



BC'S LIQUOR INDUSTRY

B2B MEDIA

2024 MEDIA KIT

BC'S LIQUOR INDUSTRY

B2B MEDIA

Build your business with all the private liquor stores, pubs, and bars in BC by targeting owners and managers with the industry's most respected trade media:

The Quarterly Pour – Quarterly B2B magazine with articles on trends, operations, marketing, and human resources.

ABLE BC Buyers' Guide – Annual directory of ABLE BC Associate Members.

ABLE BC Industry Update – Bi-weekly e-newsletter highlighting new programs and industry news.

Website: ABLEBC.CA – Continually updated site with details on government regulations, industry events, and more.



“

“We started advertising through The Quarterly Pour in order to ensure important new product information makes it out to the 3,000+ buyers across the BC region and have gained valuable lead generation through this single avenue.”

*Justine Fantillo, BC Trade Development Manager,
PMA Canada Ltd.*



PUBLICATIONS

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

THE QUARTERLY POUR



Official Publication of ABLEBC

Quarterly B2B magazine with articles on trends, operations, marketing, and human resources.

The print issue of The Quarterly Pour is distributed by controlled circulation to ALL primary liquor licensees in BC. The digital version of the magazine is sent to subscribers from a wider range of the food & beverage industry in BC. The magazine is also posted on ABLE BC's website and EMC Publications' site.



CIRCULATION 10,900+

TOTAL SUBSCRIBERS

Print 24% Digital 76%

READERSHIP

**Owners/Managers, Supervisors,
Bartenders, Servers, and Sales Staff.**

Each issue is read by approximately 3 people
in each establishment.

PRINT CIRCULATION BY SECTOR



63% On-Premise Account 33% Private Liquor Store
4% Supplier

**BC'S LIQUOR
INDUSTRY**
B2B MEDIA

2024 EDITORIAL CALENDAR

SPRING 2024

Reserve January 12
Published February 16

Explore the new range of low- and no-alcohol products for retail and on-premise.
What is the best way to deal with inflationary pressures on pricing?
How can you deal with crime and mental health issues, and keep the public and your staff safe?
What are the steps to create an equitable, diverse, and inclusive workforce?

SUMMER 2024

Reserve March 29
Published May 10

What is the future of beer and what are the trends in the beer industry?
How can you make artificial intelligence work in your business?
Where can you look for staff, and which recruiting techniques can you utilize?
How can you use signage to encourage a purchase and improve your customer's experience?

FALL 2024

Reserve June 21
Published August 2

Looking after your employees' mental health is critical to their health and happiness.
Is cannabis taking market share from alcohol? How has the demand for traditional vices changed?
See how liquor retailers and pubs have given back to their communities.
Top tips for preventing shoplifting.

WINTER 2024

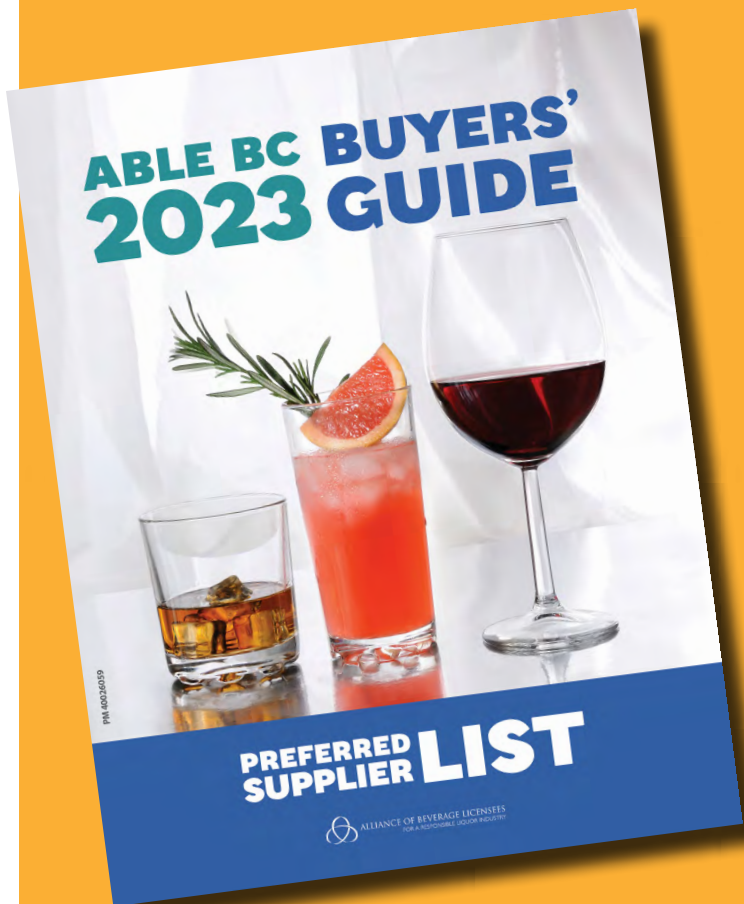
Reserve September 27
Published November 8

What are best practices for firing employees?
How can you differentiate your pub from a restaurant?
How can private branding provide higher profits?
Create a culture of excellence to build traffic and customer loyalty.

