

alberta

hospitality

2014 media kit

alberta hospitality

Generate new business in the booming Alberta market with Alberta Hospitality - the province's source for local news, hotel industry trends, and current issues.

This highly respected hotel industry magazine is the official publication of the Alberta Hotel & Lodging Association.



readership

Hotel Owners and General Managers representing over 2,000 hotels across Alberta are mailed **Alberta Hospitality** each quarter. These senior executives have decision-making authority over all aspects of the 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.

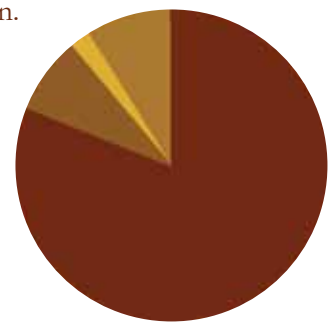
circulation

Alberta Hospitality is distributed by subscription and controlled circulation.

Total Circulation: 2,375

Published quarterly

Hotels & Resorts	78%
Full-Service Chain	
Restaurants	7%
Attractions	3%
Suppliers & DMOs	12%



Extra Circulation

The Spring issue of **Alberta Hospitality** is distributed to every delegate at the AHLA's annual convention. It is also available at EMC's booth at the AHLA's trade show.

The Fall issue is distributed at EMC's booth at the Connect trade show.

"BUSINESS WAS UP 20% in the hospitality sector with MANY NEW ACCOUNTS.

Alberta Hospitality magazine is an integral part of our advertising to the hospitality industry."

Daryl Pospisil, Owner, Alberta Laundry Systems

editorial calendar

Winter 2014

RESERVE NOVEMBER 22

ARTWORK NOVEMBER 29

PUBLISHED JANUARY 10, 2014

Alberta's Tourism Strategy – Dr. Richard Starke, Minister of Tourism, Parks and Recreation, has developed a new tourism strategy for Alberta. Check out the plan that will continue to entice tourists to our great province.

Strategies to Overcome Labour Shortages – With growing demand for employees in the resource sector, hoteliers need foreign workers to fill their job vacancies. What are other ways that properties can deal with labour shortages?

Fitness Trends – What fitness equipment can hotels offer so that guests can maintain a fitness regime while on the road? Even properties without a fitness room can provide yoga mats with DVDs or small work-out equipment so guests can exercise in their rooms.

Improving your Trust Score – Travellers regularly check social media before they book into a property. How can hotels evaluate their trust scores and improve their online reputation?

Spring 2014

RESERVE FEBRUARY 28

ARTWORK MARCH 7

PUBLISHED APRIL 11

EXTRA CIRCULATION AT

AHLA'S ANNUAL CONVENTION
AND TRADE SHOW

Improving Cost Ratios – Reducing expenses is an ongoing concern for hoteliers. How can hotels improve their energy efficiency? What initiatives can properties undertake to reduce other operating expenses?

Improving Accessibility – 14.3% of the Canadian population live with some form of disability - with even higher percentages in people above the age of 45. How can properties improve accessibility for all their guests?

Tourism in Fort McMurray – Alberta's Oil Sands are not just a resource to ensure the province's economic sustainability. Tourists come to see the fracking and learn more about this unique industry.

Best Practices for Working with OTAs – Online Travel Agents are a great source of new business during slow periods, but become more of a challenge when the hotel is in high season. How can a property negotiate the best deal?

Summer 2014

RESERVE MAY 23

ARTWORK MAY 30

PUBLISHED JULY 4

Improving Health & Safety Practices – Review best practices from properties that have implemented health and safety practices to make a better working environment for their staff.

Alberta's Travel Outlook – PKF Consulting reviews the performance of Alberta's accommodation sector in 2013 and looks at opportunities and challenges for 2014. They also give predictions on future hotel industry performance based on economic conditions in Alberta.

Attracting Families – The typical family unit now consists of one or two parents travelling with one child. What services can hotels offer to appeal to children and teens?

Green Initiatives – How can hotels use sustainability and environmental responsibility to generate more business? What green initiatives are most important for corporations and meeting planners?

Fall 2014

RESERVE AUGUST 22

ARTWORK AUGUST 29

PUBLISHED OCTOBER 3

EXTRA CIRCULATION AT THE
CONNECT TRADE SHOW

Culinary Tourism – Travellers love to experience other cultures through artisan food produced in the area. What food experiences can you promote in your food and beverage outlets to develop Culinary Tourism packages?

Guestroom Design Trends – What are the latest trends in linens, draperies, furniture, and bathroom décor to provide a memorable experience for guests?

Luring Leisure Groups – How can hotels capture the attention of people planning family reunions, weddings, class reunions, and other large functions? These lucrative groups book large room blocks and generate good food and beverage business too.

Tech Trends – Guests are travelling with a greater number of electronic devices, and are placing high demand on WiFi and Internet services. Booking procedures have also changed as technology provides new options for reserving rooms and selecting restaurants to dine in.

In every issue

Featured Property – One AHLA member hotelier and his/her property will be profiled.

AHLA's Chairman's Report – Receive an update on the most current issues facing the industry.

AHLA's President & CEO's Message – Learn about new programs the AHLA is introducing.

