For more than 50 years, Kostuch Media Limited, Canada's leading hospitality publisher, has been the most authoritative information source for Canada's $80-billion foodservice and hospitality industry — a one-stop resource for the most diverse array of media products — from print to digital to events.

PRINT POWER
Through our two magazine products, KML offers advertisers comprehensive coverage of the dynamic hospitality industry. Whether we're talking about Foodservice and Hospitality, the industry's leading hospitality publication, read by close to 120,000 industry leaders, or Hotelier, circulated to more than 45,000 hotel executives, our publications engage readers with thought-provoking stories featuring insightful analysis of the key trends shaping the industries they serve, making them the most-trusted sources of information in their respective fields.

DIGITAL OFFERINGS
As today's market evolves readers want and expect up-to-date news and late-breaking developments, delivered on electronic platforms. Our websites complement our magazines by offering readers daily news at their fingertips, as it happens; web-exclusives features; and video interviews with the industry's movers and shakers. Additionally, we offer e-newsletters, custom e-blast opportunities, sponsored content in digital magazines and iPad Apps. Our staff is immersed in social-media platforms such as Facebook, LinkedIn, Twitter and Instagram.

ENGAGING EVENTS
For individuals who prefer face-to-face networking, KML produces a series of industry events where operators and suppliers come together to learn, network, and celebrate achievement. KML offers a comprehensive lineup of events and conferences, including the Icons & Innovators Breakfast Series, Housekeeping Forum, the Women in Tourism & Hospitality Summit, developed in partnership with Sequel Hotels & Resorts, the renowned and celebrated the Pinnacle Awards luncheon, held annually in December. The event has become the “Academy Awards” of the foodservice and hospitality industry.
Since debuting in 1989, Hotelier magazine has become the authoritative voice of the dynamic $18-billion hotel industry. Published eight times a year in print and also available in digital format and as an iPad app, Hotelier continues to define the standard for excellence in trade-magazine publishing, earning industry accolades as its most read, respected and trusted magazine.

MISSION
Owned and operated by Kostuch Media Ltd., and a sister publication to Foodservice and Hospitality, Hotelier's mandate is to provide hotel owners and operators with the essential tools they need to compete more effectively. To accomplish this, the magazine draws on a seasoned, experienced editorial team based in Toronto, as well as a strong stable of freelance writers and photographers covering Canada from coast to coast.

In addition to a regular lineup of columns and departments, Hotelier's insightful and thought-provoking features focus on hard-hitting trend analysis and in-depth statistical coverage as well as industry-respected signature reports such as the Buyer's Guide, Franchise Report, the Top 50 Report, the Hospitality Market Report and the hugely popular and referenced Who-Owns-What? poster.

SOCIAL MEDIA

FACEBOOK
Hotelier Magazine

INSTAGRAM
@hoteliermagazine

TWITTER
@hoteliermagazine

LINKEDIN
Kostuch Media Ltd.
For 30 years, *Hotelier* has been the industry’s most trusted source of information for Canada’s dynamic hotel industry.

As the voice of the hotel industry, it’s been our goal to provide hoteliers with the necessary tools to improve their businesses. As the industry has evolved and matured, so have we. Today, we’re more than a magazine - we are a powerful brand devoted to excellence in all things hotel-related. *Hotelier* brings a unique Canadian perspective to the mix and we pride ourselves on a unique relationship with our readers. Trends may come and go, but we have staying power — always there and always changing to give readers what they need.

And, by advertising your message within our magazine, website or at our events, you will tap into a large audience of successful, influential and engaged readers.
CIRCULATION
GEOGRAPHICAL BREAKDOWN OF QUALIFIED CIRCULATION. MARCH 2018 ISSUE

TOTAL QUALIFIED CIRCULATION FOR CANADA
9,399

B.C. and Yukon 1,774
Alberta, N.W.T. and Nunavut 1,117
Manitoba 333
Quebec 1,271
New Brunswick 186
Newfoundland and Labrador 117
Prince Edward Island 117
Ontario 3,418
Nova Scotia 458
Saskatchewan 396

CIRCULATION HIGHLIGHTS

43,000 readers per issue

92.5 PER CENT of Hotelier’s qualified circulation is personally addressed by name and title*

97.8% of Hotelier’s subscriber list is personally addressed by name only

12-MONTH LIFE CYCLE (greater for issues featuring Signature Reports and Supplements)**

69 PER CENT of distribution is requested by industry personnel wanting their own copies of the magazine***

65.9 MINUTES READING TIME

Hotelier magazine is audited by the Canadian Circulation Audit Board (CCAB), a division of BPA Worldwide. Hotelier has consistently met the “reader request” eligibility standards as set by Heritage Canada, which means the majority of our subscribers ask to receive their own copy of the magazine.

