



VQA WINE



SPARKLING WINE



Courtesy of Black Swan Liquor Store

BC's LIQUOR INDUSTRY

B2B MEDIA

2026 MEDIA KIT

BC's LIQUOR INDUSTRY

B2B MEDIA

Build your business with all the private liquor stores, pubs, and bars in BC by targeting owners and managers with the industry's most respected trade media:

The Quarterly Pour – Quarterly B2B magazine with articles on trends, operations, marketing, and human resources.

E-blast – Create your own e-blast content and have it sent through ABLE BC to give your message extra credibility and reach.

ABLE BC Industry Update – Bi-weekly e-newsletter highlighting new programs and industry news.

Website: ABLEBC.CA – Continually updated site with details on government regulations, industry events, and more.



EMC Publications
19073 63 Avenue, Surrey BC V3S 8G7
P 604-574-4577
info@emcmarketing.com
www.emcmarketing.com



Courtesy of Duffy's Neighbourhood Pub

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"I've worked with The Quarterly Pour for years to get the word out about new products and key marketing initiatives. They really get the BC beverage alcohol space and know how to reach the right buyers—especially in LRS and OP. It's always been an easy, effective partnership that delivers."

*Andrew Platt, Group Marketing
Manager, Parallel 49 Brewing
Company*

THE QUARTERLY POUR



Official Publication of ABLE BC

Quarterly B2B magazine with articles on trends, operations, marketing, and human resources.

The print issue of The Quarterly Pour is distributed by controlled circulation to ALL primary liquor licensees in BC. The digital version of the magazine is sent to subscribers from a wider range of the food & beverage industry in BC. The magazine is also posted on ABLE BC's website and EMC Publications' site.



CIRCULATION 10,000+

TOTAL SUBSCRIBERS

Print 23% Digital 77%

READERSHIP

**Owners/Managers, Supervisors,
Bartenders, Servers, and Sales Staff.**

Each issue is read by approximately 3 people
in each establishment.

PRINT CIRCULATION BY SECTOR



63% On-Premise Account 33% Private Liquor Store
4% Supplier

**BC'S LIQUOR
INDUSTRY**
B2B MEDIA

2026 EDITORIAL CALENDAR

SPRING 2026

Reserve January 16
Published February 20

How Can You Help to Keep Your Community Safe? How can you deal with the mental health issues affecting your establishment?

Partnering with Events – Find out which events are in your area and partner with them to sell food & beverages and promote your business.

Investing in Your Staff – What professional development opportunities can you provide to your employees?

Preparing for Patio Season – Be sure you have approvals for your patio extension and start planning for a bright and inviting patio.

SUMMER 2026

Reserve March 27
Published May 8

Best Practices for Building & Executing Ad Campaigns – Look at the building blocks for developing an effective ad campaign.

Bridging the Generational Divide – Tips for managing intergenerational staff and creating benefits tailored to younger generations.

Improving Business Productivity – How can you drive profitability by improving productivity?

Developing New Business – Who can you target to create new customers for your store and pub?

FALL 2026

Reserve June 26
Published August 7

Understanding Cultural Norms Among Staff – How can you engage immigrant workers and make them feel a part of your team?

Zero Waste Foodservice – Use AI and your own creativity to create recipes with leftover food to reduce waste.

Innovation in Non-Alcoholic Spirits – See what new spirits are being developed to cater to the rapidly growing non-alc market.

Best Buying Practices – Conduct spending and demand analyses, establish strategic supplier partnerships, and evaluate supplier performance.

WINTER 2026

Reserve October 2
Published November 13

Understanding Customer Lifetime Value – Customers aren't just worth what they purchase one time, but what they purchase over their lifetime.

Interviewing Techniques – Know what questions to ask to determine how a recruit will fit into your organization.

Cybersecurity Tips – Ensure that your business is protected from cyber threats and all employees are aware of the dangers of security breaches.

Engaging Future Wine Customers – Young people can be intimidated by the world of wine, so how can you simplify it to make wine a more attractive option?

ON TAP

Featured Establishment

What's Hot?

ABLE BC Report

Liquor Distribution Branch Update

Liquor & Cannabis Regulation

Branch Report

What's New for ABLE BC Members?

BC Hospitality Foundation Update

Names in News

What's Coming?

**BC'S LIQUOR
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B2B MEDIA

ADVERTISING

Full Colour	Width	Height	1 Insertion	4* Insertions
Product Showcase	1.5"	8.5"	\$665	\$595
1/4 vertical	3.5"	4.5"	\$830	\$750
1/4 horizontal	7.5"	2.5"	\$830	\$750
1/3 vertical	2.35"	9.5"	\$1180	\$1065
1/3 horizontal	7.5"	3.5"	\$1180	\$1065
1/3 square	4.85"	4.5"	\$1180	\$1065
1/2 vertical	3.5"	9.5"	\$1570	\$1415
1/2 horizontal	7.5"	4.5"	\$1570	\$1415
2/3 vertical	5"	9.5"	\$2195	\$1975
2/3 horizontal	7.5"	6.5"	\$2195	\$1975
Full page inside	8.5"	11"	\$2905	\$2615
Inside Cover	8.5"	11"	\$3240	\$2915
Back Cover	8.5"	11"	\$3995	\$3595

ABLE BC members receive a 15% discount on the above rates.

*Price per ad. Each ad invoiced quarterly.

