


2024 MEDIA KIT

eastern hotelier

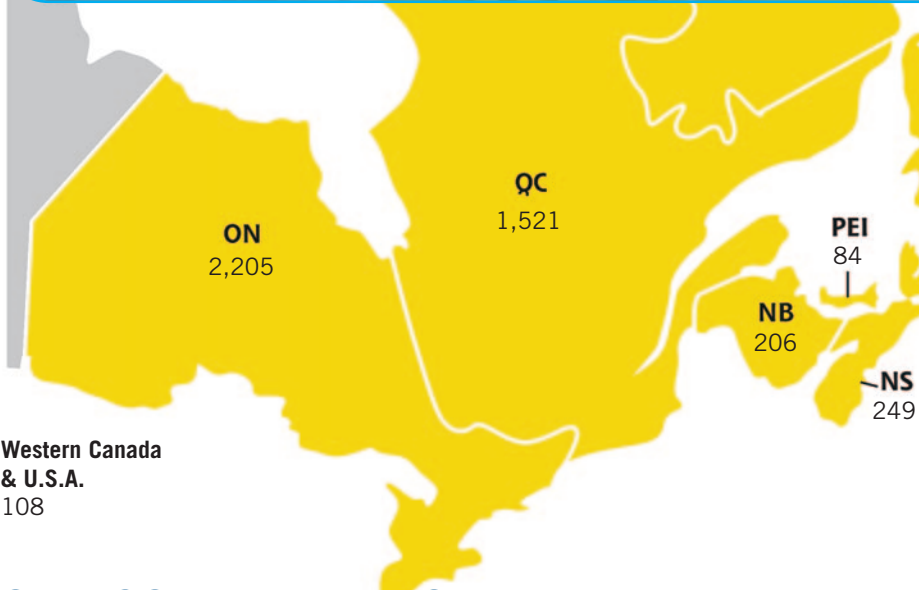
YOUR HOTEL MANAGEMENT MAGAZINE



REACHING ALL
MAJOR EASTERN
INDEPENDENTS, CHAIN
HOTEL OPERATORS, MOTELS,
LODGES AND FRANCHISES



WWW.EASTERNHOTELIER.COM



READERS SPAN THE NATION:

TOTAL: **4,519**

Western Canada & U.S.A.
108

CATEGORY BREAKDOWN

	NB	NL	NS	PEI	QC	ON	USA/WEST	TOTAL
ALLIED TO THE FIELD	12	5	12	5	28	33	9	104
BED & BREAKFAST	28	12	48	4	22	23	0	137
CORPORATE OFFICES	6	5	7	3	4	48	22	95
HOTEL CHAIN	37	21	61	14	418	807	31	1,389
INDEPENDENTS	41	64	43	30	561	705	21	1,465
MOTELS	40	24	32	14	428	417	280	975
RESORTS/LODGES	36	15	37	14	54	172	32	333
TAVERNS	6	0	9	0	6	0	0	21
	206	146	249	84	1,521	2,205	108	4,519



Why use **EASTERN HOTELIER** to promote your products and/or services?

- ✓ Magazine is read by every major independent, chain hotel operator, motel, bed & breakfast, lodge & franchise
- ✓ Highest circulation in Eastern Canada
- ✓ Lowest cost per thousand
- ✓ Eastern Hotelier is eastern based and focused in the eastern market and eastern businesses
- ✓ Offer editorial input into any relevant articles
- ✓ Free space is available to our advertisers in our “New Products” and “Business News” sections
- ✓ Each issue is available on our website at: www.easternhotelier.com
- ✓ Bonus circulation at all the trade shows we sponsor and exhibit at!
- ✓ We have an excellent art department that can put your advertisement together or assist in increasing your ad's appeal
- ✓ Eastern Hotelier is part of a large family of other successful magazines that can allow you to reach multiple markets such as:
 - The Western Hotel & Restaurant Region (Western Hotelier)
 - Foodservice (Western Restaurant News)
 - Bars & lounges (Bar & Beverage Magazine)
 - Grocery trade (Western Grocer)
 - Convenience trade (C-Store Canada)



Editorial Schedule 2024

REGULAR DEPARTMENTS

- Across the East** A Eastern news round-up. Look here for the latest property openings, staffing appointments and issues
- New Products** If its new to the trade we have it first. From mops to software and everything in between
- Business News** A broader examination of the hotel world with news items from across Canada and off shore
- Checking Out** Our last word in properties and personalities. We close off each issue with a signature hotel profile or trend setting industry personality spotlight.
- Provincial Reports** Hospitality sector analysis with interviews from leading stakeholders
- Profiles** From building projects to group operations and unique one offs and personalities, we profile the leaders in the hotel industry.

