

CANADA'S LODGING BUSINESS NEWSPAPER



**Canada's
Lodging
Business
Newspaper
is now
A 10!**

Effective February 2008,
our readers will get
more news,
more views,
more coverage,
more statistics,
more often.

NEW! 10 ISSUES PER YEAR
TIMELY ACCURATE NEWS
DELIVERED WITH
IMPACT.



**2008
Media
Kit**

ISHCOM PUBLICATIONS

Tel: 1.800.201.8596 • 905.206.0150
Fax: 905.206.9972 • www.can-lodgingnews.com

Editorial Integrity

Our editorial team gets involved. From industry trade shows to association meetings coast to coast. We give our readers the balanced information they need to succeed.

Immediacy & Impact

Our on-time delivery gives the news our readers need, in an easy to use, pass along format. We offer news that matter.

Editorial Calendar

February

March

April

May

June

July/August

September

October

November

Dec./Jan.

HostEx/Food & Beverage Show; Hotel Association of Canada Meetings.

Career Apparel (Uniforms); Hotel POS Systems.

How to choose a Flag; Patio Furniture and Equipment.

Hotel Investment Conference; Hotel Kitchens that Work.

Sanitation & Chemicals; Housekeeping and Laundry.

The Franchise Report; Breakfast Programs.

The Top 40 Chains Report; Hotel Security including door locks, safes & surveillance.

Amenities and in-room appliances; Beds & Bedding.

B.C. Hospitality Industry Conference; Hotel Room Service.

Buyers' Directory; Casino Hotels.

Regular columns featured in CLN

Economic Outlook

All the statistics you need to keep abreast of the industry – occupancies for Canada, U.S. East and West Coasts, and international, REITS, what hotels are sold for, room revenue and room rates.

How's Business?

Conversations with general managers on the topics that interest you most – from check-in to convention traffic, housekeeping to renovations.

People

Keep track of who's who and who's where in the fast paced, highly mobile accommodation sector.

Editorial

Hard-hitting, incisive, thoughtful opinion on the challenges and opportunities facing the Canadian lodging industry.

Technology Update

Puzzled by POS Systems? Worried about WiFi? This regular feature explains and updates some of the latest technology.

Food and Beverage

Whether you outsource your F & B or run your own foodservice, *Canadian Lodging News* will provide tips on how to make your operations

more profitable and competitive.

Coming Events

Keep track of important conventions, trade shows, chain and association meetings all across Canada, in the U.S. and internationally.

Supply Lines

All the latest product trends, plus news about manufacturers, dealers and suppliers.

Hotel Products

Everything from carpets to cabanas can be found in this regular section of *Canadian Lodging News*.

Scoop on Advertising

Size	1x	5x	10x
Tab	\$3,900	\$3,700	\$3,595
Junior Pg.	\$3,400	\$3,200	\$3,100
1/3 Tab	\$2,100	\$2,000	\$1,900
1/4 Tab	\$2,000	\$1,800	\$1,760
1/8 Tab	\$775	\$700	\$650
Tab DPS	\$6,400	\$6,200	\$5,900
Banner	\$2,000	\$1,800	\$1,600

CANADIAN
LodgingNews
CANADA'S LODGING BUSINESS NEWSPAPER \$5.00

Terms - Net 30 days. 2% discount for payment within 10 days of invoice date. 2% per month interest on overdue accounts.

