



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

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 BCCHA with the production excellence of Western Canada's leading magazine publisher.

ENHANCED REACH



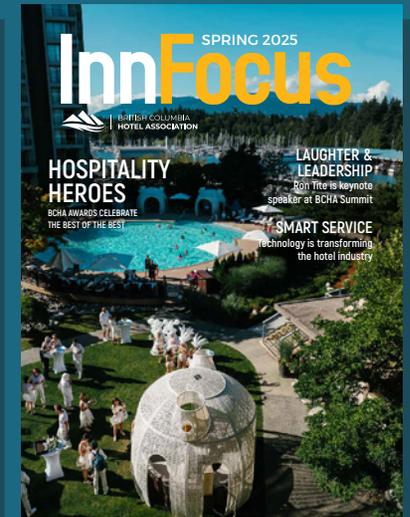
1,800
total subscribers



1,600+
print copies distributed



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



READERSHIP PROFILE

PRIMARY AUDIENCE

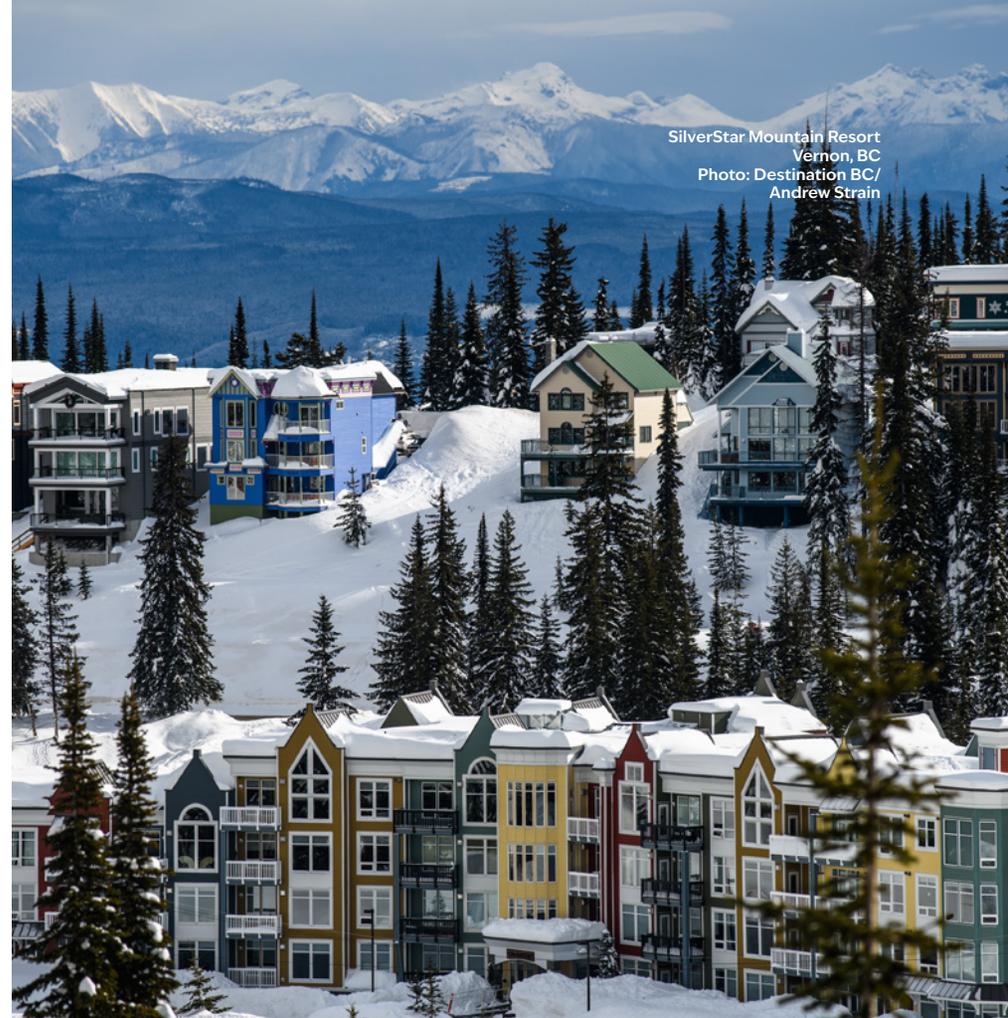
Hotel owners & investors

General managers

Directors of operations

Department heads
(F&B, sales, revenue management)

Asset managers & developers



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 |
|---------|----------|-----------|----------|-----------|-----------|--------------|------------|
| Width | 3.4375" | 7.125" | 3.4375" | 7.125" | 8.125" | 8.125" | 8.125" |
| Height | 4.75" | 2.25" | 9.75" | 4.75" | 10.875" | 10.875" | 10.875" |
| 1x* | \$755 | \$755 | \$1,425 | \$1,425 | \$2,640 | \$2,940 | \$3,640 |
| 3x* | \$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.

INVESTMENT

The investment for this supplier profile is

\$3,995
+ TAX

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 with *InnFocus* Ad Art in the subject line.

Contact 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

Crest Hotel
Prince Rupert, BC
Photo: Destination BC/
Elaine Rystead



BOOKING & CONTACT INFORMATION

MEDIA SALES CONTACT

Chad Brealey, VP, Custom
Canada Wide Media | **604.816.8850**
cbrealey@canadawide.com

PRODUCTION & DESIGN

Canada Wide Media Production Team
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_](https://www.instagram.com/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?

Contact Chad today to discuss
your marketing objectives:

604 250 4959 | 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.