The above sections will appear in all five issues of **Eastern Hotelier Magazine**. Please feel free to send us any information and photos on exciting happenings within your company so that we can cover them in the above departments.

Feb/March 2024

Deadlines

Booking: January 12
Artwork: January 19
Released: February

- Regional Report: Ontario
- Trade Show Update
- Eastern Buyers Guide
- Energy Efficient Products
- Locks & Safes
- Laundry Equipment & Supplies
- State of the Industry Report
- Financial Services & ATMs
- Chairs & Sofas
- Food & Beverage Equipment

BUYERS' GUIDE EDITION!!!

***BONUS CIRCULATION at the following Trade Show:** Canadian Hotel Investment Conference
Sponsored by Eastern Hotelier Magazine

April/May 2024

Deadlines

Booking: March 8
Artwork: March 15
Released: April

- Regional Report: Nova Scotia
- PMS and POS
- Franchising Benefits
- Pest Control
- Patio Furniture & Fireplaces
- Music & Ambience
- In-Room Appliances
- Communication Equipment
- Towels & Linens

***BONUS CIRCULATION at the following Trade Show:**

Hotel Association of Canada Conference
Sponsored by Eastern Hotelier Magazine

June/July 2024

Deadlines

Booking: May 10
Artwork: May 17
Released: June

- Regional Report: NFLD & Labrador
- Lighting
- Housekeeping
- Building Renovations & Maintenance
- Furnishings - Casegoods
- Flooring
- Mobile Apps & Social Media
- Recruitment & Training
- Partnering with a Restaurant Brand
- Electronics

Sept/Oct 2024

Deadlines

Booking: August 9
Artwork: August 16
Released: September

- Regional Report: New Brunswick
- Franchise Report and Directory
- In-Room Entertainment
- Quality Air Control
- Bathroom Fixtures
- Golf Report
- Laundry Equipment & Distributors Directory
- Security
- Banquet Furniture
- Hotel Management Directory

Nov/Dec 2024

Deadlines

Booking: October 15
Artwork: October 22
Released: November

- Regional Report: P.E.I.
- Beds and Bedding
- Fridges & Ice Machines
- Hospitality Training
- Pool, Spa & Fitness Equipment
- Draperies & Window Coverings
- Loyalty Programs
- Textiles
- Architecture & Interior Designg
- Hotel Amenities

***BONUS CIRCULATION at the following Trade Show:**

Hotel Capital Connection and NOVA SCOTIA TOURISM EXPO
Sponsored by Eastern Hotelier Magazine



2024 Advertising Rates

EFFECTIVE JANUARY 1, 2024

General Advertising Rates

— Canadian Dollars, Net

	per insertion		
	1 ISSUE	3 ISSUES	5 ISSUES
D.P.S. (includes four colour process)	\$3,995.00	\$3,475.00	\$3,195.00
1 Page	\$2,795.00	\$2,395.00	\$2,095.00
2/3 Page	\$2,295.00	\$2,055.00	\$1,725.00
1/2 Page	\$1,995.00	\$1,795.00	\$1,495.00
1/3 Page	\$1,675.00	\$1,425.00	\$1,255.00
1/4 Page	\$1,395.00	\$1,175.00	\$995.00
1/6 Page	\$975.00	\$845.00	\$785.00
Card Size	\$795.00	\$675.00	\$595.00

COVER RATES

(includes four colour process)

	1 ISSUE	5 ISSUES
IFC & OBC	\$3,500.00	\$3,000.00
IBC	\$3,200.00	\$2,800.00

Cover positions are non-cancellable.

Bleed Pages.....no extra charge.

InsertsRates on request.

DIGITAL OPTIONS

WEBSITE BANNER ADVERTISING:

Promote your products, services, and brand on our website(s) with a banner ad that comes with a direct link to your company's website.

Size = 900 pixels wide by 144 pixels deep at 72 DPI.

WEBSITE BANNER AD RATES

	1 MONTH (1 WEBSITE)		6 MONTHS (1 WEBSITE)		12 MONTHS (1 WEBSITE)	
	(BOTH)	(BOTH)	(BOTH)	(BOTH)	(BOTH)	(BOTH)
TOP BANNER:	\$350.00	\$600.00	\$1,800	\$3,000	\$3,000	\$5,000
BOTTOM BANNER:	\$250.00	\$400.00	\$1,300	\$2,000	\$2,000	\$3,500



MONTHLY EMAIL NEWSLETTER ADVERTISING:

Our monthly newsletter is mailed out to our full email database and will contain the industry's hottest and most current news.

E-NEWSLETTER ADVERTISING OPTIONS

- Sponsored Content = \$400
- 1 Month (2 banner ads) = \$600
- 3 Months (6 banner ads) = \$1,500
- 6 Months (12 banner ads) = \$2,500
- 12 Months (24 banner ads) = \$4,000

- SIZE OPTIONS:**
- 600 wide X 75 tall
 - 300 wide X 300 tall

CUSTOM E-BLAST:

Promote your products, services, and brand with customized content to our full email database.