***SOURCE: CCAB STATEMENT FOR THE SIX-MONTH PERIOD ENDED MARCH 2018

BUSINESS/OCCUPATION BREAKOUT

<table>
<thead>
<tr>
<th>BUSINESS &amp; INDUSTRY</th>
<th>TOTAL QUALIFIED</th>
<th>PERCENTAGE OF TOTAL</th>
<th>CANADA</th>
<th>OUTSIDE CANADA</th>
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<tbody>
<tr>
<td>LODGING</td>
<td></td>
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<tr>
<td>Hotels, Motels and Resorts</td>
<td>7,352</td>
<td>77.0</td>
<td>7,314</td>
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<tr>
<td>Bed and Breakfast</td>
<td>464</td>
<td>4.8</td>
<td>464</td>
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<tr>
<td>Other Lodging</td>
<td>703</td>
<td>7.4</td>
<td>703</td>
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<td>LODGING (multi-unit operations)</td>
<td>40</td>
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<tr>
<td>LODGING SERVICES</td>
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<tr>
<td>(including Architects, Designers, Engineers, Consultants &amp; Associations)</td>
<td>281</td>
<td>2.9</td>
<td>211</td>
<td>70</td>
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<tr>
<td>LODGING EDUCATIONAL</td>
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<tr>
<td>(including Schools, Universities, Colleges, Government Services, Libraries &amp; Students)</td>
<td>99</td>
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<td>LODGING SUPPLIERS</td>
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<tr>
<td>Manufacturers</td>
<td>24</td>
<td>0.3</td>
<td>24</td>
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<tr>
<td>Food and Beverage: Brokers, Distributors</td>
<td>21</td>
<td>0.2</td>
<td>21</td>
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<td>Equipment: Dealers/Distributors</td>
<td>103</td>
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<td>97</td>
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<td>Equipment: Manufacturers</td>
<td>35</td>
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<td>4</td>
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<td>OTHERS ALLIED TO THE FIELD</td>
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<tr>
<td>(including restaurants)</td>
<td>429</td>
<td>4.5</td>
<td>415</td>
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<td>Total Qualified Circulation</td>
<td>9,551</td>
<td>100</td>
<td>9,339</td>
<td>152</td>
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</table>

***SOURCE: CCAB STATEMENT FOR THE SIX-MONTH PERIOD ENDED MARCH 2018
THE POWER OF MAGAZINE ADVERTISING

According to the Association of Magazine Media, “magazine media delivers powerful relationships that influence, inspire and endure. The magazine media brand experience is based on trusted editorial, complemented by relevant advertising. This dual immersion in edit and ad satisfies the interests and passions of millions of readers — when, where and how they choose.”

Advertising brand lift due to exposure


Advertising in print yields greater increases in brand awareness, brand favourability and purchase intent than online

