



LIQUORRETAILER

**2017 media kit**



# LIQUORRETAILER

Reach every liquor store owner/operator in Alberta with this respected industry magazine. From retailing trends to operational tips and marketing innovations, this trade publication is the industry's source for news.

**Liquor Retailer** is a cost-effective way to sell your products and services in Alberta.



Official magazine of the Alberta  
Liquor Store Association



## readership

Owners and General Managers of independent and chain liquor stores in Alberta who are responsible for buying liquor, products, and services for their stores are mailed **Liquor Retailer** each quarter. These buyers are sourcing new and unique products and have decision-making authority. Secondary readership is by liquor store staff that influence buying decisions.

## circulation

**Liquor Retailer** is distributed by subscription and controlled circulation.

Total Circulation: 1,640

Published quarterly

**Liquor Stores and  
Chain Head Offices: 1,480**  
**Suppliers & Industry Contacts: 110**

### Digital Circulation & Online Presence

**Liquor Retailer** is emailed to ALSA members each quarter and all ads have links for emails and websites. The magazine is posted on **LiquorRetailer.com** with the current issue featured on the home page. It is also posted on ALSA's and EMC's websites.

### Extra Circulation

The Fall issue is given to every delegate at the Alberta Liquor Industry Conference.

"*Liquor Retailer* and *The Publican* are optimal trade mediums that we believe assist us in providing our audience an understanding of who we are and how we position ourselves in the marketplace."

*Dave Lecuyer, Business Development Manager Western Canada, McClelland Premium Imports*

# editorial calendar

## Winter 2017

RESERVE DECEMBER 2

ARTWORK DECEMBER 9

PUBLISHED JANUARY 6

**Retailing Liquor Online** – As retail selling transforms from bricks to clicks, develop a profitable e-commerce strategy.

**Surging Popularity of Craft** – New distilleries, breweries and cideries are producing great craft products, but how do you decide what to stock?

**Bridge Buying vs. Just-in-Time Inventory** – What is a good scenario for bridge buying so you don't overspend and don't get overstocked?

**Pairing Cheese with Beer & Wine** – Find out which types of cheese pair with different styles of beer and wine varietals.

## Spring 2017

RESERVE MARCH 10

ARTWORK MARCH 17

PUBLISHED APRIL 21

**Festivals** – Create your own community festival to give your store an exclusive opportunity to sell products.

**The Trend to Mobile** – How can your store tie into the many mobile apps available to consumers?

**Cash Handling** – What are the best practices for handling cash to prevent internal and external theft?

**Driving Sales with Technology** – How can your POS system, tablets and digital TVs help you sell more?

## Summer 2017

RESERVE JUNE 2

ARTWORK JUNE 9

PUBLISHED JULY 14

**Using Data to Obtain Incremental Sales** – Discover how to utilize consumer purchasing patterns and demographics to increase revenue.

**Growler Bars** – What's the business case for incorporating a growler bar in your store and how do you maintain that station?

**International Beer Styles** – European and British breweries started giving consumers a taste for great beer and continue to produce high-quality brews.

**Retailing Challenges** – Discover how to deal with the key challenges in today's economy while taking advantage of new retailing trends.

## Fall 2017

RESERVE AUGUST 25

ARTWORK SEPTEMBER 1

PUBLISHED OCTOBER 6

EXTRA CIRCULATION AT THE ALBERTA LIQUOR INDUSTRY CONFERENCE

**Innovative Social Media Marketing** – Develop creative campaigns to capture consumers' attention and bring in new customers.

**Category Management** – Use analytical tools to determine the best product mix and maximize your revenue.

**Making Connections** – Discover how building a community drives business and goodwill.

**Selling Accessories** – How can you justify providing shelf space for non-liquor products to increase your average sale?

