

2019 media kit

the Publican

Generate new business from private and rural liquor stores, pubs, and bars in BC with the industry's most respected trade publication. *The Publican* is the BC liquor industry's source of trends and leading-edge news.

Official magazine of the Alliance of Beverage Licensees BC.



readership

The Publican is read by Owners and Managers of private and rural liquor stores, pubs, and bars across BC. These buyers continually source new products and have decision-making authority.

Secondary readership is by bartenders, servers, and liquor store staff who influence the buying decision.

circulation

Print Circulation: 2,920

Digital Circulation: 1350

Readership: 8,760

The Publican is distributed by subscriptions and controlled circulation.

Digital Circulation & Online Presence

The Publican is emailed to all members and contacts of ABLE BC. All ads have links to emails and websites.

The magazine is posted on the home page of ABLE BC's site and is also on EMC's site.

Extra Circulation

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

"I always take time out to read the newest edition of The Publican; the articles and features are always very informative and insightful on what is new and upcoming in the industry plus there is always great information on statistics, trends and new products."

Nicole Altmannshofer, General Manager,
Northgate Liquor Store

editorial calendar

Spring 2019

Reserve January 11

Published February 22

Get the App – Find out about new apps available for consumers to research products.

Dealing with New Competition – As legal cannabis has created an alternative to liquor, what steps can you take to maintain your market share?

Bringing New Products to Market – What challenges do agents face in getting imported products into the market?

The Bar of the Future – Will we see robot waiters, face-scanning technology and smart coolers in our future?

Summer 2019

Reserve March 29

Published May 10

The Shifting Duty of Care – How can you recognize intoxication from cannabis to deny a liquor sale?

Reducing Staff Turnover – How can you make staff feel valuable by investing in their personal and career growth and participating in special activities?

Designing a Profitable Bar Menu – What products should you carry and which cocktails should you create to increase your profits?

New Liquor Licensees – How did providing liquor licences to bowling alleys, spas, barbershops, and other facilities impact pubs?

Fall 2019

Reserve June 28

Published Aug 9

Accessing Immigrant Workers – Look at new sources of labour and learn how to access those workers.

Food & Cocktail Pairing – What recommendations can you provide patrons to pair food with cocktails?

Promotions for Millennials – How do you attract this lucrative market to your pub or store?

The Role of 3rd Party Warehouses – Understanding the role of warehouses like BDL, ContainerWorld, and other bonded facilities.

Winter 2019

Reserve September 20

Published November 1

Extra circulation at the
BC Liquor Conference

Cannabis-infused Beverages – Review what new beverages are available to consumers that are infused with THC and CBD.

Best Practices for ID Checking – How can you work towards 100% compliance with age verification?

Competing for Workers – Review your benefit packages and tip-out structure to ensure your workplace is attractive to new recruits.

Winterizing Your Patio – How can you make your patio a winter wonderland?

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.

Liquor Distribution Branch Report – The Branch responds to current issues concerning the industry.

Liquor and Cannabis Regulation Branch Report – LCRB provides an update on new policies.

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

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

BC Liquor Industry 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 Membership Update – 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.

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 pg 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.
- 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.

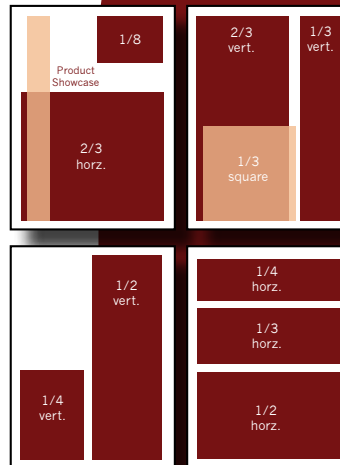
Product Showcase ads require one 300 dpi high resolution image of the individual bottle, the product name, type of product, and country of origin along with a 85-word description, bottle size, wholesale price, SKU, phone number, and website.

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.



website: ablebc.ca

Position	Size	Monthly	Quarterly	Annual
Home Page Leaderboard <i>including Global Static Mobile Ad</i>	720x90	\$500	\$1350*	\$4860*
Mobile Leaderboard	320x50	included	included	included
Medium Rectangle	400x250	\$300**	\$810**	\$2915**
Regular Leaderboard	728x90	\$200**	\$540**	\$1945**

*fixed placement **prices are in rotation of 5 ads

e-newsletter: Industry Update

Position	Size	Quarterly
Header Leaderboard	468x60	\$700
Footer Rectangle	468x60	\$500

packages with print: The Publican

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
Product Showcase w/Rotating Leaderboard	995.00/quarter
1/8 page with Rotating Leaderboard	895.00/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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ABLE BC 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.



circulation

Print Circulation: 2,920
Digital Circulation: 1,350
Readership: 8,760

The *Guide* is posted on ABLE's website as an ongoing resource to buyers.

display ads

Showcase your company as a Preferred Supplier for ABLE with a display ad in the *Guide*.

deadlines

Reserve	January 11
Published	February 22

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*, *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 of our publications online at www.emcmarketing.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.

*"We have been using *The Publican* & *ABLE BC Buyers' Guide* for over 13 years to build our business with pubs and liquor stores. These publications allow us to promote our customized programs directly to owners and managers."*

Linda Gour, President, Johnstone's Benefits



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