



Reach every independent liquor store in BC as well as each pub and bar with this highly respected trade magazine, which is read cover to cover by owners and managers.

*Our first and best choice for marketing dollars has and continues to be the various marketing opportunities presented to us through EMC's **The Publican** magazine and the **ABLE BC Buyers' Guide**. We consistently see the greatest returns from the marketing done with EMC.*

James Bradley, President, James Bradley Consulting Inc.



| Issue | Publishes | Closes | Feature Articles |
|--------------------|-----------|----------|---|
| ABLE Buyers' Guide | Feb. 24 | Jan. 13 | Preferred Supplier Directory of ABLE Associate Members |
| Spring 2012 | Feb. 24 | Jan. 13 | Dealing with Drinking & Driving Laws Revitalizing Rural Pubs Beer & Food Pairing Entertaining Guests |
| Summer 2012 | May 11 | Mar. 30 | Attracting New Business Security in your LRS Making your Pub a Destination Food Trends |
| Fall 2012 | Aug. 10 | June 29 | Events & Promotions Bar Design e-commerce Creative Non-Alcoholic Beverages |
| Winter 2012* | Oct. 26 | Sept. 14 | Wine Clubs International Beers Glassware Building your Brand |

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|------------------|--|---|---|--|
| Regular columns: | Licensee Profile Human Resources Product Spotlight | President's Message Names in the News Liquor Sales & Trends | Wine Report BCHF Update ED's Report | What's New? LCLB Report Marketing Tips |
|------------------|--|---|---|--|

Distribution in BC

By subscription and controlled circulation

- Independent Liquor Stores
- Cabarets & Nightclubs
- Pubs
- Hotel Lounges
- Golf & Yacht Clubs
- Industry Suppliers

Circulation

- 3,000 copies per issue
- Published quarterly

*The Winter 2012 issue of The Publican will reach additional buyers since each delegate at the BC Hospitality Industry Conference receives a copy and it is also distributed at both the EMC booth and ABLE BC's booth at the Exposition.

RATES

| Full Colour | Width | Height | 1 insert | 4 ads over a year Price per ad* | ABLE Buyers' Guide & 4 ads over a year Price per ad* |
|--------------------|-------|--------|----------|------------------------------------|---|
| Marketplace | 2.25" | 2.75" | \$405 | \$365 | \$345 |
| Product Showcase | 1.5" | 8.5" | \$520 | \$470 | \$445 |
| 1/4 vertical | 3.5" | 4.5" | \$655 | \$590 | \$555 |
| 1/4 horizontal | 7.5" | 2.5" | \$655 | \$590 | \$555 |
| 1/3 vertical | 2.35" | 9.5" | \$925 | \$830 | \$785 |
| 1/3 horizontal | 7.5" | 3.5" | \$925 | \$830 | \$785 |
| 1/2 vertical | 3.5" | 9.5" | \$1230 | \$1110 | \$1045 |
| 1/2 horizontal | 7.5" | 4.5" | \$1230 | \$1110 | \$1045 |
| 2/3 vertical | 5" | 9.5" | \$1730 | \$1555 | \$1470 |
| 2/3 horizontal | 7.5" | 6.5" | \$1730 | \$1555 | \$1470 |
| Full page inside** | 8.5" | 11" | \$2285 | \$2055 | \$1945 |
| Inside Cover** | 8.5" | 11" | \$2545 | \$2290 | \$2165 |
| Back Cover** | 8.5" | 11" | \$3145 | \$2830 | \$2675 |

* Each ad invoiced quarterly

**Add 1/8" bleed to page. Ensure all text is no less than 1/4" from trim.

ABLE BC members receive a 10% discount on the above rates.

All rates are subject to local tax and are based on receiving completed digital artwork. For black & white ads, subtract 20% from the above rates. Cover positions must be full colour. For premium positioning, add 15%. Insert rates are available upon request.

ABLE BC BUYERS' GUIDE & THE PUBLICAN

ABLE Members - Position your company as a key supplier to ABLE members by reaching buyers year-round in the *ABLE BC Buyers' Guide*, in addition to 4 ads in the magazine, and as a bonus you will receive a complimentary enhanced listing in the *ABLE BC Buyers' Guide*.

ADVERTISING FEATURE

There is only one Supplier Profile promotional feature in each issue. This great marketing tool is a 2-page spread, written and designed by EMC staff. The cost for this exclusive double-page spread is \$3020 + HST.

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 curves.
- Digital files must be supplied as a high resolution PDF.
- Ads must include bleed where noted above (**).
- For ad sizes that require bleed, live area is 1/2" from all edges.
- Files less than 5 MB can be emailed to info@emcmkt.com.
- For files over 5 MB, please call for instructions to upload the file.

PRODUCT SHOWCASE SPECIFICATIONS

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, LRS price, SKU, phone number, and website.