## In every issue

**Featured Establishment** – One ALSA member and his/her liquor store will be profiled.

**Wine Report** – Learn something new about the wine industry each quarter.

**Spirit Spotlight** – Each issue we feature a specific spirit, showcasing its history and attributes.

**Beer Notes** – A different aspect of the beer industry will be highlighted in each issue.

**AGLC Report** – The Alberta Gaming and Liquor Commission examines current programs and industry issues.

**Editor's Notes** – Receive an update on the most current issues facing the liquor industry.

**ALSA's Message** – Find out what ALSA has been doing to advocate for the industry.

**Names in the News** – Who won awards? Who's been fundraising? Who's moved where? Please send us updates on awards your company has won or contributions you have made to your community.

**What's New?** – Be sure to send us information on any brand new products or services your company is offering.

# advertising

Full Colour	Width	Height	1x *	4x *
1/8 page	3.5"	2.25"	\$345	\$310
Product Showcase	1.5"	8.5"	\$430	\$390
1/4 vert	3.5"	4.5"	\$540	\$490
1/4 horiz	7.5"	2.5"	\$540	\$490
1/3 vert	2.35"	9.5"	\$760	\$685
1/3 horiz	7.5"	3.5"	\$760	\$685
1/3 square	4.85"	4.5"	\$760	\$685
1/2 vert	3.5"	9.5"	\$1015	\$915
1/2 horiz	7.5"	4.5"	\$1015	\$915
2/3 vert	5"	9.5"	\$1430	\$1285
2/3 horiz	7.5"	6.5"	\$1430	\$1285
Full page inside	8.5"	11"	\$1885	\$1695
Inside Cover	8.5"	11"	\$2095	\$1885
Back Cover	8.5"	11"	\$2595	\$2340

**ALSA partners receive a 10% discount on the above rates.**

\*Price per ad. Each ad invoiced quarterly.

All rates are subject to local tax and are based on receiving completed digital artwork. Design services are available at an additional charge, please ask for a quote. Premium positions are subject to a 10% surcharge. Insert rates are available upon request.

## SPECIFICATIONS FOR SUPPLIED ADS - *Please read carefully*

- All ads must be 300 dpi, including all text and images contained in the ad.
- Ensure that all fonts are converted to outlines.
- Digital files must be supplied as a high resolution PDF.
- Full page ads must include 1/4" bleed, live area is 1/2" from all edges.
- Files less than 5 MB can be emailed to [info@emcmarketing.com](mailto:info@emcmarketing.com).
- For files over 5 MB, please call for instructions to upload the file.

**Product Showcase** ads require one 300 dpi high resolution image of the individual bottle, the product name, type of product, and country of origin along with a 85-word description, bottle size, wholesale price, SKU, phone number, and website.

## advertising feature

Each issue provides an opportunity for one supplier to be profiled in an exclusive 2-page advertising feature. This profile is a great sales tool for your team to show prospective clients.

One of EMC's writers will interview key staff at the company and compile the story. You are given the opportunity to edit the article before it goes to print. EMC's graphic designer will incorporate the company's image into the double-page spread so that it is consistent with your other marketing materials.

The investment for this supplier profile is \$2,825 + tax.



## the emc advantage

### EMC'S PUBLICATIONS ARE TARGETED TO NICHE MARKETS

Position your company as a preferred supplier to specific markets by building an integrated campaign in both the Alberta and BC markets with EMC's publications:

**Liquor Retailer** - all liquor stores across Alberta

**InnFocus** - hotels, resorts, motels, and corporate hotel offices in BC

**The Publican** - independent liquor stores, rural agency liquor stores, bars, pubs, nightclubs, and lounges throughout BC

### ONLINE CONTENT & LINKS

Archives of all magazines are available on both EMC's website and the associations' sites. Hyperlinks take buyers to your website. Each issue is also emailed by the associations.

### LOCAL & TRUSTED EDITORIAL

EMC's leading-edge editorial is created for the local provincial market, so everything is relevant to our readers. Impartial, well-researched editorial is trusted by the industry.



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