



InnFocus

2017 media kit



InnFocus

Develop new business from the booming hotel industry in BC with *InnFocus*. This respected publication is filled with local and relevant information for hoteliers across the province. This business publication is the official magazine of the British Columbia Hotel Association.



readership

Hotel Owners and General Managers representing over 1,800 hotels across BC are mailed *InnFocus* each quarter. These senior executives have decision-making authority over all aspects of their hotel's operation. Secondary readership is by all the department heads as the magazine is circulated throughout the property. These managers influence the buying decision.

circulation

InnFocus is distributed by subscription and controlled circulation.

Total Circulation: 2,100

Published quarterly



Digital Circulation & Online Presence

InnFocus is also emailed out each quarter and all ads have hyperlinks that can be directed to a specific landing page. The magazine is also posted on the BC Hotel Association's site and EMC's site.

Extra Circulation

The Spring issue will be distributed to all delegates at SUMMIT 2017, which will also be a celebration of the BC Hotel Association's 100th Anniversary.

"*InnFocus* is an excellent magazine, with high quality and relevant articles for the hospitality industry... It provides valuable content to help us run our businesses successfully."

Samantha Hackett, Director of Operations, Long Beach Lodge Resort

editorial calendar

Spring 2017

RESERVE FEBRUARY 24

ARTWORK MARCH 3

PUBLISHED APRIL 3

EXTRA DISTRIBUTION
AT SUMMIT 2017

BCHA's 100th Anniversary Special Issue

Overcoming Labour Shortages – Discover new sources of labour pools so you can have a full complement of staff.

Expanding your F&B Operation – Increase revenue from your F&B operations with a home delivery or pick-up service.

Best Practices for Proposing a MRDT – Victoria provides a great case study of how stakeholders worked together to put a MRDT proposal forth to government.

Reinvesting in your Property – Develop a long-term renovation strategy to ensure your property stays competitive and in great shape.

Summer 2017

RESERVE APRIL 28

ARTWORK MAY 5

PUBLISHED JUNE 9

Staying Green – Explore innovative sustainability initiatives for an eco-conscious hospitality industry.

Outsourcing Services – What are the pros and cons of outsourcing housekeeping, human resource and F&B departments?

Dealing with Guest Feedback – How can hoteliers stay on top of the many messages received from guests via social media or texts?

Unique Marketing Ideas – Look at creative ideas to make your hotel stand apart from the competition by offering something not available anywhere else.

Fall 2017

RESERVE JULY 28

ARTWORK AUGUST 4

PUBLISHED SEPTEMBER 8

Promoting from Within – What training and programs need to be in place to successfully grow an individual in your organization?

Calculating ROI on Amenities – Whether it's bottled water or high-speed Internet, review the potential benefits from offering these amenities.

Housekeeping Equipment & Supplies – Chemicals, vacuums and laundry equipment ensure guestrooms are squeaky clean.

Tech Trends – From self-service solutions to new PMS systems, technology is constantly changing.

Winter 2017

RESERVE OCTOBER 20

ARTWORK OCTOBER 27

PUBLISHED DECEMBER 1

In-Room Entertainment – How are entertainment options changing as guests' demands increase?

Bedroom Décor – Linens, draperies and furniture give guestrooms a personality. Check out the latest designs.

Trends in the Wellness Industry – Discover new trends in healthy eating, spa services, and fitness regimes.

Emerging Markets – Which countries are producing BC's next tourists? Where should you focus your marketing efforts?

In every issue

Featured Region in BC – See what's happening across the province.

BCHA's Chair's Message – Receive an update on the most current issues facing the industry.

BCHA's CEO's Report – Learn how the BCHA is dealing with member concerns.

BCHA Member Benefits – The association highlights programs exclusively available to members.

BCHF Update – See how the hospitality industry's charity has provided support to people in the industry.

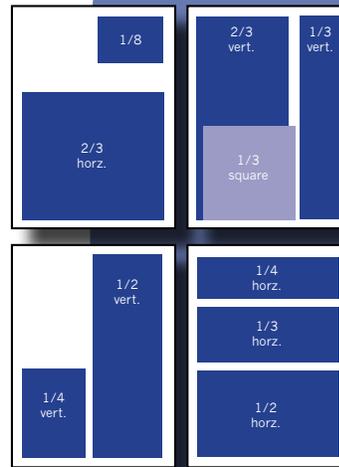
Names in the News – Who is moving where? What new hotels are opening? Who won awards? Please send us updates on awards your company has won or contributions you have made to your community.

What's New? – New products and services to the accommodation industry are introduced. Be sure to send us information on any new products or services you offer.