Travel Alberta – Find out what Travel Alberta is doing to market Alberta to tourists.

Alberta's Treasures – Discover unique attractions drawing tourists to all regions of Alberta.

AHLA Programs – Determine which programs AHLA offers that can benefit your company.

Names in the News – Who is moving where? What new hotels are opening? Who won awards? Ensure you 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/services you offer.

advertising

Full Colour	Width	Height	1x * in magazine or Guide	4x * in magazine	4x * in magazine plus Guide
1/8 page	3.5"	2.25"	\$435	\$395	\$375
1/4 vert	3.5"	4.5"	\$685	\$620	\$585
1/4 horiz	7.5"	2.5"	\$685	\$620	\$585
1/3 vert	2.35"	9.5"	\$970	\$870	\$825
1/3 horiz	7.5"	3.5"	\$970	\$870	\$825
1/3 square	4.85"	4.5"	\$970	\$870	\$825
1/2 vert	3.5"	9.5"	\$1290	\$1165	\$1095
1/2 horiz	7.5"	4.5"	\$1290	\$1165	\$1095
2/3 vert	5"	9.5"	\$1815	\$1630	\$1545
2/3 horiz	7.5"	6.5"	\$1815	\$1630	\$1545
Full page	8.5"	11"	\$2395	\$2155	\$2040
Inside Cover	8.5"	11"	\$2670	\$2405	\$2275
Back Cover	8.5"	11"	\$3300	\$2970	\$2805

AHLA 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.

AHLA BUYERS' GUIDE and/or SHOW GUIDE

Enjoy additional savings when you package 4 ads with an ad in the **AHLA Buyers' Guide**, **AHLA Show Guide** or both, and as a bonus you will receive a complimentary enhanced listing. AHLA associate members have a unique opportunity to position their companies as key suppliers to AHLA members by reaching buyers year-round in the **AHLA Buyers' Guide**. Exhibitors at the AHLA Trade Show can entice delegates to their booths with a display ad in the **AHLA Show Guide**. Call us to discuss all your options.

SPECIFICATIONS FOR SUPPLIED ADS - Please read carefully

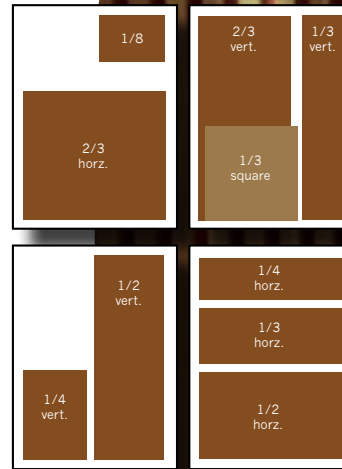
- All ads must be 300 dpi, including all text and images contained in the ad.
- Ensure that all fonts are converted to outlines.
- Digital files must be supplied as a high resolution PDF.
- Full page ads must include 1/4" bleed, live area is 1/2" from all edges.
- Files less than 5 MB can be emailed 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 \$3,300 + 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:

Alberta Hospitality - hotels, resorts, campgrounds, and major chain restaurants in Alberta

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

The Publican - independent 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.



EMC Publications
19073 63 Avenue, Surrey BC V3S 8G7
P 604-574-4577 TF 1-800-667-0955 F 604-574-2196
info@emcmarketing.com www.emcmarketing.com

AHLA Buyers' Guide

Keep your company top-of-mind as a key industry partner with the annual Buyers' Guide. AHLA's 2014 Directory of Preferred Suppliers lists all AHLA Associate Members by category and alphabetically.



circulation

The **AHLA Buyers' Guide** is distributed by subscription and controlled circulation.

Total Circulation 2,375

Hotel Owners and General Managers in over 2,000 hotels in Alberta receive this printed resource tool of industry suppliers. The **AHLA Buyers' Guide** is also available online on AHLA's website at www.ahla.ca.

display ads

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

deadlines
Reserve by November 22
Artwork by November 29
Published January 10, 2014

"I love the AHLA Buyers' Guide and USE IT TO FIND SUPPLIERS whenever we need anything."

Vicki Specht, Shoreside Inn, Wabamun

enhanced listing

Augment your listing with a boxed listing, a 50-word description and your logo for only \$150 + tax.

**EMC
Publications**



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As the publisher of Alberta Hospitality, InnFocus, and The Publican 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 of our publications online at www.emcmktg.com.

bonus

Book 4 display ads in **Alberta Hospitality** and a display ad in the **AHLA Buyers' Guide** and receive a **FREE** enhanced listing.



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AHLA Convention & Show Guide

Highlight your company in the official AHLA Convention & Show Guide and encourage delegates to visit your booth to meet you and see your new products.



distribution

The **AHLA Convention & Show Guide** is distributed to every delegate at the convention and trade show. This Guide will be continually referred to by delegates throughout the convention to be held April 24-26 in Banff.

display ads

Showcase your company's products and services in a display ad. Remind them to buy from you after the show.

deadlines
Reserve by February 28
Artwork by March 7
Published April 11

enhanced listing

Augment your listing in the Guide with a boxed listing, a 50-word description and your logo for only \$150 + tax.

EMC
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Booth #61

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