



InnFocus

2018 media kit



InnFocus

Build your business in the booming BC hotel industry with *InnFocus*. This highly respected trade publication is filled with trusted, leading-edge editorial targeted to hotel owners and managers across the province.

Official magazine of the British Columbia Hotel Association.



readership

Hotel Owners and General Managers representing over 1,800 hotels across BC receive *InnFocus* each quarter. These senior executives have decision-making authority over all aspects of their hotels' operations.

Secondary readership is by all department heads who influence the buying decision.

circulation

Mailed Circulation: 2,050

Emailed Circulation: 2,300

Readership: 10,250

InnFocus is distributed quarterly by subscription and controlled circulation.

Digital Circulation & Online Presence

The digital version of *InnFocus* includes links to all ads. The magazine is posted on each page of the BC Hotel Association's website and is posted on EMC's site.

Extra Circulation

The Spring issue will be distributed to all delegates at the BC Hospitality Summit.

"As a result of our campaign in InnFocus magazine, hospitality sales in BC have increased."

Carly Jellis, Marketing Manager, Hospitality Marketing Strategy, TELUS

editorial calendar

Spring 2018

Reserve January 26

Artwork February 2

Published March 9

Extra distribution at
the BC Hospitality Summit

Recruiting Management Staff – Where can you look for supervisory and management staff and how can recruiting agencies help?

Business Travel Trends – Discover which amenities and services are of interest to today's business traveller.

Increasing the Value of your Asset – Maximize revenue by looking at under-utilized space at your property.

Reducing the Cost of Guest Acquisition – What strategies can you employ to reduce the average 16-18% commission paid to acquire guests?

Summer 2018

Reserve April 27

Artwork May 4

Published June 8

Retaining Staff – Look at strategies that can be employed to engage employees.

Trend to Modular Hotels and Mini-Pods – Hotels and hotel rooms are getting smaller but how is the market reacting to these smaller units?

Selecting a Brand – How do you compete with the growing range of brands in the marketplace?

Improving your Digital Reputation – What are the best practices to leverage TripAdvisor and other social media?

Fall 2018

Reserve July 27

Artwork August 3

Published September 7

Gastro-Tourism – Improve your culinary offerings to appeal to tourists seeking great food experiences.

Floor Coverings – What are the best uses for carpet and wood in your property?

Hospitality Financial Leadership – Discover immediate and measurable activities that will save you money and generate additional revenue.

Tech Trends – What are the latest innovations in the accommodation industry?

Winter 2018

Reserve October 19

Artwork October 26

Published December 3

Preparing for the Next Downturn – Prepare your business plan during good times so you're ready for the inevitable downturn.

In-Room Dining – Explore alternatives to room service to provide guests with in-room dining.

Increasing Social Media Chatter – How can you empower guests to amplify social media messages?

Recruiting Strategies – How can you stand apart from other employers to be an employer of choice.

In every issue

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

BC Hotel Association's Report – Receive an update on the most current issues facing the industry.

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.

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

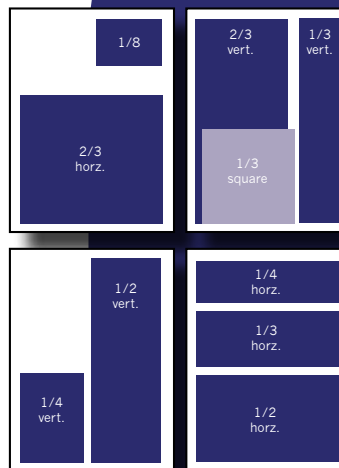
- All ads must be 300 dpi, including all text and images.
- Ensure that all fonts are converted to outlines.
- Digital files must be supplied as a high resolution PDF.
- Full page ads must include 1/4" bleed, live area is 1/2" from all edges.
- Files less than 5 MB can be emailed to info@emcmktg.com.
- 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.



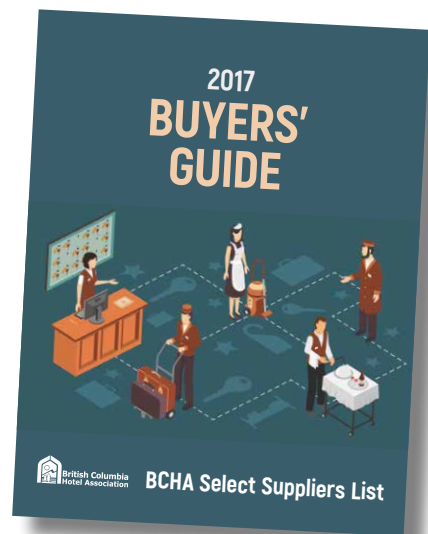
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BCHA Buyers' Guide

BCHA Associate Members have an exclusive opportunity to participate in the *Buyers' Guide*. Position your company as the Supplier of Choice for your industry by showcasing your products to buyers year-round with a display ad and enhanced listing.



BRITISH COLUMBIA
HOTEL ASSOCIATION



circulation

Emailed Circulation: 2,300

The Guide is sent out electronically to over 2300 hoteliers including all BCHA members. It is also available online year-round on the BCHA's website and is promoted in BCHA's e-newsletter.

deadlines

Reserve by January 26

Artwork by February 2

Published March 9

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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