What neuroscience says about why print magazine ads work

Reading on paper is slower and deeper; paper readers remember more

# Editorial Calendar 2019

<table>
<thead>
<tr>
<th>Issue</th>
<th>Signature Reports</th>
<th>Trends</th>
<th>Decor &amp; Design</th>
<th>Operations</th>
<th>Equipment/ Technology</th>
<th>Segment Report</th>
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</thead>
<tbody>
<tr>
<td>January/February</td>
<td>The Franchise Report</td>
<td>Branding</td>
<td>Public Spaces</td>
<td>Cannabis: How Does Legalization Affect Hotels</td>
<td>Data-Management Roundtable</td>
<td>Extended Stay</td>
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<tr>
<td></td>
<td>+ Leased Restaurants</td>
<td></td>
<td>(Roofing, Lighting and more)</td>
<td></td>
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<tr>
<td></td>
<td>+ HAC Preview</td>
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<tr>
<td>March/April</td>
<td>The Buyer’s Guide</td>
<td>Distribution Channels</td>
<td>Bathrooms</td>
<td>Housekeeping &amp; Laundry</td>
<td>Blockchain + Crypto Currency</td>
<td>Boutique Hotels</td>
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<tr>
<td></td>
<td>+ Supplier Roundtable</td>
<td></td>
<td></td>
<td>*Housekeeping Forum</td>
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<tr>
<td></td>
<td>Special 30th Anniversary Issue</td>
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<tr>
<td></td>
<td>*HD Preview</td>
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<tr>
<td>May</td>
<td>The Canadian Hotel Investment Issue +</td>
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<tr>
<td></td>
<td>Investment Roundtable + Hotel Brokers’ Report</td>
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<tr>
<td></td>
<td>*HD Preview</td>
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<tr>
<td>June</td>
<td>Women Leaders</td>
<td>The Green Report</td>
<td>Bedrooms, Bedding &amp; Linens</td>
<td>Human Trafficking</td>
<td>Technology Roundtable</td>
<td>Luxury</td>
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<tr>
<td></td>
<td>+ Tourism</td>
<td></td>
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<tr>
<td></td>
<td>*HITEC Preview</td>
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<tr>
<td>July/August</td>
<td>Top 50 Report</td>
<td>In-Room Health &amp; Wellness Options</td>
<td>Restaurant Kitchens</td>
<td>Foodservice – From In-Room Dining to Restaurants</td>
<td>CRMs</td>
<td>Vacation Ownership</td>
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<tr>
<td></td>
<td>+ The Future of Hospitality: Challenges</td>
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<td></td>
<td>&amp; Opportunities</td>
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<tr>
<td></td>
<td>+ Design Awards</td>
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<tr>
<td>October/November</td>
<td>The Who’s Who Market Almanac + WOW Poster +</td>
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<tr>
<td></td>
<td>Western Canadian Lodging Conference Preview</td>
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<tr>
<td>December</td>
<td>The Pinnacle Awards</td>
<td>Banquets, Conferences &amp; Events</td>
<td>The Front Desk</td>
<td>Keyless Entry</td>
<td>Select Service</td>
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</tbody>
</table>

*Also featured regularly: Checking In, Newsmaker, Profile, Icons & Innovators*

Note — Departments and topics are subject to change
WEB ADVERTISING

COST:
hoteliermagazine.com

WEB AD DIMENSIONS
Banner Ads 728 x 90 pixels
Box Ads 300 x 250 pixels

FORMAT
Animated GIF or JPEG
Resolution is 72 dpi

BANNERS ROTATION
Banner Ad $1,500/month
Box Ad A, B, C $950/month

WEB SPONSORED CONTENT

Format: A horizontal ad placement on the home page news section at hoteliermagazine.com with link to a story page where the article resides. All content for the box ad on the home page + picture(s) and for the secondary page, is supplied by advertiser. KML reserves the right to edit the content to ensure style consistency. Campaigns are sold one-per-two week period and connect to a supplied link.

CALL YOUR ACCOUNT MANAGER FOR MORE DETAILS

E-MARKETING OPTIONS

NEWSBLAST
Once a week on Wednesday morning, KML readers receive our digital newsletter featuring a recap of the industry’s hottest new stories. Newsblast is circulated to more than 9,800 subscribers. Within the newsletter, there are three banner and two skyscraper ad positions, which allow advertisers to appear in a “news-rich” environment.

WEEKLY NEWSBLAST
Banner Ad A $1,200 per week
Banner Ad B $1,000 per week
Banner Ad C $800 per week
Skyscraper A $1,100 per week
Skyscraper B $900 per week

HOTEL BUZZ (QUARTERLY NEWSLETTER)
A look at which hotel companies are opening new units, who’s selling and what’s in the pipeline?

HOTEL TALK - SPONSORED CONTENT
Typically developed around a theme that complements industry trends or issues, KML’s production team will work with advertisers to develop a fully customized sponsored e-newsletter sent to our entire newsletter database. Our production team will develop and design the template for you. We can utilize content you already have available or incorporate links to available videos, as well as multiple URL links — all to the same address or to a variety of landing pages. Define your campaign objectives with one of our account managers and receive a tailored plan that puts your marketing message in front of KML’s purchasing influentials.

