

CANNABIS



Business Magazine for Canadian Retailers



2018 media kit

CANNABIS

RETAILER

In July 2018, retailers will legally be allowed to sell cannabis across Canada and these new store owners will need a respected source of information to help them run their legal businesses. With 20 years of experience publishing trade magazines, EMC Publications has created Cannabis Retailer to target this new industry and help Canada set a worldwide standard for legal cannabis distribution.

Sell your products and services to every privately owned retail cannabis store across Canada with a business magazine designed exclusively for Canadian retailers.

Our advisory panel is comprised of licensed producers, industry consultants, cannabis retailers, and cannabis trade association executives. From new product information to sales trends and human resource best practices, this trade publication will be Canada's go-to source for cannabis business owners.



{ circulation

As many provinces will be licensing private retail stores, EMC will add store owners to our mailing list as those stores are licensed, so our circulation will increase each quarter.

Some provinces have selected to initially distribute marijuana through government channels and senior executives in those provincial entities will also receive the magazine.

Cannabis Retailer is distributed by subscription and controlled circulation.

Published quarterly

Online Presence

Archives of *Cannabis Retailer* are posted on CannabisRetailer.ca and individual articles are promoted by social media.

{ readership

Cannabis Retailer is mailed directly to provincially licensed store owners and provincial cannabis regulators across Canada.

editorial calendar

Spring 2018

Deadline February 16

Published April 2

Selecting a Location – What criteria should be considered when selecting a location for your store?

Setting up your Supply Chain – What should you look for when partnering with a licensed producer and other key suppliers?

Branding – How do you develop a brand that instills trust and portrays your vision?

Designing a Store – Entice customers into your store with a design that will create an enjoyable experience.

Summer 2018

Deadline May 11

Published July 2

Hiring and Training Staff – Hire employees that are aligned with your business philosophy and train them to provide the level of service you want.

Dosing – What you need to know to recommend the appropriate dosage to your customers.

Technology – What technology can you implement to be more effective?

Building a Cannabis-friendly City – Nelson has developed a network of producers, processors and retailers.

Fall 2018

Deadline August 17

Published October 1

Classification of Cannabinoids – What are the effects of CBD, CBC, CBN, CBDV, CBG, THC, and THCV?

Testing Techniques – How are products tested to ensure they're free of pesticides and mould?

Connecting with your Community – What events and activities can you put on to connect with people and other businesses in your neighbourhood?

Privacy & Confidentiality – How can you ensure customers' privacy and confidentiality?

In every issue

Licensed Producer Showcase – Q & A with growers covering issues such as production techniques and testing.

Research – Review the latest medical research on marijuana.

Strains – Learn which strains work best to alleviate pain or anxiety or to stimulate creativity.

Innovations – New product innovations will be highlighted.

Trends – Trends from Canada and the United States will be featured.

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

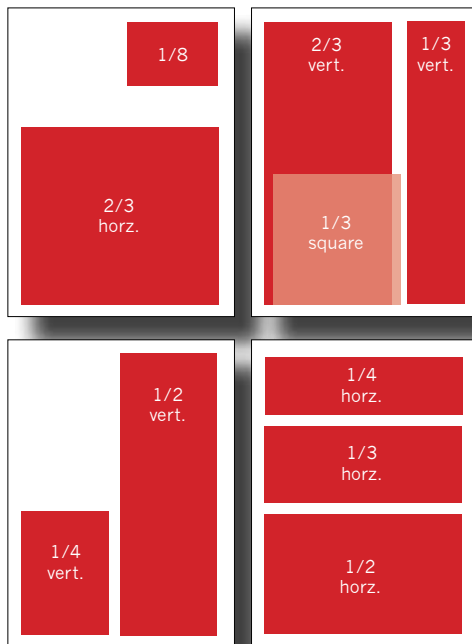
advertising

Full Colour	Width	Height	1x *	4x *
1/8 page	3.5"	2.25"	\$345	\$310
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 pg inside	8.5"	11"	\$1885	\$1695
Inside Cover	8.5"	11"	\$2095	\$1885
Back Cover	8.5"	11"	\$2595	\$2340

*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.
- 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.
- For files over 5 MB, please call for instructions to upload the file.