IN EACH ISSUE:

Featured Establishment
BC Liquor Industry Trends
What's Hot?
Day in the Life
ABLE BC Industry Update
Liquor Distribution Branch Update

Liquor Cannabis Regulation
Branch Report
ABLE BC Membership Report
BC Hospitality Foundation Update
Names in News
What's Coming?



ABLE BC 2024 BUYERS' GUIDE

ABLE BC 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.

The print issue of the ABLE BC Buyers' Guide is distributed by controlled circulation to ALL primary liquor licensees in BC.

The digital version of the Buyers' Guide is sent to subscribers from a wider range of the food & beverage industry in BC. The Guide is also posted on ABLE BC's website and EMC Publications' site.

CIRCULATION

10,900+

TOTAL SUBSCRIBERS

Print 24% Digital 76%

Booking Deadline: January 12

Published: February 16

ENHANCED LISTING

Augment your listing with a boxed listing, a 50-word description and your logo for only \$195 + tax.

EMC
Publications



19073 63 Ave
Surrey, BC V3S 8G7
Joyce Hayne
T 604-574-4577
TF 1-800-667-0955
joyce@emcmarketing.com
www.emcmarketing.com

Trade publications that inform and inspire

As the publisher of *The Quarterly Pour*, *InnFocus*, 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 of our publications online at www.emcmarketing.com.

BONUS

Book 4 display ads in *The Quarterly Pour* and a display ad in the *ABLE BC Buyers' Guide* and receive a FREE enhanced listing.

**BC'S LIQUOR
INDUSTRY**
B2B MEDIA

ADVERTISING

Full Colour	Width	Height	1x * in magazine or Guide	4x * in magazine	5x * 4x in magazine plus Guide
Product Showcase	1.5"	8.5"	\$635	\$570	n/a
1/4 vert	3.5"	4.5"	\$790	\$715	\$675
1/4 horiz	7.5"	2.5"	\$790	\$715	\$675
1/3 vert	2.35"	9.5"	\$1125	\$1015	\$960
1/3 horiz	7.5"	3.5"	\$1125	\$1015	\$960
1/3 square	4.85"	4.5"	\$1125	\$1015	\$960
1/2 vert	3.5"	9.5"	\$1495	\$1350	\$1280
1/2 horiz	7.5"	4.5"	\$1495	\$1350	\$1280
2/3 vert	5"	9.5"	\$2095	\$1885	\$1790
2/3 horiz	7.5"	6.5"	\$2095	\$1885	\$1790
Full pg inside	8.5"	11"	\$2770	\$2500	\$2375
Inside Cover	8.5"	11"	\$3085	\$2780	\$2645
Back Cover	8.5"	11"	\$3820	\$3440	\$3265

ABLE BC members receive a 15% discount on the above rates.

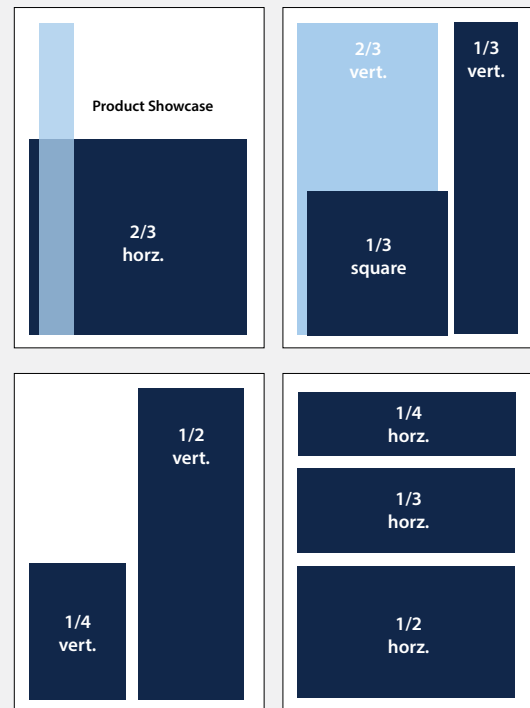
*Price per ad. Each ad invoiced quarterly.

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.

ABLE BC BUYERS' GUIDE

ABLE BC Associate Members - Benefit from additional savings when you package 4 ads in *The Quarterly Pour* with an ad in the *ABLE BC 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 ABLE BC members and the rest of the industry by reaching buyers year-round in the *ABLE BC Buyers' Guide*.

Sample Ad Sizes



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.
- All text within 1/2" from trim edge.
- Files less than 5 MB can be emailed to info@emcmarketing.com.
- For files over 5 MB, please send via Dropbox, Hightail or another file sharing service.

Product Showcase ads require one 300 dpi high resolution image of the individual bottle, the product name, type of product, and country of origin along with an 85-word description, bottle size, wholesale price, SKU, phone number, and website.



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 \$4195 + tax.



PRESENTATION PAGE - DIGITAL ISSUE

Showcase your product next to the front cover of the digital issue of The Quarterly Pour, so it will be seen every time someone views that digital issue.