COST: $4,500

CUSTOM E-BLAST
Advertisers can provide customized content, supplied to KML in final format and KML will distribute an e-newsletter to the entire subscriber database.

COST: $2,800

SPONSORED CONTENT IN NEWSBLAST
Your content will be displayed in a news-rich format and will be noted as “sponsored content.” Copy includes a URL link to the rest of the story.

COST: $1,800

E-DIGITAL ISSUE
An electronic issue of the magazine is distributed to digital subscribers the first week of every month. Within an e-digital issue, one banner position is available.

COSTS AVAILABLE UPON REQUEST

APP EDITION FOR IPAD
In addition to publishing eight issues a year, Hotelier magazine is available 24-7 on your iPad as an app.

ALL RATES QUOTED IN CANADIAN FUNDS
HOTELIER LIVE! offers a video option for advertisers interested in the growing stable of marketing products available to today’s increasingly sophisticated advertisers.

Why? Increasingly, today’s consumers are turning to videos to get educated, entertained and informed.

KML gives advertisers the opportunity to deliver their messages through this powerful and growing medium.

HERE ARE YOUR VIDEO OPTIONS:

VIDEO HOSTING:

- hoteliermgazine.com hosts manufacturer-supplied videos featuring demos, information and educational tips on products, techniques and much more.

- Provide a 30-to 60-second video clip promoting your company or one of its product lines and we’ll feature it on our Buyer’s Guide dedicated site at hotelierworld.com. Or contract our production team to videotape your company executives at their offices or on the floor of the industry’s major tradeshows, and post on your website and ours.

COSTS AVAILABLE ON REQUEST

CUSTOMIZED CONTENT:

- For advertisers who want more control of their marketing, KML offers the option of customizing your video message through a collaborative effort between your marketing department and our production team. Whether it’s a one-on-one interview, new hotel opening or a product demo, we can help develop and craft a video up to five minutes in length that meets your marketing needs.

COSTS AVAILABLE ON REQUEST

SPONSORSHIP OPPORTUNITIES:

- Sponsor one of our Icons & Innovators Breakfast instalments, between editor/publisher Rosanna Caira and the industry’s leading luminaries, and have your company logo positioned prominently on the video excerpts from the event, which runs on the Hotelier magazine website.

COST: $5,500

For information about video opportunities, contact our sales team:

In Canada:
Elena Osina eosina@kostuchmedia.com
Cheryll San Juan csanjuan@kostuchmedia.com
Maria Fama Viecili mviecili@kostuchmedia.com

In the U.S.
Wendy Gilchrist wgilchrist@kostuchmedia.com
BUYER'S GUIDE
ONLINE & PRINT OPTIONS
AVAILABLE ONLINE YEAR-ROUND PLUS IN THE ANNUAL JANUARY PRINT EDITION

BASIC
FREE

BASIC LISTING IN PRINT
❖ Company name, address, phone number and website

BASIC LISTING ONLINE
❖ Company name, address, phone number and website
❖ Company listed in two categories

ENHANCED
$495

ENHANCED LISTING IN PRINT
❖ Colour logo/brand image
❖ 25-word description
❖ Company name, address, phone number and website
❖ Company listed in up to five categories

ENHANCED LISTING ONLINE
❖ Colour logo/brand image
❖ 25-word description
❖ Company name, address, phone number and website
❖ Link to request more information
❖ Link to visit website
❖ Company listed in up to five categories

PREMIUM
$895

PREMIUM LISTING IN PRINT
❖ Colour logo/brand image
❖ 50-word description
❖ Company name, address, phone number and website
❖ Company listed in up to 10 categories

PREMIUM LISTING ONLINE
MICROSITE INCLUDES:
❖ Colour logo/brand image
❖ 50-word description
❖ Company name, address, phone number and website
❖ Three images of your product/services with flexibility to update at anytime
❖ Link to request more information
❖ Link to website
❖ Company listed in up to 10 categories
EVENTS

Several times a year, KML hosts a series of educational and entertaining events that connect advertisers/sponsors with a targeted audience of leading influencers from the foodservice and hospitality industry. Increasingly, face-to-face connections are highly effective in establishing trust and helping companies build their brand image. It’s the perfect way to direct advertising messages to the industry’s influencers, meet face to face with customers, all while learning from the industry’s leading icons.