Supplier Profile: 2-page

Profile your company's offering in a 2-page feature written and produced by EMC. Highlight why retailers should be utilizing your products and services to improve their store's operations and efficiency. **2-page profile \$2825.00**

Supplier Profile: 4-page

This exclusive profile is an opportunity to provide a range of success stories to engage readers and showcase how your company can benefit stores. A professional writer will interview key executives and EMC's graphic designer will create the layout. This featured profile will be noted on the cover of the magazine. The article will also be posted and promoted on cannabisretailer.ca. **4-page profile \$4520.00**

Website: CannabisRetailer.ca

Position	Size	Monthly	Quarterly	Annual
Home Page Leaderboard				
including Global Static Mobile ad	728x90px	\$500*	\$1350*	\$4860*
Mobile Leaderboard	320x50px	Included	Included	Included
Medium Rectangle	400x250px	\$300**	\$810**	\$2915**
Regular Leaderboard	728x90px	\$200**	\$540**	\$1945**

*Fixed placement **Rotation of 5 ads

Fixed placement is available for medium rectangle and regular leaderboard ads. Please contact us for availability and pricing.

Digital & Print Packages

Gold Packages - Premium Placement

Back cover with HP Leaderboard	3550.00/quarter
Inside cover with HP Leaderboard	3100.00/quarter
Full page with HP Leaderboard	2910.00/quarter

Silver Packages

2/3 page with Medium Rectangle	2015.00/quarter
1/2 page with Medium Rectangle	1640.00/quarter
1/3 page with Medium Rectangle	1415.00/quarter

Bronze Packages

1/4 page with Rotating Leaderboard	975.00/quarter
1/8 page with Rotating Leaderboard	795.00/quarter

Mix & Match

If you want to match another size or frequency of print with a digital ad, please call for a quote.

work with a trusted publisher

EMC Publications has been publishing business magazines and digital media for the liquor and hotel industries for 20 years. We understand the business of selling a controlled substance due to our experience of working with liquor retailers, so we can translate that expertise into the cannabis industry.

We publish highly respected trade magazines for the Alberta Liquor Store Association (ALSA), the Alliance of Beverage Licensees BC (ABLE BC), and the BC Hotel Association (BCHA). Our leading-edge editorial ensures our publications are well read by industry professionals.

LIQUORRETAILER

ALSA's publication and website
targeting all liquor stores in Alberta.

the Publican

ABLE BC's magazine for private liquor
stores, pubs and bars in BC.

InnFocus

BCHA's publication reaching all hotels
and resorts in BC.

What our Advertisers and Readers Say

"Liquor Retailer and The Publican provide a great way for us to build awareness of our system and generate leads from new clients in BC and AB. We've been using these magazines for many years as a big part of our marketing campaign targeting the liquor industry. The response has been exciting for us, as we've obtained new customers and our company name is gaining recognition."

Olena Hecht, President,
Barnet POS Systems

"I enjoy reading Liquor Retailer. It has relevant content and is a valuable resource for our industry."

Steve Richardson, VP of Purchasing,
Crowfoot Wine & Spirits

"The Publican and Liquor Retailer are very targeted publications that are directed to our customer base. As a smaller organization, we need to have a specific strategy to engage our customers. The Publican and Liquor Retailer 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

"I always take time out to read the newest edition of The Publican; the articles and features are always very informative and insightful on what is new and upcoming in the industry plus there is always great information on statistics, trends and new products."

Nicole Altmannshofer, General Manager,
Northgate Liquor Store

"The Publican allows us to advertise to our customers and more importantly 3,000+ buyers all over the province with one single resource. Now that's what I call money well spent!"

Brian Fong, Director of Marketing,
Red Truck Beer Company

"I always look forward to receiving my copy of The Publican; it contains timely, relevant information on a wide range of topics that are of interest to the adult beverage industry in British Columbia."

Abri van den Berg, Regional Director BC,
Liquor Stores NA (Liquor Depot)

"As a result of our campaign in InnFocus magazine, hospitality sales in BC have increased. The advertising team is pleasant, easy to deal with, and proactive in reaching out to us with opportunities that may interest us."

Carly Jellis, Marketing Manager, Hospitality Marketing Strategy,
TELUS Business

"InnFocus is an excellent magazine, with high quality and relevant articles for the hospitality industry. I appreciate that the magazine reaches out to operators throughout the province for ideas and comments, truly reflecting our industry. It provides valuable content to help us run our businesses successfully."

Samantha Hackett, Director of Operations,
Long Beach Lodge Resort