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 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 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 or Foodservice and Hospitality, the industry’s leading hospitality publication, read by close to 120,000 industry leaders.

DIGITAL OFFERINGS
Today’s 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-exclusive features, as well as 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.

N.B. Due to the lingering COVID-19 pandemic, some of these events have pivoted to virtual events. However, we hope to return with live events in the near future, as soon as government mandates allow.
Since debuting in 1989, Hotelier magazine has become the authoritative voice of the dynamic hotel industry. Published eight times a year through a combination of print and digital, 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 provides 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.
43,000 readers per issue

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

65.9 MINUTES READING TIME*

GEOGRAPHICAL BREAKDOWN OF QUALIFIED CIRCULATION, MARCH 2020 ISSUE

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>
</tr>
</thead>
<tbody>
<tr>
<td>LODGING</td>
<td>9,114</td>
<td>93.2</td>
<td>9,090</td>
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</tr>
<tr>
<td>Hotels, Motels, Resorts, Bed and Breakfasts, and Non Commercial Lodging</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>LODGING (multi-unit operations)</td>
<td>34</td>
<td>0.3</td>
<td>31</td>
<td>3</td>
</tr>
<tr>
<td>LODGING SERVICES including Architects, Designers, Engineers, Consultants, Associations and other services</td>
<td>118</td>
<td>1.2</td>
<td>115</td>
<td>3</td>
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<tr>
<td>LODGING EDUCATIONAL (including Schools, Universities, Colleges, Government Services, Libraries &amp; Students)</td>
<td>42</td>
<td>0.4</td>
<td>40</td>
<td>10</td>
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<tr>
<td>LODGING SUPPLIERS</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Food and Beverage: Manufacturer</td>
<td>15</td>
<td>0.2</td>
<td>15</td>
<td>-</td>
</tr>
<tr>
<td>Food and Beverage: Brokers, Distributors</td>
<td>13</td>
<td>0.1</td>
<td>12</td>
<td>1</td>
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<td>Equipment: Dealers/Distributors</td>
<td>41</td>
<td>0.4</td>
<td>40</td>
<td>3</td>
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<tr>
<td>Equipment: Manufacturers</td>
<td>20</td>
<td>0.2</td>
<td>18</td>
<td>4</td>
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<tr>
<td>Generic Suppliers</td>
<td>65</td>
<td>0.7</td>
<td>61</td>
<td>4</td>
</tr>
<tr>
<td>BUSINNESSES ASSOCIATED WITH LODGING Restaurants, Caterers, Banquet Halls, Convention Centres, Clubs</td>
<td>136</td>
<td>1.4</td>
<td>135</td>
<td>1</td>
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<tr>
<td>OTHERS ALLIED TO THE FIELD (including restaurants)</td>
<td>184</td>
<td>1.9</td>
<td>135</td>
<td>93</td>
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</tbody>
</table>

Total Qualified Circulation 9,782

***SOURCE: CCAB STATEMENT FOR THE SIX-MONTH PERIOD ENDED MARCH 2020 STARCH READERSHIP REPORT * PUBLISHER’S DATA **
## EDITORIAL CALENDAR 2021

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SIGNATURE REPORTS</th>
<th>TRENDS</th>
<th>OPERATIONS</th>
<th>EQUIPMENT/ TECHNOLOGY</th>
<th>F&amp;B</th>
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<tbody>
<tr>
<td></td>
<td>Franchising in the Era of COVID-19</td>
<td>(Destination Marketing, Corporate Travel + More)</td>
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<tr>
<td>MAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>The Canadian Hotel Investment Issue</td>
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</tr>
<tr>
<td>JULY/AUGUST</td>
<td>The Top 50 Report &amp; Top Employers</td>
<td>Meetings &amp; Conferences – Can they Rebound?</td>
<td>Third-Party Intermediaries</td>
<td>Software Solutions</td>
<td>Off-premise</td>
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<tr>
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</tr>
<tr>
<td>SEPTEMBER</td>
<td>The Hospitality Market Report</td>
<td>The International Report</td>
<td>How to Stimulate Sales in a Changing Environment</td>
<td>In-Room Entertainment Systems</td>
<td>Developing a F&amp;B Strategy</td>
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<tr>
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</tr>
<tr>
<td>OCTOBER/ NOVEMBER</td>
<td>The Pinnacle Awards</td>
<td>The Transformation of Loyalty Programs</td>
<td>Pipeline Update</td>
<td>Ventilation</td>
<td>Kitchens &amp; the Equipment that Make them Work</td>
</tr>
<tr>
<td></td>
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<tr>
<td>DECEMBER</td>
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<td></td>
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</tbody>
</table>