HOUSEKEEPING FORUM
April 8, 2019

In 2016, Hotelier launched the Housekeeping Forum, a new all-day conference highlighting the trends and issues impacting this pivotal and ever-changing hotel department. The forum, which also features a tabletop mini tradeshow, gives attendees a chance to share best practices, learn from the industry’s top housekeepers and become informed about new products and practices that will make this important department efficient, streamlined and profitable.

ICONS & INNOVATORS BREAKFAST SERIES
APRIL 25, 2019

The Icons & Innovators Breakfast Series launched in 2012 and features candid one-on-one conversations between editor/publisher Rosanna Caira and industry luminaries. Every year, KML hosts a spring and fall Icons’ session featuring a foodservice and a hotel icon. Find out how these personalities started their business and learn from their secrets of success.

FOR SPONSORSHIP OPPORTUNITIES, CONTACT OUR SALES TEAM:

In Canada:
ELENA OSINA
eosina@kostuchmedia.com

CHERYLL SAN JUAN
csanjuan@kostuchmedia.com

MARIA FAMA VIECILI
mviecili@kostuchmedia.com

In the U.S.
WENDY GILCHRIST
wgilchrist@kostuchmedia.com

WOMEN IN TOURISM & HOSPITALITY

MAY 27 & 28, 2019

The Women in Tourism and Hospitality conference and WITHorg (women’s organization and website) is dedicated to the advancement of women in the tourism and hospitality industries. The conference brings together industry thought leaders sharing personal and professional stories of their unique paths to success. Development of individual and corporate best-practise strategies are shared and innovative initiatives are experienced with other successful global executives curated and revealed.

THE PINNACLE AWARDS
DECEMBER 2019

Launched in 1988, the Pinnacle Awards are the “Oscars” of the dynamic $80-billion foodservice and hospitality industry. This annual luncheon event, held in early December, brings together close to 600 of the industry’s top executives to network, exchange ideas and celebrate the accomplishments and achievements of stellar restaurant and hotel operators and suppliers.
PRINT SPONSORED CONTENT

Looking to promote your company’s newest initiatives with compelling content that appeals to today’s executives? Interested in telling your own story, your own way?

Want to attract your target market with information that's on point and focused?

We have the perfect vehicle for your marketing needs. Our sponsored content offerings provide you with the option to craft customized articles that amplify your message, while engaging readers with authentic, timely and relevant content. We'll write it, design it, and provide proofs for your team to sign off on.

Topics that can be featured within this format:

◆ Profiles of your company and/or executives
◆ Q/A’s with company execs on important issues of the day
◆ Product innovations
◆ Marketplace challenges and solutions

THREE-MONTH LEAD TIME REQUIRED
LIMITED AVAILABILITY

FOR CONTENT OPPORTUNITIES, CONTACT OUR SALES TEAM:

IN CANADA:
ELENA OSINA eosina@kostuchmedia.com
CHERYLL SAN JUAN csanjuan@kostuchmedia.com
MARIA FAMA VIECILI mviecili@kostuchmedia.com

IN THE U.S.
WENDY GILCHRIST wgilchrist@kostuchmedia.com

SAMPLE

CELEBRATING PAST

ONE OF CANADA’S MOST STORIED PURVEYORS, MACGREGORS MEAT & SEAFOOD LTD., TALKS ROOTS, CULTURE & LONGEVITY
Hotelier’s hugely popular “Who Owns What?” poster provides readers with the most comprehensive and accurate snapshot of the Canadian hotel landscape, delineating the hotel industry’s complicated and complex ownership structure. Polybagged with Hotelier magazine’s October/November issue, the poster also features suppliers’ logos and web addresses, providing year-round brand recognition.

