



InnFocus

2020 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

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: 2,000

Emailed Circulation: 1,495

Readership: 10,000

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 2020

Reserve January 24

Published March 6

Extra distribution at
the BC Hospitality Summit

Destination Weddings – How can you promote destination weddings at your property?

Housing Shortage – Be creative when looking for ways to house your staff.

Focus on Health and Well-being – From fitness facilities to F&B menus, help guests stay fit.

Outlook for 2020 – What's the economic outlook for the hotel industry in 2020?

Summer 2020

Reserve April 24

Published June 5

Driving Direct Bookings – See how brands and independents are encouraging guests to book direct.

Reducing your Environmental Impact – Guests are becoming increasingly concerned about the environment, so how can you be more eco-friendly?

Reinventing your Lobby – A lobby is a gathering place, so how can you enhance the atmosphere?

Dealing with Guest Entitlement – Is the guest always right? Not when they're abusing your staff.

Fall 2020

Reserve July 31

Published September 11

The Evolution of Space – Transform underutilized spaces to generate a new revenue stream.

Technology Trends – What are the latest technological innovations in the hospitality industry?

The Revitalization of Room Service – Guests are still demanding foodservice in their rooms.

The Importance of Reviews – Assess the impact of a good or bad review on revenues.

Winter 2020

Reserve October 23

Published December 4

Reducing Expenses – What can you do to reduce costs and increase profit margins?

Soft Brands – Hotels can maintain the look of an independent brand by partnering with a soft brand.

Canine Concierges – Use a dog to provide a welcoming atmosphere and enhance your guests' experience.

Alternative Accommodations – Short-term rentals are changing the hotel landscape.

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.

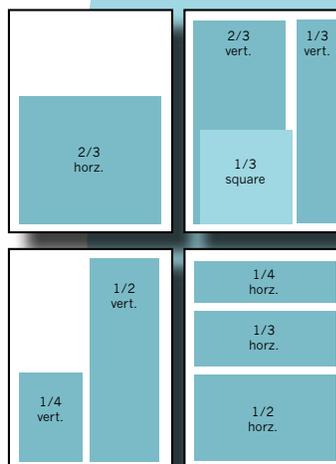
BCHF Update – See how the hospitality industry's charity has provided support to people in the industry.

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
1/4 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@emcmkt.com.
- For files over 5 MB, please send via Dropbox, Hightail or another file sharing service.

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.

packages with print: InnFocus

Gold Packages - Premium Placement

Back cover with HP Leaderboard	\$4335.00/quarter
Inside cover with HP Leaderboard	\$3735.00/quarter
Full page with HP Leaderboard	\$3480.00/quarter

Silver Packages

2/3 page with Medium Rectangle	\$2445.00/quarter
1/2 page with Medium Rectangle	\$1950.00/quarter
1/3 page with Medium Rectangle	\$1645.00/quarter

Bronze Packages

1/4 page with Rotating Leaderboard	\$1135.00/quarter
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Mix & Match

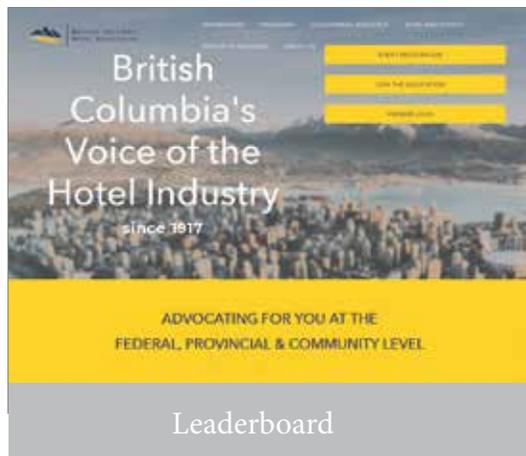
If you want to match another size or frequency of print with a digital ad, please call for a quote.



EMC Publications
19073 63 Avenue, Surrey BC V3S 8G7
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info@emcmkt.com www.emcmkt.com

online advertising

bchotelassociation.com



The BCHA represents hotels and resorts across BC and members are owners and senior managers of those properties.

The BCHA has been the trusted voice of BC's hotel industry for over 100 years.

Impressions per Month – 1200 average for 2019

The site is promoted on Facebook, Twitter and Instagram.

Position	Size	Quarterly	Annual
Home Page Leaderboard	728 x 90 px	\$1350	\$4860
Mobile Home Page	250 x 300 px	Included	Included
Regular Leaderboard	728 x 90 px	\$540*	\$1945*
Medium Rectangle	250 x 300 px	\$810*	\$2915*

*Rotating with up to 3 ads, Run-of-site

E-Newsletter-Industry Update



Distribution: 1495

Average open rate: 33%

Frequency: Monthly

Position	Size	Quarterly
Top Banner	750 x 169 px	\$700
Lower Banner	750 x 169 px	\$500

Fall	Winter	Spring	Summer
September	December	March	June
October	January	April	July
November	February	May	August



BRITISH COLUMBIA
HOTEL ASSOCIATION

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: 1,495

The Guide is sent out electronically to over 1,495 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 24
Published March 6

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 \$195 + tax.

EMC
Publications



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

As the publisher of *InnFocus*, *The Quarterly Pour*, 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.emcmktg.com.



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