### The Canadian Hotel Investment Issue

### The Who’s Who Market Almanac + WOW Poster + Mergers & Acquisitions
As digital channels have become more pervasive through the past decade, KML has always provided our readers with a choice of how they prefer to receive their content — either via print or digital formats. But as readers increasingly turn to digital magazines, especially throughout the lingering COVID-19 pandemic, in 2021, KML plans to offer a combination of four digital issues and four print issues. This change will allow our readers more convenience and ease, especially during these challenging times, all the while allowing them to continue to receive the content they’ve always come to expect from KML. And, our digital readership is equally as strong as our print with a total reach of approximately 25,000 industry influencers.
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

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FOR MORE DETAILS CONTACT:

ROSAANNA CAIRA
rcaira@kostuchmedia.com

WENDY GILCHRIST
wgilchrist@kostuchmedia.com

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SINGLE PAGE
$5,500

DPS
$8,500
SAMPLE OF SPONSORSHIP SPACE

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

For more than 20 years 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.

ALL THIS FOR ONLY $1,500
HOSPITALITY HEADLINES
Every Monday and 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 one banner and four box 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>
</tr>
</tbody>
</table>

FORMAT

Animated GIF or JPEG
Resolution is 72 dpi

WEBS-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 eight issues a year, Hotelier magazine is available on the iPad.

FOR MORE DETAILS CONTACT:

**ROSANNA CAIRA**
rcaira@kostuchmedia.com

**WENDY GILCHRIST**
wgilchrist@kostuchmedia.com
As digital channels continue to grow in popularity, Kostuch Media Ltd., continues to provide more varied digital products for our readership.

Late last year, KML introduced two new podcasts – Table Talk is designed for the foodservice-and-hospitality market, and features lively discourse between Rosanna Caira, editor and publisher, and some of the industry’s leading restaurant owners and operators, as well as chefs, suppliers and associations, while Checking In takes the pulse of the hotel industry with one-one-one interviews with hotel owners, executives, hoteliers, analysts and suppliers.

According to Edison Research in the U.S., the number of Americans listening to podcasts has grown 120 per cent with 90-milion Americans listening to a podcast every month. In Canada, according to Audience Insights, nearly 11 million Canadian adults have listened to a podcast in the past year; more than 13 million have listened at some point.

If you’d like to target this growing number of listeners who form part of this educated audience, and connect with them as part of an engaging and focused industry discussion, this is the perfect way to direct your branded message to them.

For advertisers who are interested in being part of a popular new method of information exchange, KML provides a series of Special Introductory Options:

**PODCASTS**

Sponsor Logo on KML website promoting individual episodes: $300

Voiceover Sponsorship:
- Pre-Roll (Beginning of Podcast Episode) $250
- Mid-Roll (During the episode) $300
- Both (Pre-Roll and Mid-Roll) $500
BUYER'S GUIDE ONLINE & PRINT OPTIONS

AVAILABLE ONLINE YEAR-ROUND PLUS IN THE ANNUAL MARCH/APRIL 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
$395

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
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.

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.

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.

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.

In this new COVID-operating environment, some of our events may have to migrate to virtual events until government restrictions are lifted.
MEDIA KIT 2021

*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

## 2021 AD RATES

(all rates are gross)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$4,425</td>
<td>$4,080</td>
<td>$3,815</td>
<td>$2,200</td>
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<tr>
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<td>$3,465</td>
<td>$3,235</td>
<td>$3,045</td>
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<tr>
<td>1/2 ISLAND</td>
<td>$3,265</td>
<td>$2,970</td>
<td>$2,835</td>
<td>$1,600</td>
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<td>$2,515</td>
<td>$2,390</td>
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<td>$2,350</td>
<td>$2,185</td>
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<td>$1,175</td>
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<td>IFC/IBC</td>
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<td>1/4 DPS</td>
<td>$3,250</td>
<td>$3,085</td>
<td>$2,930</td>
<td>$1,650</td>
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</table>

## 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 release, 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
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:
Jaclyn Flomen, Graphic Designer
jflomen@kostuchmedia.com