Kostuch Media Ltd. (KML) continues to break new ground in Canada’s foodservice- and-hospitality industry. With more than 50 years of experience, KML is the industry’s leading and the 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 to 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

GEOGRAPHICAL BREAKDOWN OF QUALIFIED CIRCULATION, MARCH 2021 ISSUE

B.C. and Yukon: 1,710
Alberta, N.W.T. and Nunavut: 1,151
Manitoba: 333
Saskatchewan: 450
Ontario: 3,133
Nova Scotia: 445
Newfoundland and Labrador: 232
Prince Edward Island: 129

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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<td>LODGING</td>
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<tr>
<td>(Multi-unit operations, Head Office)</td>
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<tr>
<td>LODGING SERVICES</td>
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<td>115</td>
<td>3</td>
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<tr>
<td>including Architects, Designers, Engineers, Consultants, Associations and other services</td>
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<tr>
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<td>42</td>
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<td></td>
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<tr>
<td>LODGING SUPPLIERS</td>
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<tr>
<td>Food and Beverage: Manufacturer</td>
<td>15</td>
<td>0.2</td>
<td>15</td>
<td>-</td>
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<tr>
<td>Food and Beverage: Brokers, Distributors</td>
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<td>11</td>
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<tr>
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<td>Equipment: Manufacturers</td>
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<td>Generic Suppliers</td>
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<td>BUSINESSES ASSOCIATED WITH LODGING</td>
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<tr>
<td>Restaurants, Caterers, Banquet Halls, Convention Centres, Clubs</td>
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<tr>
<td>OTHERS ALLIED TO THE FIELD</td>
<td>254</td>
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<td>66</td>
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<tr>
<td>including restaurants</td>
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Total Qualified Circulation: 8,659

***SOURCE: CCAB STATEMENT FOR THE SIX-MONTH PERIOD ENDED MARCH 2021 STARCH READERSHIP REPORT * PUBLISHER’S DATA **
# EDITORIAL CALENDAR 2022

<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>
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<tbody>
<tr>
<td></td>
<td>+Mega Mergers</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>+New &amp; Innovative Brands</td>
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<td></td>
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<td></td>
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<tr>
<td>APRIL/MAY</td>
<td>The Green Report: Sustainability Solutions</td>
<td>Attracting the Eco-Conscious Consumer</td>
<td>Public Spaces</td>
<td>Loyalty Programs</td>
<td>Spotlight on Technology + Tech &amp; Travel + Apps + Software + Cyber Security</td>
<td>Hotel Restaurants</td>
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<tr>
<td></td>
<td>+The Top 30-under-30 Awards</td>
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<td>JUNE</td>
<td>The Top 50 Report + Segment Report</td>
<td>Meetings &amp; Conferences – Will they Re-bound?</td>
<td>The Outdoor Space</td>
<td>Accessibility</td>
<td>Mobile Check-in</td>
<td>Coffee &amp; More</td>
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</tr>
<tr>
<td>SEPTEMBER</td>
<td>The Pinnacle Awards</td>
<td>Short-Term Rentals</td>
<td>Third-Party Intermediaries</td>
<td>Software Solutions</td>
<td>Kitchens &amp; the Equipment that Make them Work</td>
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<tr>
<td>OCTOBER</td>
<td></td>
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</tr>
<tr>
<td>NOVEMBER/DECEMBER</td>
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</table>

**NEW COLUMNS:** HR AND HOUSEKEEPING

### The Canadian Hotel Investment Issue

**The Who’s Who Market Almanac + WOW Poster + Construction Pipeline**
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 2022, 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 10,000 industry influentials.
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 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 issue, the poster also features suppliers’ logos and web addresses, providing year-round brand recognition.
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 13,000 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 13,000+.

COST: $2,800

ALL RATES QUOTED IN CANADIAN DOLLARS

BANNER ADS
570 X 100px

BOX ADS
300 x 250px

FORMAT:
JPG or Animated GIF

COSTS/WEEK
Banner Ad A  $1,200 per week
Box Ad A   $1,100 per week
Box Ad B   $1,000 per week
Box Ad C   $900 per week
Box Ad D   $800 per week

DIGITAL OPTIONS
BEYOND PRINT

MEDIA KIT 2022 | 8
WEB ADVERTISING

ONLINE RATES/MONTH

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

FOR MORE DETAILS CONTACT:

ELEANOR SANTOS
esantos@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. In late 2019, 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’s Infinite Dial 2021 report that was released in March 2021, monthly U.S. podcast listenership grew to an amazing 116 million people. It appears that the COVID-19 pandemic has accelerated the growth of podcast listening.

Last year was a banner year for the increased diversity of the podcast audience: According to The Podcast Exchange, 43% of U.S. men and 39% of women listen to podcasts, which is an all-time-high for female listenership.

Interestingly, various sources agree that podcast consumers listen to at least 80% of each episode.

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:

- **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
AVAILABE ONLINE YEAR-ROUND PLUS IN THE ANNUAL MARCH/APRIL PRINT EDITION

BUYER'S GUIDE ONLINE & PRINT OPTIONS

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
❖ Colour logo/brand image
❖ 50-word description
❖ Company name, address, phone number and website
❖ Link to request more information
❖ Link to website
❖ Company listed in up to 10 categories

MICROSITE INCLUDES:
❖ Three images of your product/services with flexibility to update at anytime
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.

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

HOUSEKEEPING FORUM
APRIL 28, 2022

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
TBA

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.

WOMEN IN TOURISM & HOSPITALITY

TBA

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 2022

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.

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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

**2022 AD RATES**

(All rates are gross)

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<thead>
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<th>Size</th>
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<th>8x</th>
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**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.
AD SPECS

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, Art Director
cjenkins@kostuchmedia.com