Kostuch Media Ltd. (KML) continues to break new ground in Canada’s foodservice- and-hospitality industry. In 2018, KML celebrated its 50th anniversary, making it the industry’s leading and longest-standing publisher committed to excellence in all facets of operation. KML is the industry’s leading and longest-standing publisher committed to excellence in all facets of operation. Whether it’s through our portfolio of print products, our diverse digital offerings, or our growing stable of engaging events, KML offers an extensive one-stop resource for Canada’s dynamic $90-billion foodservice-and-hospitality industry. There’s no need to go anywhere else!

**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*, read by 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 and objective sources of information in their respective fields.

**DIGITAL OFFERINGS**

As today’s market evolves readers 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, the Housekeeping Forum, the Women in Tourism & Hospitality Summit (developed in partnership with Sequel Hotels & Resorts) and the renowned and celebrated 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 business-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** @hoteliermag
- **LINKEDIN** Kostuch Media Ltd.
CIRCULATION

43,000 readers per issue

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

65.9 MINUTES READING TIME*

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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</thead>
<tbody>
<tr>
<td>LODGING</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Hotels, Motels and Resorts</td>
<td>8,431</td>
<td>86.4</td>
<td>8,406</td>
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<td>Bed and Breakfast</td>
<td>270</td>
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<tr>
<td>Other Lodging</td>
<td>260</td>
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<td>260</td>
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<tr>
<td>LODGING (multi-unit operations)</td>
<td>33</td>
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<tr>
<td>LODGING SERVICES</td>
<td>123</td>
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<td>120</td>
<td>3</td>
</tr>
<tr>
<td>(including Architects, Designers, Engineers, Consultants &amp; Associations)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LODGING EDUCATIONAL</td>
<td>71</td>
<td>0.7</td>
<td>61</td>
<td>10</td>
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<tr>
<td>(including Schools, Universities, Colleges, Government Services, Libraries &amp; Students)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LODGING SUPPLIERS</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Manufacturers;</td>
<td>23</td>
<td>0.2</td>
<td>23</td>
<td>-</td>
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<tr>
<td>Food and Beverage: Brokers, Distributors</td>
<td>15</td>
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<td>14</td>
<td>1</td>
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<tr>
<td>Equipment: Dealers/Distributors</td>
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<td>0.5</td>
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<td>3</td>
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<tr>
<td>Equipment: Manufacturers</td>
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<tr>
<td>OTHERS ALLIED TO THE FIELD (including restaurants)</td>
<td>230</td>
<td>2.4</td>
<td>137</td>
<td>93</td>
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</table>

Total Qualified Circulation: 9,755

9,608 read per issue

GEOGRAPHICAL BREAKDOWN OF QUALIFIED CIRCULATION, MARCH 2019 ISSUE

TOTAL QUALIFIED CIRCULATION FOR CANADA

9,608

SOURCE: CCAB STATEMENT FOR THE SIX-MONTH PERIOD ENDED MARCH 2019 STARCH READERSHIP REPORT * PUBLISHER’S DATA *

***SOURCE: CCAB STATEMENT FOR THE SIX-MONTH PERIOD ENDED MARCH 2019
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 2020

<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>F&amp;B</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY/FEBRUARY</td>
<td>The Franchise Report</td>
<td>Catering to LGBTQ Guests</td>
<td>Hotels within Hotels</td>
<td>Room Rates &amp; Revenue Management</td>
<td>Data Breaches</td>
<td>Developing a F&amp;B Strategy</td>
</tr>
<tr>
<td>MARCH/APRIL</td>
<td>The Buyer's Guide</td>
<td>Meetings &amp; Conventions</td>
<td>Lobby Design</td>
<td>Housekeeping &amp; Laundry</td>
<td>HVAC</td>
<td>Room Service</td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>Top 50 Report</td>
<td>Travel &amp; Tourism Trends</td>
<td>Restaurant Kitchens</td>
<td>Amenities</td>
<td>Mobile Engagement - Mobile Check in &amp; Check out</td>
<td>Breakfast</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>The Hospitality Market Report Inc. (Segment Report)</td>
<td>Health &amp; Wellness</td>
<td>Workspaces &amp; Revenue-Generating Spaces</td>
<td>Human Trafficking</td>
<td>In-Room Entertainment Systems</td>
<td>Hotel Restaurants</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>The Pinnacle Awards</td>
<td>AirBNB</td>
<td>How Tech Influences Design</td>
<td>Guest Security</td>
<td>Mobile Entry</td>
<td>Food Outlets</td>
</tr>
</tbody>
</table>

**The Canadian Hotel Investment Issue + Investment Roundtable**

**ALSO FEATURED REGULARLY:** CHECKING IN, NEWSMAKER, PROFILE, ICONS & INNOVATORS, HOTELIER

*Note — Departments and topics are subject to change*
Looking to promote your company’s newest initiatives with compelling content that appeals to today’s hotelier 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 branded-content offerings provide you with the option to craft customized articles to amplify your message while engaging readers with content that’s authentic, timely and relevant. Get increased exposure by highlighting your narrative and establish your company as a trusted industry resource. Write it yourself, or if you prefer, our production team will write, design and provide proofs for your team to sign off on.