*Bleed or oversize pages -
NO EXTRA CHARGE*

Bus./Occ. qualified circulation for 2007				
Accommodation	Canada	Outside	Total	%
Hotel w/Food & Bev Serv.	1848	3	1851	18.2
Hotel without F & Bev. Serv.	384	0	384	3.8
Hotel Food & Bev. Serv. unkn.	184	0	184	1.8
TOTAL HOTELS	2416	3	2419	23.8
Motel/Inn w/ Food & Bev. Serv.	1693	0	1693	16.7
Motel/Inn without F & B. Serv.	2184	0	2184	21.5
Motel/Inn Food & Bev. Serv unkn.	1590	0	1590	15.6
TOTAL MOTELS	5467	0	5467	53.8
Resorts with Food & Bev. Serv.	617	0	617	6.1
Resorts without F & Bev. Serv.	270	0	270	2.6
Resorts F & Bev. Serv. unkn.	276	0	276	2.7
TOTAL RESORTS	1163	0	1163	11.4
Bed & Breakfast	325	0	325	3.2
Camps/Trailer Pks./Cottages	139	0	139	1.4
Head Office Hospitality Chains	193	34	227	2.2
SUB TOTAL ACCOMODATION	9703	37	9740	95.8
Suppliers	Canada	Outside	Total	%
Equipment Manufacturer	91	27	118	1.2
Equipment Distributor	48	2	50	.5
Food/Bev. Processor	9	0	9	.1
Food/Bev. Distributor	4	0	4	0

Bus./Occ. qualified circulation for 2007 - Continued				
Suppliers	Canada	Outside	Total	%
Hosp. Serv./Consultants	42	9	51	.5
SUB TOTAL	194	38	232	2.3
Other				
Schools & Assoc.	41	1	48	.5
Gov. Services	5	0	5	0
Others allied to field	133	8	141	1.4
SUB TOTAL	185	9	194	1.9
TOTAL QUALIFIED CIRC.	10082	84	10166	100

Geographical breakout for 2007

Provinces	Total Qual.	%
NFLD/Labrador	156	1.5
PEI	98	1.0
Nova Scotia	284	2.8
New Brunswick	241	2.4
Quebec	1655	16.3
Ontario	3205	31.5
Manitoba	405	4.0
Saskatchewan	560	5.5

Provinces	Total Qual.	%
Alberta, NWT, Nunavut	1181	11.6
BC and Yukon	2297	22.6
Total for Canada	10082	99.2
United States	83	.8
Other Foreign	1	
Total Outside Canada	84	.8
Total Qualified Circulation	10166	100

95.1% addressed by name, title or job function. We don't go to "Dear Occupant"!

Bonus Copies Distributed at: Hotel Association of Canada Conference, HostEx, Apex Trade Show, Alberta Hotel & Lodging Association Convention, Alberta Food Exhibition, BC Hospitality Industry Conference.

Scoop on Advertising

The Marketplace Ad

BOLD HEADING

The Marketplace Ad provides an opportunity for a small firm to get a bigger bang for its buck, or for a larger firm to highlight or spotlight several products in addition to its normal advertising. A tabloid page is divided into six squares.

Cost of insertion is \$1,100 per square - full colour and layout included! As with the Merchandiser your company contact information will appear in the back of the magazine in our Ad index.

Production Costs Included

Actual size: 4 1/2" (w) x 3 3/4" (h)

BOLD HEADING The Merchandiser

Copy and picture describing your product, service etc. Your company name, address, phone, fax number and Web site. Production costs included.

Actual size: 4 3/4" (w) x 2 1/8" (h)

- 1-3 Insertions • \$650**
- 4-6 Insertions • \$575**
- 7-12 Insertions • \$525**

The most economical way to present your company's products.

Other advertising options include:

