

## FY2013 Media Purchases Planned

Media	Product
BC Ferries Vacations Campaign	TOUR
Alaska Highway Campaign	TOUR
DAMS	TOUR
Ski Campaign	SKI
The Milepost	TOUR
BC Magazine	TOUR
Van Dop Arts & Cultural Guide	TOUR
Northword	TOUR
RV West	TOUR
Festivals & Events	EVENTS
Golf Campaign	GOLF
Angler's Atlas	FISH
BC Outdoors Sportfishing Adventures	FISH
Trailer Life	TOUR
BC Freshwater Fishing Regulations	FISH
BC Hunting Fishing Regulations	ADV
SnoRiders	ADV