



the
Publican

2017 media kit



the **Publican**

Generate new business from private liquor stores, pubs and bars in BC with the industry's most respected trade publication. **The Publican** has been the BC liquor industry's source of trends and news for over 31 years.

This business publication is the official magazine of the Alliance of Beverage Licensees BC.



readership

Owners and General Managers responsible for buying liquor, products, and services for their private liquor stores, rural agency liquor stores, pubs, and bars across BC are mailed **The Publican** each quarter. These buyers are sourcing new and unique products and have decision-making authority. Secondary readership is by bartenders, servers, and liquor store staff who influence the buying decision.

circulation

The Publican is distributed by subscription and controlled circulation.

Total Circulation: 2,950

Published quarterly

Pubs, Bars, Lounges & Nightclubs	1,860	<div style="width: 100%; height: 10px; background-color: #0056b3;"></div>
All Independent Liquor Stores	670	<div style="width: 35%; height: 10px; background-color: #c00000;"></div>
All Rural Agency Liquor Stores	220	<div style="width: 12%; height: 10px; background-color: #008000;"></div>
Suppliers and Industry Contacts	200	<div style="width: 9%; height: 10px; background-color: #0056b3;"></div>

Digital Circulation & Online Presence

The Publican is emailed out each quarter and all ads have hyperlinks that can be directed to a specific landing page. The magazine is also posted on ABLE BC's website and EMC's site.

Extra Circulation

The winter issue is distributed to all delegates at the BC Liquor Conference.

"The Publican allows us to advertise to our customers and more importantly 3,000+ buyers all over the province with one single resource. Now that's what I call money well spent!"

Brian Fong, Director of Marketing,
Red Truck Beer Company

editorial calendar

Spring 2017

RESERVE JANUARY 6
ARTWORK JANUARY 13
PUBLISHED FEBRUARY 17

Retailing Liquor Online – Review how to sell liquor online profitably and how to promote your site to new customers.

Selecting Glassware to Maximize Profits – Match glassware to wine varietals, specialty beers and cocktails and improve your customers' experience.

Managing Employee Health and Safety – Reduce the risks around your establishment and provide a healthy working environment.

Establishing a Niche Market – Finding a niche for your liquor store or pub provides customers with products and experiences that are only available at your location.

Summer 2017

RESERVE MARCH 31
ARTWORK APRIL 7
PUBLISHED MAY 12

Using Data to Drive Incremental Sales – Discover how to utilize consumer purchasing patterns and demographics to increase revenue.

Pub Operating Systems – Review new systems and software for placing orders and managing food and beverage programs.

Celebrating 100 Years of Beer Halls – Take a look back in history as the BC Hotel Association celebrates its 100th anniversary.

Liquor Policy Changes – See revisions to the Liquor Act as new regulatory changes have been implemented based on the Liquor Review.

Fall 2017

RESERVE JUNE 30
ARTWORK JULY 7
PUBLISHED AUGUST 11

Delivering Liquor – Examine various ways of providing an additional service to customers by offering a delivery service through your store.

Dealing with Intoxicated Patrons – Review practical tips on how to deal with people in your pub or liquor store who are intoxicated.

Pouring a Perfect Pint – Learn the art of pouring a pint to achieve the correct head and avoid pouring beer down the drain.

Generating New Revenue Streams – Think outside of the box to discover new revenue streams for your pub or liquor store.

Winter 2017

RESERVE SEPTEMBER 22
ARTWORK SEPTEMBER 29
PUBLISHED NOVEMBER 3
EXTRA CIRCULATION AT THE
BC LIQUOR CONFERENCE

Creating Signature Cocktails – Get creative in crafting new cocktails by using house-made syrups and infusions to develop a truly unique beverage.

Managing Food Costs – Review techniques to keep your food costs under control to improve your bottom line.

Maintaining Pub Equipment – Develop a regular maintenance program and discover ways to save money on repairs and maintenance.

Retailing Recreational Marijuana – How are liquor stores best positioned to sell cannabis in BC?

In every issue

Featured Establishment – One ABLE BC member and his/her pub or liquor store will be profiled.