**Topics that can be featured within this format:**

- Q/A stories
- Product Innovations
- Marketplace Challenges and Solutions

THREE-MONTH LEAD TIME REQUIRED; LIMITED AVAILABILITY

FOR CONTENT OPPORTUNITIES, CONTACT OUR SALES TEAM

In Canada
CHERYLL SAN JUAN
csanjuan@kostuchmedia.com

ELENA OSINA
eosina@kostuchmedia.com

AMITOJ DUTT
adutt@kostuchmedia.com

In the U.S.
WENDY GILCHRIST
wgilchrist@kostuchmedia.com
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 2020 poster
- Limited spots available

ALL THIS FOR ONLY $1,500
DIGITAL OPTIONS

HOSPITALITY HEADLINES (formerly Newsblast)
Every Wednesday morning, KML distributes its digital newsletter featuring a recap of the industry’s hottest new stories to more than 12,000 subscribers. Within the newsletter there are three banner and two skyscraper ad positions, which allow advertisers to appear in a news-rich environment.

BRANDED CONTENT IN HOSPITALITY HEADLINES
Your content will be displayed in a news format and will be noted as “sponsored content.” Copy includes a URL link to the rest of the story.

COST: $1,800

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 received 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 HTML format and KML will distribute it to the entire newsletter subscriber database of 12,000+.

COST: $2,800
WEB ADVERTISING

ONLINERATES/MONTH

<table>
<thead>
<tr>
<th>BANNERS</th>
<th>ROTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>$1,500/month</td>
</tr>
<tr>
<td>Box Ad A, B, C</td>
<td>$950/month</td>
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</tbody>
</table>

FORMAT

Animated GIF or JPEG
Resolution is 72 dpi

TOP BANNER
728 x 90px

BANNERS
728 x 90px

BOX AD
300 x 250px

WEB-SPONSORED CONTENT

Format: A horizontal ad placement on the home page news section at hoteliermagazine.com with a link to a story page where the article resides. All content for the box ad on the homepage + 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. COST: $1,800

APP EDITION FOR IPAD

In addition to publishing 11 issues a year, Hotelier magazine is available on the iPad.

CALL YOUR ACCOUNT MANAGER FOR MORE DETAILS

In Canada
CHERYLL SAN JUAN
csanjuan@kostuchmedia.com
ELENA OSINA
eosina@kostuchmedia.com
AMITOJ DUTT
adutt@kostuchmedia.com

In the U.S.
WENDY GILCHRIST
wgilchrist@kostuchmedia.com
HOTELIER LIVE! offers a video option for advertisers interested in the growing stable of available marketing products 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:
- hoteliermagazine.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.

COST 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.

COST 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:
Cheryll San Juan csanjuan@kostuchmedia.com
Elena Osina eosina@kostuchmedia.com
Amitoj Dutt adutt@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

BUILD YOUR BRAND BY INVESTING IN KML EVENTS

In an increasingly connected world, the popularity of events continues to grow. Over the years, KML has become an important player in producing immensely popular industry events. Whether it’s through our signature Pinnacle Awards, our Icons & Innovators Breakfast series, the Housekeeping Forum, the Women in Tourism & Hospitality Summit, KML offers a collection of extraordinary events that provide attendees with face-to-face access to the industry’s movers and shakers, all the while providing sponsors with the opportunity to connect directly with potential customers.

HOUSEKEEPING FORUM
CANCELLED DUE TO COVID-19

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

ICONS & INNOVATORS’ BREAKFAST SERIES
CANCELLED DUE TO COVID-19

The Icons & Innovators’ Breakfast Series was 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.

OCTOBER 14, 2020

The Women in Tourism and Hospitality Summit and WITHorg (developed in partnership with Sequel Hotels & Resorts) 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 highlighting their unique paths to success. Development of individual and corporate best-practice strategies will be shared and innovative initiatives and experience with other successful global executives curated and revealed.

THE PINNACLE AWARDS
DECEMBER 4, 2020

Launched in 1988, the Pinnacle Awards are the “Oscars” of the dynamic $90-billion foodservice and hospitality industry. This annual luncheon event, typically held the first Friday of December, brings together more than 500 of the industry’s top executives to network, exchange ideas and celebrate the accomplishments and achievements of stellar restaurant and hotel operators and suppliers.

VISION 20/20
CANCELLED DUE TO COVID-19

A day-long summit that brings today and tomorrow’s foodservice and hospitality leaders together to shift the narrative and shape a new landscape. Kick off the day with a panel of Icons and Innovators who will share their vision for important change while offering solutions on pressing issues. Come and learn how today’s leaders are tackling the economic and social challenges of the day while focusing on the future.

NEW EVENT
### 2020 AD RATES
(all rates are gross)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>8x</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$4,425</td>
<td>$4,215</td>
<td>$4,080</td>
<td>$3,815</td>
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<tr>
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<td>$3,465</td>
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<tr>
<td>1/2 ISLAND</td>
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<td>1/4 DPS</td>
<td>$3,250</td>
<td>$3,330</td>
<td>$3,085</td>
<td>$2,930</td>
</tr>
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</table>

*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 or 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.
<table>
<thead>
<tr>
<th>AD SPECS</th>
</tr>
</thead>
</table>

### 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.

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**For further information contact:**  
Jaclyn Flomen, Graphic Designer  
(416) 447-0888 ext. 232 or email jflomen@kostuchmedia.com