



InnFocus

2019 media kit

InnFocus

Build your business in the booming BC hotel industry in BC 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

Over 1800 Hotel Owners and General Managers 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: 2,020

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 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, Multi-Suite Marketing Strategy, TELUS Business

editorial calendar

Spring 2019

Reserve January 25

Published March 8

Extra distribution at
the BC Hospitality Summit

Hotel Association of Canada's Changing Model & Mandate – Review how HAC has revised its membership model and role in the industry.

Family Travel – Multi-generational travel is on the rise. How can you appeal to these tourists?

Developing a Cannabis Policy – From staff usage of medical marijuana to rules of where it can be consumed, hotels need to create a cannabis policy manual.

New Trade Agreements – How will newly negotiated tariffs and other revisions to trade agreements affect your business?

Summer 2019

Reserve April 26

Published June 7

Crisis Management – How can you work with your community and manage public perceptions when dealing with fires, floods, and other disasters?

Revenue Management – How can you maximize revenue when working with OTAs and competing with Airbnb?

Catering to Millennials – What amenities and services are important to attract millennials to your property?

Selling Beautiful British Columbia – What resources can help you to sell our province to tourists?

Fall 2019

Reserve July 26

Published September 6

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

Retrofitting & Renovating – Rather than tearing down an old property, look into updating it instead.

Fire & Safety Policies – How should you revise your policies to ensure guest safety?

Dealing with Guest Concerns in Real Time – How can you best respond to a guest at the moment a negative comment is made online?

Winter 2019

Reserve October 18

Published December 2

Building a Comprehensive Accessibility Program – Improve accessibility in your property and achieve an industry certification that you can promote to guests.

Creating & Sustaining a Culture that Engages Employees – Leaders need to identify their company's purpose and values and champion valued behaviours.

Cannabis Tourism – With the legalization of cannabis, there's an opportunity to turn your property into a cannabis-friendly property. What are the pros and cons?

Imaginative Amenities – What unique perks can you offer to stand out from the competition?

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.

Hiring Practices – Review recruitment resources to help with the labour shortage.

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

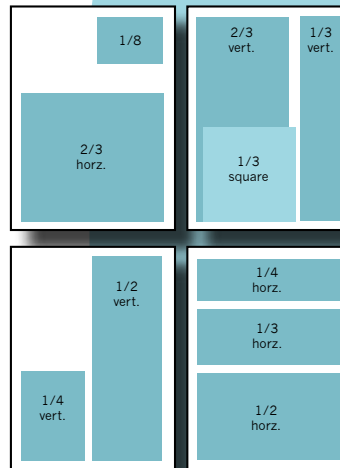
- All ads must be 300 dpi, including all text and images.
- Ensure that all fonts are converted to outlines.
- Digital files must be supplied as a high resolution PDF.
- Full page ads must include 1/4" bleed, live area is 1/2" from all edges.
- Files less than 5 MB can be emailed to info@emcmktg.com.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



website: bchotelassociation.com

Position	Size	Quarterly Annual	
Home Page Leaderboard <i>including Global Static Mobile Ad</i>	728x90	\$900	\$2400
Mobile Leaderboard	320x50	included	included
Upper Leaderboard	728x90	\$700*	\$1900*
Lower Leaderboard	728x90	\$400*	\$1100*

*rotation of 5 ads

e-newsletter: Industry Update

Position	Size	Quarterly	
Top Banner	750x169	\$900	
Lower Banner	750x169	\$700	

packages with print: InnFocus

Gold Packages - Premium Placement

Back cover with HP Leaderboard	3930.00/quarter
Inside cover with HP Leaderboard	3330.00/quarter
Full page with HP Leaderboard	3075.00/quarter

Silver Packages

2/3 page with Rotating Upper Leaderboard	2345.00/quarter
1/2 page with Rotating Upper Leaderboard	1850.00/quarter
1/3 page with Rotating Upper Leaderboard	1550.00/quarter

Bronze Packages

1/4 page with Rotating Lower Leaderboard	995.00/quarter
1/8 page with Rotating Lower Leaderboard	770.00/quarter

Mix & Match

If you want to match another size or frequency of print with a digital ad, please call for a quote.



EMC Publications
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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.



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 25

Published March 8

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*, *Liquor Retailer*, and *Cannabis 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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