Reach more than 30,000 key hotel executives, owners and industry partners

Receive category exclusivity as a “Who Owns What?” poster sponsor (one amenity company, one PMS, one table top, one furniture company, et cetera)

Receive 10 copies of the “Who Owns What?” poster for your distribution (value $500)

Company logo and website address prominently displayed on the front of the 2019 poster

Limited spots available

ALL THIS FOR ONLY $1,500
**2019 AD RATES**

(all rates are gross)

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<thead>
<tr>
<th>Size</th>
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<th>3x</th>
<th>6x</th>
<th>8x</th>
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<td>$4,215</td>
<td>$4,080</td>
<td>$3,815</td>
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<td>$3,020</td>
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*RATES LISTED ARE IN CANADIAN DOLLARS/ GROSS AND ARE SUBJECT TO CHANGE WITHOUT NOTICE.

For inserts/polybags, gatefolds, tip-ons or regional splits, please contact an Hotelier account manager for pricing.

**TERMS AND CONDITIONS**

- Publisher reserves the right to revise advertising rates on insertion orders should the advertiser change the agreed-upon frequency or ad sizes contained within the agreement.
- Insertion Orders and production charges are invoiced at time of magazine printing, unless otherwise stated.
- Display and Online Ads or other materials will not be placed without a signed insertion order.
- Cancellation of advertising must be received by closing date. Verbal agreements are not recognized by the publisher.
- Inserts: Rates are available upon request. All inserts are subject to approval by the publisher well in advance of publication.
- The advertiser and advertising agency assume full liability for all content of advertisements (including text, and illustrations) and are solely responsible for any related claims against the publisher.
- The publisher reserves the right to add the word(s) “advertisement” or “advertorial” to the top of pages of paid/sponsored content, if the ad could be confused with Kostuch Media Ltd. editorial content.
- The advertiser and advertising agency agree that Kostuch Media Ltd. shall be under no liability in the event of failure to insert any advertisement, for any cause.
- In the event of a conflict with policies covered within the insertion order, the publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions. Publisher reserves the right to not publish an ad for any reason.
- Commissions, discount payments, cash discounts: Two per cent on net (after agency commission) if payment is received within 10 days of invoice date. Publisher reserves the right to cancel future insertions for advertisers with outstanding invoices.
- Payment should be made in Canadian funds, or equivalent funds, at the prevailing exchange rate at the time of payment.
- Pages cannot be re-sold to third parties.
AD SPECS

DOUBLE PAGE SPREAD
BLEED: 16.5" x 11.125"
TRIM: 16.25" x 10.875"

2/3 PAGE VERTICAL
BLEED: 5.5" x 11.125"
TRIM: 5.25" x 10.875"

1/3 PAGE HORIZONTAL
BLEED: 8.375" x 3.75"
TRIM: 8.125" x 3.5"

2/3 DOUBLE PAGE SPREAD
BLEED: 16.5" x 7.25"
TRIM: 16.25" x 7"

2/3 PAGE HORIZONTAL
BLEED: 8.375" x 7.25"
TRIM: 8.125" x 7"

1/3 PAGE SQUARE
BLEED: Not Applicable
TRIM: 4.625" x 4.625"

1/2 DOUBLE PAGE SPREAD
BLEED: 16.5" x 5.75"
TRIM: 16.25" x 5.5"

1/2 PAGE ISLAND
BLEED: Not Applicable
TRIM: 4.625" x 7.5"

1/4 PAGE VERTICAL
BLEED: Not Applicable
TRIM: 3.375" x 4.875"

1/4 PAGE HORIZONTAL
BLEED: 8.375" x 3.25"
TRIM: 8.125" x 3"

FULL PAGE
BLEED: 8.375" x 11.125"
TRIM: 8.125" x 10.875"

1/3 PAGE VERTICAL
BLEED: 3.125" x 11.125"
TRIM: 2.875" x 10.875"

PRINT AD MATERIAL REQUIREMENTS

> All critical elements must be kept within the trim dimensions. Please allow .25" on each side to ensure type is not cut off for bleed ads
> Ensure crop marks are kept out of bleed areas
> All colours used must be CMYK

WHERE TO SEND IT

> PDF/X-1a:2001, or a generic PDF created to Kostuch Media Ltd. specifications
> Send online using Hightail at https://www.hightail.com/u/KostuchMediaLtd
> Ensure company name is included in file name

For further information contact: Courtney Jenkins, Graphic Designer (416) 447-0888 ext. 249 or email cjenkins@kostuchmedia.com