



BRITISH COLUMBIA  
HOTEL ASSOCIATION

The Wickaninnish Inn  
Tofino, BC  
Photo: Simone Mondino

# THE VOICE OF THE HOTEL INDUSTRY

**InnFocus** Magazine Advertising Opportunities 2026

Now Published in Partnership with Canada Wide Media

## ADVERTISING

Chad Brealey, VP, Custom  
Canada Wide Media  
604.816.8850  
[cbrealey@canadawide.com](mailto:cbrealey@canadawide.com)

# A POWERFUL NEW PARTNERSHIP

The BC Hotel Association (BCHA) is proud to announce our publishing partnership with Canada Wide Media, Western Canada's premier media company and part of the Alive Publishing Group.

## ***InnFocus Magazine***

BCHA's Official Publication  
Now Elevated by Canada Wide Media

Published 3 times per year, *InnFocus* has been reimagined as a premium trade magazine that combines the authority of the BCHA with the production excellence of Western Canada's leading magazine publisher.

### ENHANCED REACH



**1,800**  
total  
subscribers



**1,600+**  
print copies  
distributed

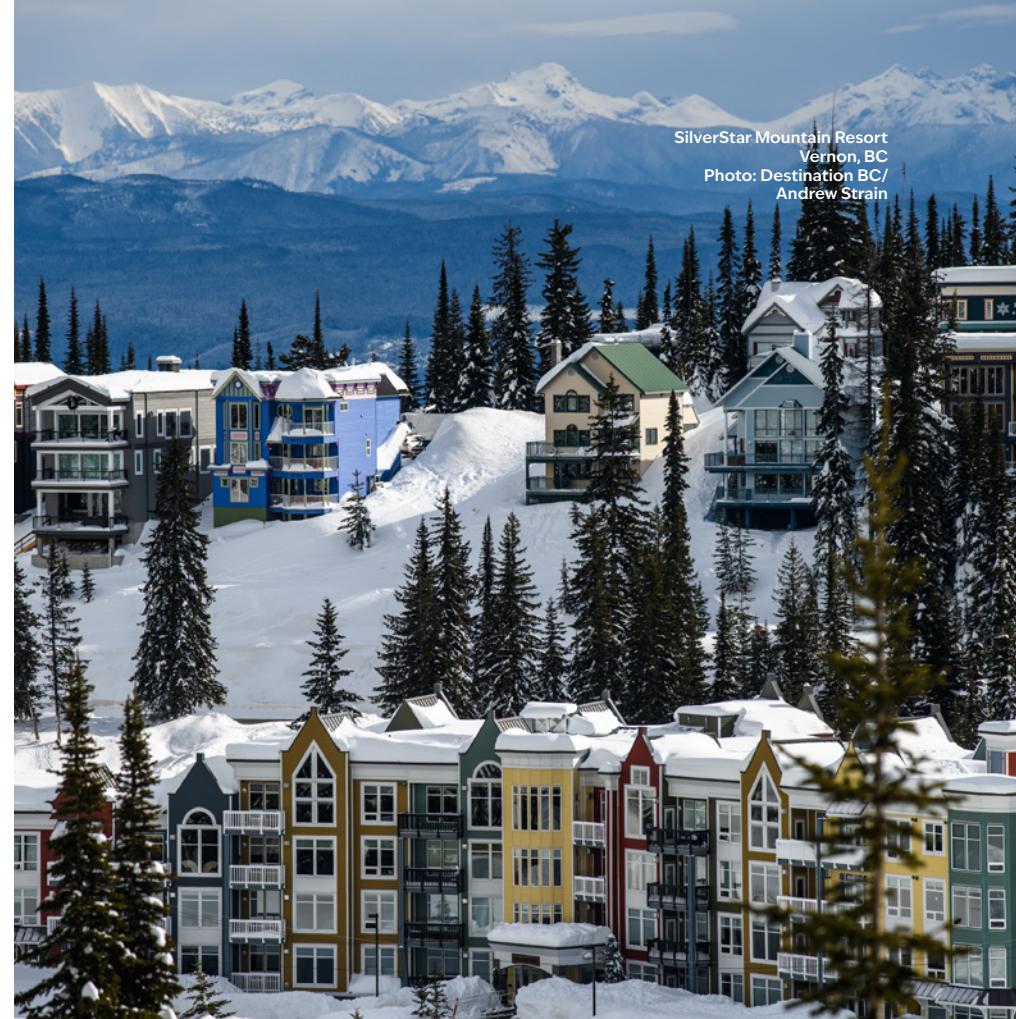


**200**  
unique readers  
engaged by each  
digital issue within  
the first 90 days



# READERSHIP PROFILE

## PRIMARY AUDIENCE



SilverStar Mountain Resort  
Vernon, BC  
Photo: Destination BC/  
Andrew Strain

## RECURRING FEATURES

### Featured Region in BC

See what's happening across the province.

### President's Report

Receive an update on the most current issues facing the industry.

### BCHA Member Engagement

The association highlights programs exclusively available to members.

### People Practices

Explore smart, practical HR approaches strengthening teams across hospitality.

### Featured Hotelier

Celebrate the accomplishments of a local BC hotelier.

### Sustainability Spotlight

See how hotels can be sustainable and save money at the same time.