Celebration of BCHA's 100th Anniversary – A highlight of historical moments in BC's hotel industry.

advertising

Full Colour	Width	Height	1x * InnFocus or Guide	4x * InnFocus	5x * 4x InnFocus plus Guide
1/8 page	3.5"	2.25"	\$455	\$415	\$395
1/4 vert	3.5"	4.5"	\$720	\$650	\$615
1/4 horiz	7.5"	2.5"	\$720	\$650	\$615
1/3 vert	2.35"	9.5"	\$1020	\$920	\$875
1/3 horiz	7.5"	3.5"	\$1020	\$920	\$875
1/3 square	4.85"	4.5"	\$1020	\$920	\$875
1/2 vert	3.5"	9.5"	\$1355	\$1225	\$1165
1/2 horiz	7.5"	4.5"	\$1355	\$1225	\$1165
2/3 vert	5"	9.5"	\$1905	\$1715	\$1630
2/3 horiz	7.5"	6.5"	\$1905	\$1715	\$1630
Full page	8.5"	11"	\$2515	\$2265	\$2150
Inside Cover	8.5"	11"	\$2800	\$2525	\$2395
Back Cover	8.5"	11"	\$3465	\$3120	\$2965



BCHA members receive a 10% discount on the above rates.

*Price per ad. Each ad invoiced quarterly.

All rates are subject to local tax and are based on receiving completed digital artwork. Design services are available at an additional charge; please ask for a quote. Premium positions are subject to a 10% surcharge. Insert rates are available upon request.

BCHA BUYERS' GUIDE

BCHA Associate Members - Benefit from additional savings when you package 4 ads in *InnFocus* with an ad in the *BCHA Buyers' Guide*. As a bonus you will also receive a complimentary enhanced listing. You have a unique opportunity to position your company as a key supplier to BCHA members and the rest of the hotel industry by reaching buyers year-round in the *BCHA Buyers' Guide*.

SPECIFICATIONS FOR SUPPLIED ADS - Please read carefully

- All ads must be 300 dpi, including all text and images contained in the ad.
- Ensure that all fonts are converted to outlines.
- Digital files must be supplied as a high resolution PDF.
- Full page ads must include 1/4" bleed, live area is 1/2" from all edges.
- Files less than 5 MB can be emailed to info@emcmarketing.com.
- For files over 5 MB, please call for instructions to upload the file.

advertising feature

Each issue provides an opportunity for one supplier to be profiled in an exclusive 2-page advertising feature. This profile is a great sales tool for your team to show prospective clients.

One of EMC's writers will interview key staff at the company and compile the story. You are given the opportunity to edit the article before it goes to print. EMC's graphic designer will incorporate the company's image into the double-page spread so that it is consistent with your other marketing materials.

The investment for this supplier profile is \$3,675 + tax.

the emc advantage

EMC'S PUBLICATIONS ARE TARGETED TO NICHE MARKETS

Position your company as a preferred supplier to specific markets by building an integrated campaign in both BC and Alberta with EMC's publications:

InnFocus - hotels, resorts, motels, and corporate hotel offices in BC

Liquor Retailer - all liquor stores across Alberta

The Publican - independent liquor stores, rural agency liquor stores, bars, pubs, nightclubs, and lounges throughout BC

ONLINE CONTENT & LINKS

Archives of all magazines are available on both EMC's website and the associations' sites. Hyperlinks take buyers to your website. Each issue is also emailed by the associations.

LOCAL & TRUSTED EDITORIAL

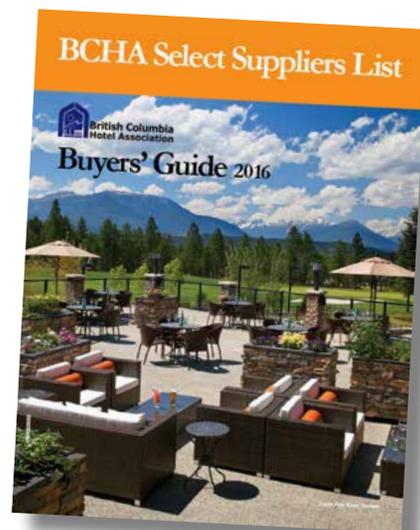
EMC's leading edge editorial is created for the local provincial market, so everything is relevant to our readers. Impartial, well-researched editorial is trusted by the industry.



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BCHA Buyers' Guide

BCHA Associate Members have an exclusive opportunity to participate in the *Buyers' Guide*. An ad showcases your products to buyers year-round and an enhanced listing tells people more about your company and why they should do business with you.



circulation

The *Guide* is sent out electronically to all BCHA members and contacts. It is also available online year-round on the BCHA's website and will be promoted in BCHA's e-newsletter.

deadlines

Reserve by February 24

Artwork by March 3

Published April 3

bonus

Book 4 display ads in *InnFocus* and a display ad in the *BCHA Buyers' Guide* and receive a **FREE** enhanced listing.

display ads

Build your exposure to buyers with a display ad showcasing your products and services.

enhanced listing

Augment your listing with a boxed listing, a 50-word description and your logo for only \$175 + tax.

EMC
Publications



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**Advertising/Media, Newspapers/Trade
Magazines**

As the publisher of *InnFocus*, *The Publican*, and *Liquor Retailer* trade magazines as well as the associations' *Buyers' Guides*, we provide owners and managers in the hospitality industry with trusted, leading edge editorial targeted to your local market. See archives online at www.emcmarketing.com.



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