Our production team can help create your E-Blast so that it is informative, effective and professional!

- 1 time = \$900.00
- 3X = \$750.00 per
- 6X = \$600.00 per
- 12X = \$500.00 per



Mechanical

SPECIFICATIONS

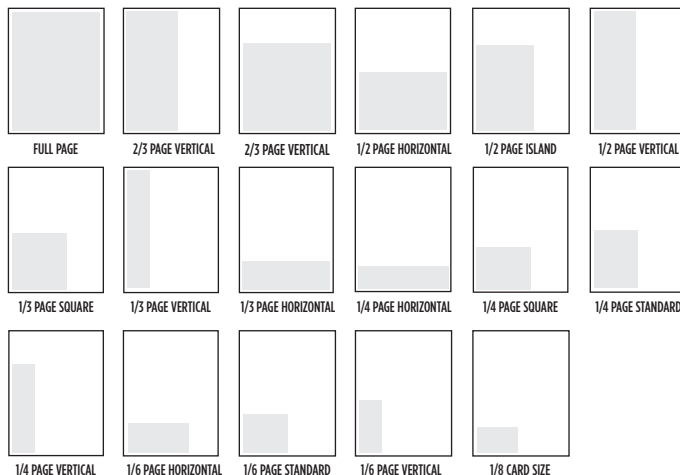
PRINT

STANDARD AD SIZES IN INCHES

	WIDTH	HEIGHT
DOUBLE PAGE SPREAD (TRIM SIZE)*	16-1/4	10-3/4
FULL PAGE (WITH BLEED)	8-3/4	11-1/4
FULL PAGE (TRIM SIZE)*	8-1/8	10-3/4
FULL PAGE (LIVE AREA)	7	10
2/3 PAGE VERTICAL	4-1/2	10
2/3 PAGE HORIZONTAL	7	6-1/2
1/2 PAGE VERTICAL	3-3/8	10
1/2 PAGE ISLAND	4-1/2	7-3/8
1/2 PAGE HORIZONTAL	7	4-7/8
1/3 PAGE VERTICAL	2-1/8	10
1/3 PAGE SQUARE	4-1/2	4-7/8
1/3 PAGE HORIZONTAL	7	3-1/4
1/4 PAGE VERTICAL	2-1/8	7-3/8
1/4 PAGE STANDARD	3-3/8	4-7/8
1/4 PAGE SQUARE	4-1/2	3-3/4
1/4 PAGE HORIZONTAL	7	2-3/8
1/6 PAGE VERTICAL	2-1/8	4-7/8
1/6 PAGE STANDARD	3-3/8	3-1/4
1/6 PAGE HORIZONTAL	4-1/2	2-3/8
1/8 PAGE VERTICAL	2-1/8	3-3/4
1/8 PAGE CARD SIZE	3-3/8	2-3/8

GATEFOLD/INSERTS/COVER WRAPS SPECIFICATIONS AVAILABLE ON REQUEST

* any ads requiring a bleed, must allow a 1/4" bleed on each side of the trim size.



IMPORTANT GENERAL REQUIREMENTS

The following guidelines are for digital material supplied to Mercury Publications Limited. Digital material can be accepted only if it meets our specifications for electronic output. An extra charge may apply if files do not fall within these guidelines.

Mercury Publications assumes no responsibility for content or colour accuracy where no proof has been supplied. **All files must be CMYK.**

Mercury Publications assumes no responsibility for material or content or colour trapping.

MEDIA COMPATIBILITY

Files can be accepted via the following media: (Be sure to indicate name of ad, publication and issue date.)

- Via email directly to sales representative or ads@mercurypublications.ca
- For FTP Site Upload information email: ads@mercurypublications.ca

A proof of any digital ad received will be emailed to you to confirm its accuracy.

FILE COMPATIBILITY

PLEASE SEND PRESS READY HIGH RESOLUTION PDF

(Be sure to indicate name of ad, publication and issue date.)

We do also accept the files created in following programs:

- QuarkXPress, up to and including version 11.0
- Adobe Illustrator, CC 2014 2.2
- Adobe Photoshop, CC 2014 2.2

File types can be accepted in these formats:

- Illustrator EPS (fonts converted to outlines)
- Illustrator files using the transparency feature **MUST be flattened**
- Photoshop EPS (single file not DSC) / CMYK Mode
- Photoshop TIFF / CMYK Mode
- Supporting files such as placed scans or graphic elements **must be supplied in CMYK values and at 100% of final size** as placed in ad.
- Resolution of images must be at least 300dpi
- Do not supply trapped files; trapping is handled in prepress to our printer's specifications.