



LIQUORRETAILER

**2019 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

*Liquor Retailer* is read by Owners and Managers of independent and chain liquor stores in Alberta as well as by executives in the head office of all chains. These buyers continually source new products and have decision-making authority.

Secondary readership is by liquor store staff who influence buying decisions.

## circulation

Print: 1,640

Published quarterly

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

### Digital Circulation & Online Presence

*Liquor Retailer* is emailed to ALSA members each quarter and the digital issue has links for emails and websites. The magazine is posted on [LiquorRetailer.com](http://LiquorRetailer.com) with the current issue featured on the home page. It is also posted on ALSA's and EMC's websites.

*"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

# editorial calendar

## Winter 2019

Reserve December 14

Published January 25

**Dealing with New Competition** – As legal cannabis has created an alternative to liquor, what steps can you take to maintain your market share?

**Cost-saving Strategies** – What expenses can be pared down to improve your bottom line without compromising customer service?

**Health & Safety in the Workplace** – How do new safety protocols impact employers?

**Changing Vendors** – Will a change in equipment or product supplier save you money or just cost you time and effort?

## Spring 2019

Reserve March 8

Published April 19

**Loss Prevention Strategies** – Why should you invest in products to reduce shoplifting and improve staff safety?

**Partners vs. Competitors** – Building a relationship with local producers can be challenging if they're also competing with you by selling at farmers' markets and in their production facilities.

**Reducing Staff Turnover** – How can you make staff feel valuable by investing in their personal and career growth and participating in special activities?

**Developing New Markets** – Work with a company to create a tour of local breweries, distilleries and meaderies and include your store as a stop.

## Summer 2019

Reserve June 7

Published July 19

**The Shifting Duty of Care** – How can you recognize intoxication from cannabis to deny a liquor sale?

**Promotions** – Develop innovative promotions to drive new business to your store.

**Food & Cocktail Pairing** – What recommendations can you provide customers to pair food with cocktails?

**Best Practices for ID Checking** – How can you work towards 100% compliance with age verification?

## Fall 2019

Reserve August 30

Published October 11

**Selling Local** – How can you highlight local products in your store to support neighbouring producers and feature unique products?

**Supporting Employees** – If your employees are suffering from mental health issues or substance abuse, what resources are available to them?

**Mobile Marketing** – What strategies can you employ to drive business through smart phones?

**Attracting Millennials** – How do you attract this lucrative market to your store?

## 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 pg inside	8.5"	11"	\$1885	\$1695
Inside Cover	8.5"	11"	\$2095	\$1885
Back Cover	8.5"	11"	\$2595	\$2340

**ALSA members 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.
- 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.

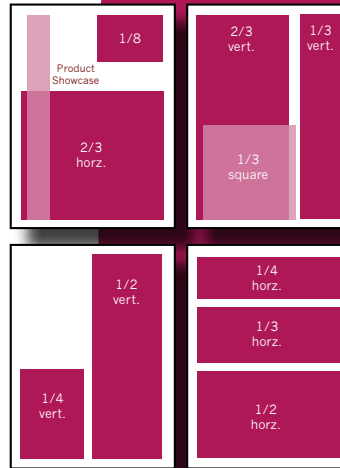
**Product Showcase** ads require one 300 dpi high resolution image of the individual bottle, the product name, type of product, and country of origin along with a 85-word description, bottle size, wholesale price, SKU, phone number, and website.

# 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.



## Website: [LiquorRetailer.com](http://LiquorRetailer.com)

Position	Size	Monthly	Quarterly
Home Page Leaderboard			
<i>including Global Static Mobile Ad</i>	720x90	\$500*	\$1350*
Mobile Leaderboard	320x50	included	included
Medium Rectangle	300x250	\$300**	\$810**
Upper Leaderboard	728x90	\$200**	\$540**
Lower Leaderboard	728x90	\$150**	\$405**
Supplier Showcase Video	300x300	\$500	\$1350
Article Page	300x250	\$200	\$540

\*fixed placement \*\*prices are in rotation of 5 ads

## 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.



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