\$1500 + tax



"My manager and I always read The Quarterly Pour and find it informative. We really enjoy it!"

Karen Roland, Owner, Roland's Creekside Pub | Beer & Wine Store, Whistler

DIGITAL ADVERTISING

NEWSLETTERS:

ABLE BC LIQUOR INDUSTRY UPDATE

8,270 Subscribers

36.5% Open rate | Frequency: Bi-weekly

Position	Size	Quarterly
Leaderboard	1300 x 166 px	\$770
Middle Banner	1300 x 166 px	\$660
Footer Banner	1300 x 166 px	\$550
Tower	300 x 648 px	\$770

Sponsored Content – Available upon request. Ask for rates.

ABLE BC CANNABIS INDUSTRY UPDATE

100 Subscribers

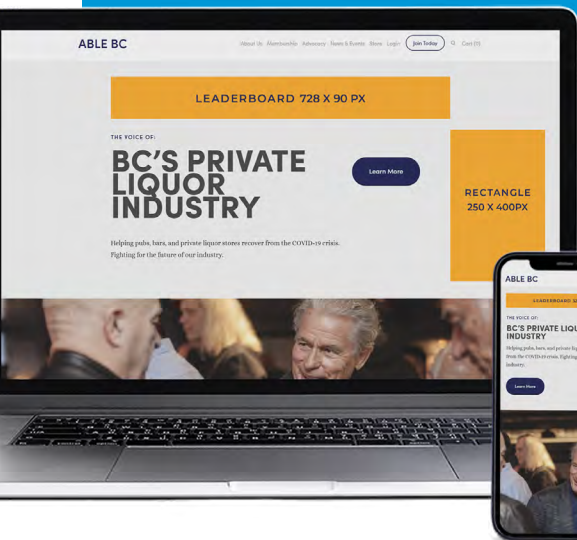
70% Open rate | Advertise in **both** the liquor and cannabis newsletters.

Position	Size	Quarterly
Leaderboard	1300 x 166 px	\$870
Middle Banner	1300 x 166 px	\$760
Footer Banner	1300 x 166 px	\$650
Tower	300 x 648 px	\$870

Sponsored Content – Available upon request. Ask for rates.

ABLE BC members receive a 15% discount on the above rates.

The screenshot shows the ABLE BC website layout with several ad placements highlighted. At the top is the 'Header Leaderboard'. Below it is a 'COVID-19 Update: May 13' section with a 'Tower' ad placement. The main content area features a 'Middle Banner' and a 'Footer Banner'. A 'Tower' ad placement is also visible on the right side of the page. The website includes a navigation menu with 'MEMBER BENEFITS | NEWS & EVENTS | MEMBERS ONLY | CONTACT' and a search bar.



WEBSITE: ABLEBC.CA

2,770 Site Visits/Month

ABLE BC represents BC's private liquor industry including over 850 private liquor stores, pubs, bars, and nightclubs. The site is promoted on Facebook, Twitter, and Instagram.

Position	Size	Monthly	Quarterly	Annual
Home Page Leaderboard	1456 x 180 px	\$525*	\$1415*	\$5105*
Mobile Leaderboard	640 x 100 px	Included	Included	Included
Medium Rectangle	500 x 800 px	\$315**	\$850**	\$3060**
Regular Leaderboard	1456 x 180 px	\$210**	\$567**	\$2040**

*Fixed placement **Rotation of 5 ads

Fixed placement is available for medium rectangle and regular leaderboard ads. Please contact us for availability and pricing.

E-BLAST 8,270 Subscribers

Provide your own customized content to be sent to all our newsletter subscribers.

ABLE BC members \$550 + tax Non-ABLE BC members \$950 + tax

Spots are exclusively available to ABLE BC members and are limited so please ask for availability.

BC'S LIQUOR INDUSTRY
B2B MEDIA

PRINT & DIGITAL PACKAGES

Gold Packages - Premium Placement

Back cover with HP Leaderboard	\$5095/quarter
Inside cover with HP Leaderboard	\$4360/quarter
Full page with HP Leaderboard	\$4045/quarter

Silver Packages

2/3 page with Medium Rectangle	\$2860/quarter
1/2 page with Medium Rectangle	\$2260/quarter
1/3 page with Medium Rectangle	\$1890/quarter

Bronze Packages

1/4 page with Rotating Leaderboard	\$1300/quarter
Product Showcase w/Rotating Leaderboard	\$1145/quarter

Mix & Match

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

ABLE BC members receive a 15% discount on the above rates.

Please note that all the above rates are subject to tax.

WEBINAR

ABLE BC runs educational webinars each month for the liquor and cannabis industries, and you can either sponsor a webinar or present it.

Sponsor Webinar \$500
Present Webinar \$1000

Sponsorship includes:

- > Pre-session announcements via email
- > Exposure on the registration landing page
- > Promotion via social media
- > Webinar host will read a brief, scripted message

SOCIAL MEDIA POSTS

Give extra credibility to your social media posts and access ABLE BC's followers and fans to boost the number of people reading your posts.

\$200 + tax per post



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

**BC'S LIQUOR
INDUSTRY**
B2B MEDIA