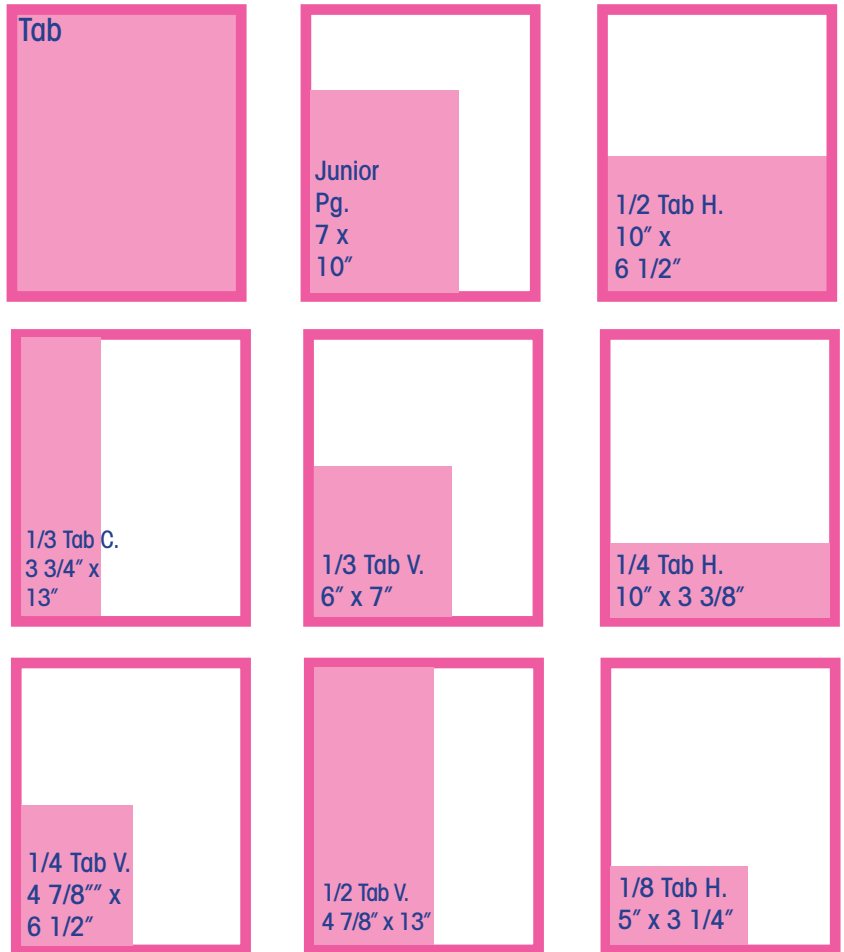
THE POLYBAG OPTION

Inserts - have your pre-printed material bound or spot-glued into our publication and saturate your advertising market. You may also use your existing brochures and literature. The cost is much lower than direct mail.

Rates are very reasonable!

Mechanical Requirements

PAGE SIZE	WIDE		DEEP
Paper Trim Size	10 3/4"	x	14"
Paper Bleed Size	11"	x	14" 1/4"
Live Text Area	10"	x	13"
No. of Columns	5		
1/8 Pg. Horizontal	5"	x	3 1/4"
1/8 Pg. Vertical	3 1/4"	x	5"
Junior Page	7"	x	10"
1/4 Tab Vertical	4 7/8"	x	6 1/2"
1/4 Tab Horizontal	10"	x	3 3/8"
1/4 Tab Column	2 1/2"	x	13"
1/3 Tab Vertical	6"	x	7"
1/3 Tab Horizontal	7 1/2"	x	6"
1/3 Tab Column	3 3/4"	x	13"
1/2 Tab Horizontal	10"	x	6 1/2"
1/2 Tab Vertical	4 7/8"	x	13"
Tab	10"	x	13"
Junior DPS	15"	x	10"
1/2 Tab DPS (Paper bleed size)	22"	x	7"
Tab DPS	21"	x	13"



Digital Material

Files may be supplied as Press Ready PDFs. If supplied as InDesign, Adobe Illustrator or Quark Xpress files, these must be accompanied by all type fonts, images and a colour proof. Please be sure that images are high resolution (300 dpi). It is also possible for material to be sent to Ishcom Publications via e-mail, or through an FTP site, with the inclusion of an accurate PDF file for proofing purposes in the absence of a hard copy colour proof.

All advertising copy subject to approval by publisher. Advertisers and their agencies assume liability for all contents of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher.

The closing date for each issue is the 15th of each month prior to publication

WEB OPTION

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