



THE QUARTERLY

POUR

FORMERLY THE PUBLICAN

2020 media kit

THE QUARTERLY POUR

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

Official magazine of the Alliance of Beverage Licensees BC.



readership

The Quarterly Pour 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: 2,880

Digital Circulation: 1,600

Readership: 8,640

The Quarterly Pour is distributed by subscriptions and controlled circulation.

"The Publican is a well-balanced and interesting magazine. I find it a great resource of information for me as a manager, as well as for my staff to learn about industry trends and new products."

Tina Cox, Manager, Lickman Liquor Store

Digital Circulation & Online Presence

The Quarterly Pour 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.

editorial calendar

Spring 2020

Reserve January 10

Published February 21

Benchmarking your LRS – See how your store's key performance indicators compare to the average private liquor store in BC.

Enhancing your Atmosphere with Music – Whether it is live music or a DJ, music will keep patrons engaged and entertained.

Refreshment Beverages – RTDs continue to gain market share, so how can you take advantage of that sales trend?

Employee Housing – What creative solutions are business owners using to deal with the shortage of housing for staff?

Summer 2020

Reserve March 27

Published May 8

Food Trends – What's hot and what's not in foodservice in 2020?

Appealing to Gen Z – How can you attract the newest generation of drinkers into your pub or liquor store?

Analyzing Trends – By tracking traffic, reviewing sales, and analyzing other data, you can improve your pub's performance.

Encouraging Employee Engagement – What can you do to get your staff engaged in your community?

Fall 2020

Reserve June 26

Published August 7

Managing Inventory – Keeping the right amount of stock on hand is a fine balancing act.

Pricing Strategies – From determining loss leaders to high-margin products, your pricing strategy generates your profits.

Pub & Liquor Store Design – What are the latest design trends for foodservice and retail stores?

Counter Service – Simplifying your menu can facilitate ordering food at a counter vs. table service.

Winter 2020

Reserve September 11

Published October 23

Extra circulation at the
BC Liquor Conference

Keeping an Eye on the Bottom Line – A regular review of your accounting records ensures you're on your way to profitability.

Digitizing Your Store – Develop a framework to use online sales and delivery to drive profit.

Mixology Trends – Learn the latest international trends in mixology from award-winning bartenders.

Stepping Down from your Business – Whether you're retiring or passing your business to a family member, what should you be doing?

In every issue

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

ABLE BC Industry Update – Find out what ABLE BC has been doing to advocate for the industry.

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

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 Report – 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 Coming? – 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
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 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*.

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 send via Dropbox, Hightail or another file sharing service.

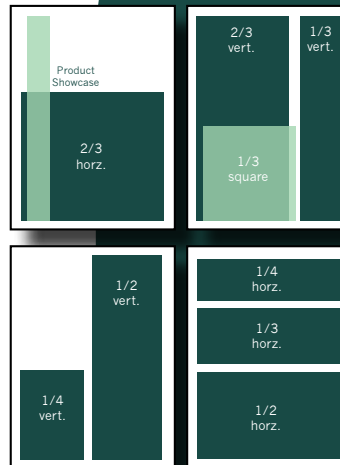
Product Showcase ads require one 300 dpi high resolution image of the individual bottle, the product name, type of product, and country of origin along with an 85-word description, bottle size, wholesale price, SKU, phone number, and website.

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 \$3,675 + tax.



packages w/print: The Quarterly Pour

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

Mix & Match

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



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online advertising

ablebc.ca



ABLE BC represents BC's private liquor industry including over 850 private liquor stores, pubs, bars and nightclubs.

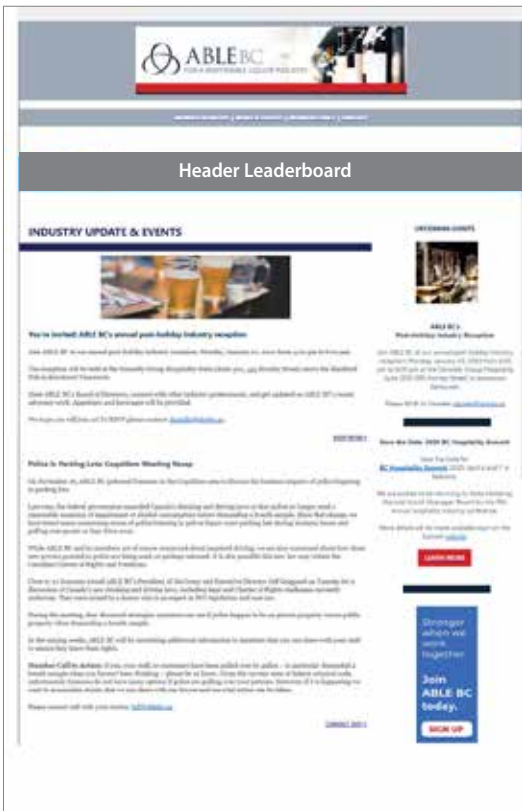
Site Visits per Month: 1085 average for 2019
The site is promoted on Facebook, Twitter and Instagram.

Position	Size	Monthly	Quarterly	Annual
Home Page Leaderboard	728 x 90 px	\$500*	\$1350*	\$4860*
Mobile Leaderboard	320 x 50 px	Included	Included	Included
Medium Rectangle	400 x 250 px	\$300**	\$810**	\$2915**
Regular Leaderboard	728 x 90 px	\$200**	\$540**	\$1945**

*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-Newsletter – Industry Update



Distribution: 1600
Average open rate: 30%
Frequency: Bi-weekly

Position	Size	Quarterly
Header Leaderboard	468 x 60 px	\$700
Footer Banner	468 x 60 px	\$500

Sponsored Content is available upon request. Please contact us for rates and availability. ABLE Members receive a 10% discount off these rates.



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: 2,880
Digital Circulation: 1,600
Readership: 8,640

The *Guide* is also posted on ABLE's website for the year 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 10
Published	February 21

"The Publican and ABLE BC Buyers' Guide provide a great way for us to build awareness of our system and generate leads from new clients in BC. The response has been exciting for us, as we've obtained new customers and our company name is gaining recognition."

Olena Hecht, President, Barnet POS Systems

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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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.



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