first issue is the foundation...  
We are past, present & the future...

The reason things fall  
is because there is no root  
or strong root to hold up  
the tree. There is no  
growth from this, which is  
why we are planting the  
seeds, raising it with  
proper tools, so that the  
roots are deep inside the  
soil and the foundation  
is strong. Only then will  
we reach for the sky and  
aim for the stars.

**A thorough publication**

**Magazine purity & candor is important**

Besides being a comprehensive directory and  
guide to Vancouver, our editorials & articles are  
reputable, innovative, & captivating.

You can count on us to be here  
as a nightlife digest

## *Published & distributed*

*We use only the most valued printers & distributors to ensure that people (our audience) get a high quality copy of the booklet.*

Our design team consists of graphic designers, brand experts, and editors to certify a phenom...

**The construction is made by a team with experience & originality...**

*Our distributors guarantee delivery of all 240,000 copies to our audience of 53 to 100% of the population. 230,000 will be distributed to residential and commercial spaces to our crowd. Up to 10,000 will be distributed within retail spaces with an indoor advertisement of the magazine and that it is free of charge.*

**The remaining copies will be delivered at outside locations to patrons.**



Made In Canada

# *The Best Place On Earth*

Changster DJ Nightlife Magazine (CDJNLM) is the creative production of P & J Ads Canada, a division of Changster DJ.

Our goal and mission is to provide a medium for an audience to be informed of the nightlife in Vancouver BC as that is what the people are looking for.

Our slogan at P & J Ads is:

**"To inform, promote, and entertain  
Creating an audience for you!"**

**With the inception of this magazine this is accomplished.**

**Proudly starting a new Canadian tradition...**

**We have an excellent hip staff to make the magazine to the standards that people are expecting from this anticipated release.**

Get inside our magazine for coverage, ads & listings for our anticipated release...

The magazine will be released with an issue for each Summer, Fall, Winter, & Spring on a seasonal basis.

COMING SOON...

100%

# *Nightlife Magazine Listings*

As mentioned, our first issue will feature a printed google of nightlife listings. Everything is organized for the first issue in a simple & plain style to make it a piece of cake to use.

**everything is neatly catalogued and  
easy to search for your nightlife spots...  
easy to carry around and use for reference**

**Directory will be divided by each city/municipality:  
Vancouver, Burnaby/New West ,  
Tricities/Maple Ridge/Pitt Meadows  
Fraser Valley/Surrey/Langley**

**Listings will be divided into the following categories:**

Clubs/Bars, Rental Halls, Live Music Venues

Lounges, Pubs

Restaurants: Canadian/American, Asian, Indian, Greek, Italian, Latin, Middle Eastern, African/Caribbean, Fusion, Fine Dining, Café, Other

Casinos, Hotels, Liquor Store / Cold Beer and Wine

Movie Theatres, Limo / Party Bus Service, Taxi

Boat Cruises, Shopping Malls / Centres, Catering

Event Planners, Party Supplies, Sound & Lighting

DJ, Bands/Acts,

Game Halls (Pool, Bowling, Ice Rink, Community Centre, Other)

Salons/Spas, Stadiums / Sports Teams, Live Theatre

**We can also create a category  
for your specific ad/listing!**

*There are a few different options to be listed inside our nightlife listings. You can choose from the choices on our rate card. List today and get found.*

# CDJNL MAGAZINE

## *Ad/Listings Bookings & Renewals Rate Card*

2 Full Pages 8.5 x 11 inches

(1/8 page listing can be included free if asked for)

\$7000

Full Page 8.5 x 5.5 inches

(1/8 page listing can be included free if asked for)

\$4000

Half Page 4.25 x 5.5 inches

(1/8 page listing can be included free if asked for)

\$2250

Quarter Page 4.25 x 2.75 inches

\$1300

1/8 Page Listing

(List your business name, address, website, and phone and email)

\$800

### **Reserve Spots**

Full Page Only

Back Cover - \$3,000

Back Inside Cover - \$2,500

Front Inside Cover - \$2,000

Back of table of contents - \$1,900

**15% off**

**5 or more  
ad spaces  
booked@  
regular  
prices**

### **Inserts for Magazine:**

The price would include printing & inserting inside of magazine

Please ask for a quotation

### **Design & Branding**

*Our team can provide affordable graphic design and brand your ad*

*A service fee would be added on top of your ad price*

**Approval:** All ads must be acceptable in content & design, at the editors discretion.

**Ad Spaces:** Artwork must be in high resolution (minimum 300 dpi). The spots are all first come first serve. JPG & PDF are accepted formats & we will discuss if there are any issues with the design. Please submit your design to the required measurements

**Listings:** Please fill out the required form by computer or printed by hand with all information. Another option is to simply email your:  
Name / Location / Phone / email / website.

**Proofs:** We require authorized proof via signed form or email verification of ad or listing.

**Graphic Designs:** Advertisers and their agents assume complete liability for all content (including text, representation and illustration) of advertisements and all responsibility for any claims arising therefrom. This also goes for any work once approved for print.

**Production Costs:** Expenses incurred as a result of the client's failure to conform to mechanical specifications will be charged to the client.

**Terms Of Payment:** Payment for ads, listings, design paid in full by customer or by reputable financial institution.

Visa & Mastercard Accepted.

Make Cheques/Money Orders out to:  
**CHANGSTER DJ INC**

Paid positioning may be reviewed by the Publisher at any time. If a contracted paid position becomes unavailable for any reason, the Advertiser will be offered an alternative position at the same price. If the alternative position is not accepted, the contract may be cancelled without penalty to either Advertiser or Publisher

# Changster DJ

Nightlife  
Magazine

published by

**P & J Ads**

A Division of Changster DJ Inc.

**To inform, promote, & entertain**

*Creating an audience for you*

CONTACT

Tony Vu / General Manager

phone: 604.862.7179

email: [pjadscanada@gmail.com](mailto:pjadscanada@gmail.com)

[pjadscanada.com](http://pjadscanada.com)