### Tech & Trends

Explore new tools and ideas optimizing operations, driving efficiency, and elevating the guest experience.

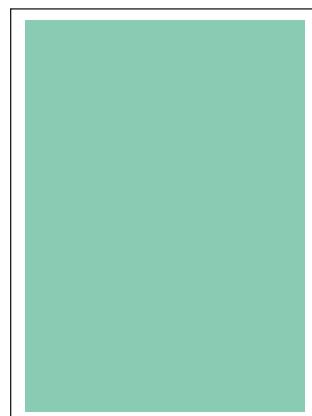
# ADVERTISING SPECIFICATIONS

## ADVERTISING RATES - FULL COLOUR

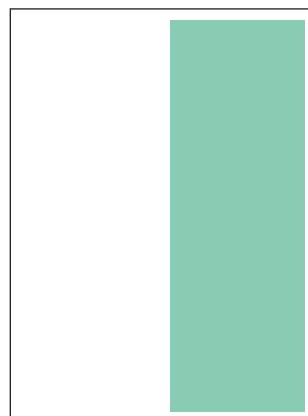
AD SIZE	1/4 VERT	1/4 HORIZ	1/2 VERT	1/2 HORIZ	FULL PAGE	INSIDE COVER	BACK COVER
<b>Width</b>	3.5"	7.5"	3.5"	7.5"	8.125"	8.125"	8.125"
<b>Height</b>	4.5"	2.5"	9.5"	4.5"	10.875"	10.875"	10.875"
<b>1x*</b>	\$755	\$755	\$1,425	\$1,425	\$2,640	\$2,940	\$3,640
<b>3x*</b>	\$680	\$680	\$1,285	\$1,285	\$2,380	\$2,650	\$3,275

\*1x = single insertion rate; 3x = rate per ad for 3-insertion commitment

## SAMPLE AD SIZES



Full Page



Half Vertical



Half Horizontal



1/4 Vertical



1/4 Horizontal

Full page ads must include 1/4" bleed. All text must be within 1/2" from trim edge.

# EXCLUSIVE OPPORTUNITY

## Supplier Profile Feature

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

### WHAT'S INCLUDED

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



### 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.
- ▶ Ad art needs to be received 30 days before publishing date.

### FILE SUBMISSION GUIDELINES

All files can be transferred via *InnFocus* Advertising Art (hot linked share file) or [ads@canadawide.com](mailto:ads@canadawide.com) with *InnFocus* Ad Art in the subject line.

Contact [cbrealey@canadawide.com](mailto:cbrealey@canadawide.com) with any questions

### PAYMENT TERMS

**Price per ad.** Each ad invoiced upon signing of contract. Payment due on or before ad submission.

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.

### ADDITIONAL CHARGES

Premium positions are subject to a 10% surcharge. Insert rates are available upon request.