President's Message – Receive an update on the most current issues facing the liquor industry.

Executive Director's Report – Find out what ABLE BC has been doing to advocate for the industry.

LCLB Report – The Liquor Control & Licensing Branch provides an update on new policies.

The Spotlight – Each issue we feature a specific type of liquor, showcasing its history and attributes.

Liquor Sales & Trends – See trends for sales of beer, spirits, wine, and refreshment beverages in BC.

Wine Report – Learn something new about the wine industry each quarter.

ABLE BC 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 won awards? Who's been fundraising? Please send us updates on awards your company has won or contributions you have made to your community.

What's New? – Be sure to send us information on any new products or services your company is offering.

Beer Notes – A different aspect of the beer industry will be highlighted in each issue.

advertising

Full Colour	Width	Height	1x * in magazine or Guide	4x * in magazine	5x * 4x in magazine plus Guide
1/8 page	3.5"	2.25"	\$455	\$415	\$395
Product Showcase	1.5"	8.5"	\$575	\$520	n/a
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 inside	8.5"	11"	\$2515	\$2265	\$2150
Inside Cover	8.5"	11"	\$2800	\$2525	\$2395
Back Cover	8.5"	11"	\$3465	\$3120	\$2965

ABLE BC 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.

ABLE BC BUYERS' GUIDE

ABLE BC Associate Members - Benefit from additional savings when you package 4 ads in *The Publican* 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**.

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.

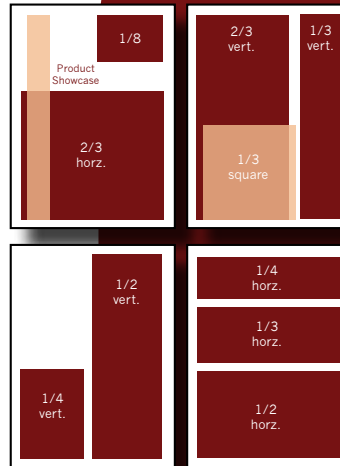
Product Showcase ads require one 300 dpi high resolution image of the individual bottle, the product name, type of product, and country of origin along with a 85-word description, bottle size, wholesale price, SKU, phone number, and website.

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 \$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 the BC and Alberta markets with EMC's publications:

The Publican - independent liquor stores, rural agency liquor stores, bars, pubs, nightclubs, and lounges throughout BC

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

Liquor Retailer - all liquor stores across Alberta

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.

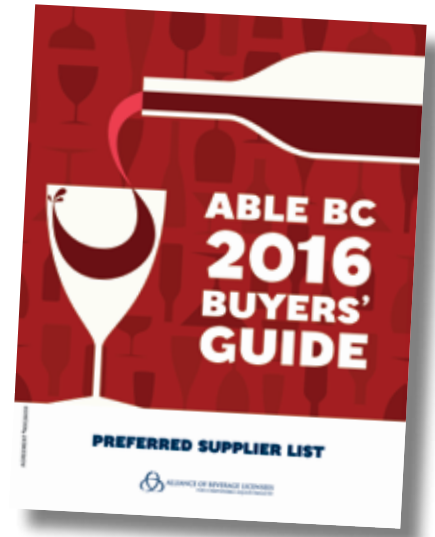


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ABLE BC Buyers' Guide

ABLE BC Associate Members have an exclusive opportunity to participate in the Buyers' Guide. An ad showcases your products to buyers year-round and an enhanced listing tells people more about your company and why they should do business with you.



circulation

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

Total Circulation 2,950

All 670 independent liquor stores, 220 rural agency liquor stores and 1,860 pubs, bars, lounges and nightclubs in BC receive this printed resource of industry suppliers. The Guide is sent out electronically in each issue of ABLE's e-newsletter, which is emailed bi-weekly, keeping it front and centre as a key supplier list. It is also available online on ABLE BC's website at www.ablebc.ca.

display ads

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

deadlines
Reserve by January 6
Artwork by January 13
Published February 17

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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Trade publications that inform and inspire
As the publisher of *The Publican*, *InnFocus*, 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 of our publications online at www.emcmktg.com.

bonus

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



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