# WHY ADVERTISE WITH BCHA?



## Unmatched Industry Access

- Direct reach to every hotel owner and GM in BC
- Decision-makers with purchasing authority
- Engaged readership actively seeking solutions



## Trusted Authority

- 100+ years as the voice of BC's hotel industry
- Government relations and advocacy leadership
- Industry education and standards-setting



## Professional Excellence

- Canada Wide Media's award-winning production
- Premium paper stock and printing
- Design quality that elevates your brand



# BOOKING & CONTACT INFORMATION

## MEDIA SALES CONTACT

**Chad Brealey**, VP, Custom

Canada Wide Media | **604.816.8850**

[cbrealey@canadawide.com](mailto:cbrealey@canadawide.com)

## PRODUCTION & DESIGN

Canada Wide Media Production Team

[ads@canadawide.com](mailto:ads@canadawide.com)

(include *InnFocus* in the subject line)

## TERMS & CONDITIONS

### Payment Terms

- Payment required upon contract signing
- Net 30 days for established accounts
- All rates subject to applicable taxes (GST)

### Cancellations

- 45 days prior to publication: full refund
- 30-44 days: 50% cancellation fee
- Less than 30 days: no refund

### Material Due Dates

- 30 days prior to publication date
- Late materials subject to \$200 rush fee

Spring 2026	February 24, 2026
Summer 2026	May 15, 2026
Fall 2026	August 14, 2026

### Publishing Schedule 2025/26

3 issues published per year (Spring, Summer, Fall)

The Beach Club Resort  
Parksville, BC  
Photo: Destination BC/  
@glamouraspirit\_



# ABOUT CANADA WIDE MEDIA

Canada Wide Media is Western Canada's leading media company and part of the Alive Publishing Group. With 48 publications reaching over 6 million readers, Canada Wide Media specializes in creating premium content experiences across print, digital, and events.

## Portfolio Includes

- Vancouver Magazine
- BCBusiness Magazine
- Western Living Magazine
- Custom publishing for major brands and associations

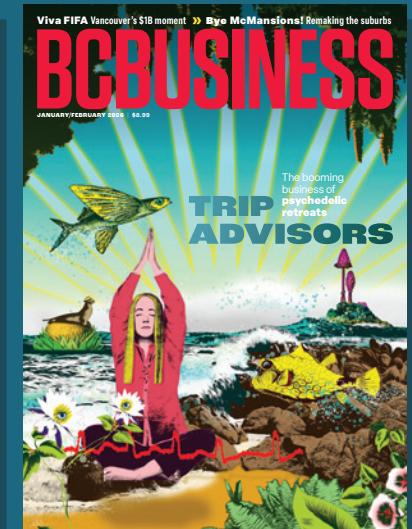
### WHY PARTNER WITH CANADA WIDE MEDIA

**50+ years** of publishing excellence

**Award-winning** editorial and design teams

**State-of-the-art** production capabilities

**Integrated** marketing solutions



# ABOUT THE BC HOTEL ASSOCIATION

Founded in 1914, the BC Hotel Association is the voice of BC's hotel industry. We represent over 200 member properties across the province, from independent boutique hotels to major branded chains.

## Our Mission

- Advocacy with government on behalf of the industry
- Professional development and education
- Industry research and intelligence
- Member networking and collaboration

## OUR REACH

**35,000+** hotel rooms in BC

**\$3.2 billion** in annual economic impact

**25,000+** hospitality professionals

**Strategic** partnerships with Destination BC and Destination Canada

Fairmont Hot Springs Resort, BC  
Photo: Destination BC/  
Zoya Lynch





# READY TO REACH BC's HOTEL INDUSTRY DECISION-MAKERS?

Vancouver city skyline  
Photo: Destination BC

Contact Chad today to discuss  
your marketing objectives:

**604 250 4959** | **[cbrealey@canadawide.com](mailto:cbrealey@canadawide.com)**

*Rates effective January 2026. Subject to change. Canada Wide Media reserves the  
right to refuse advertising that does not meet our editorial standards.*