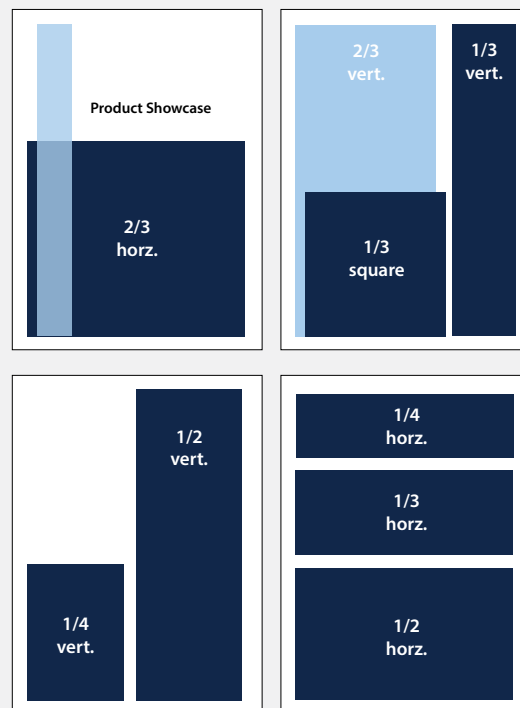
All rates are subject to local tax and are based on receiving completed digital artwork.

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.

Sample Ad Sizes



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.
- All text within 1/2" from trim edge.
- Files less than 5 MB can be emailed to info@emcmktg.com.
- For files over 5 MB, please send via Dropbox, Hightail or another file sharing service.

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 an 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 \$4195 + tax.



PRESENTATION PAGE - DIGITAL ISSUE

Showcase your product next to the front cover of the digital issue of The Quarterly Pour, so it will be seen every time someone views that digital issue.

\$1500 + tax

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“Beyond the results, Joyce has been an instrumental business partner. She is reliable, offers creative input, helps us to meet deadlines, and even suggests effective digital strategies to amplify our message. We've been consistently impressed with The Quarterly Pour support and the impact of their services.”

Shelley Cooke, Customer Marketing Manager|Western Canada, PMA Canada

**BC'S LIQUOR
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B2B MEDIA

DIGITAL ADVERTISING

NEWSLETTERS:

ABLE BC LIQUOR INDUSTRY UPDATE **7,700** Subscribers
37.5% Open rate | Frequency: Bi-weekly

Position	Size	Quarterly
Leaderboard	1300 x 166 px	\$770
Middle Banner	1300 x 166 px	\$660
Footer Banner	1300 x 166 px	\$550
Tower	300 x 648 px	\$770

Sponsored Content – Available upon request. Ask for rates.

ABLE BC CANNABIS INDUSTRY UPDATE **535** Subscribers
42% Open rate | Frequency: Monthly

Position	Size	Quarterly
Leaderboard	1300 x 166 px	\$150
Middle Banner	1300 x 166 px	\$125
Footer Banner	1300 x 166 px	\$100
Tower	300 x 648 px	\$150

Sponsored Content – Available upon request. Ask for rates.



ABLE BC members receive a 15% discount on Newsletter & Website rates.

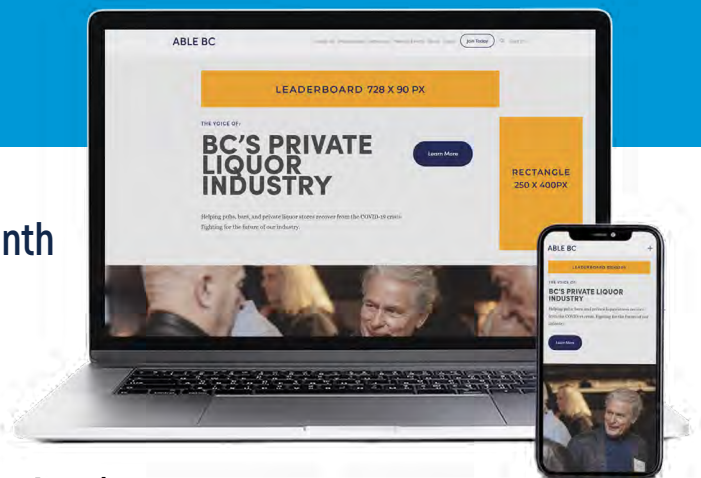
WEBSITE: ABLEBC.CA **4,050** Page Views/Month

ABLE BC represents BC's private liquor industry including over 850 private liquor stores, pubs, bars, and nightclubs. The site is promoted on Facebook, Twitter, and Instagram.

Position	Size	Monthly	Quarterly	Annual
Home Page Leaderboard	1456 x 180 px	\$525*	\$1415*	\$5105*
Medium Rectangle	500 x 800 px	\$315**	\$850**	\$3060**
Regular Leaderboard	1456 x 180 px	\$210**	\$567**	\$2040**

*Fixed placement **Rotation of 5 ads

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



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E-BLAST 7,700 Subscribers

Provide your own customized content to be sent to all our newsletter subscribers.

ABLE BC members \$550 + tax Non-ABLE BC members \$750 + tax

PRINT & DIGITAL PACKAGES

Gold Packages - Premium Placement

Back cover with HP Leaderboard	\$5270/quarter
Inside cover with HP Leaderboard	\$4515/quarter
Full page with HP Leaderboard	\$4180/quarter

Silver Packages

2/3 page with Medium Rectangle	\$2960/quarter
1/2 page with Medium Rectangle	\$2335/quarter
1/3 page with Medium Rectangle	\$1945/quarter

Bronze Packages

1/4 page with Rotating Leaderboard	\$1340/quarter
Product Showcase w/Rotating Leaderboard	\$1175/quarter

Mix & Match

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

ABLE BC members receive a 15% discount on the above rates.

WEBINAR

ABLE BC runs educational webinars each month for the liquor and cannabis industries, and you can either sponsor a webinar or present it.

Sponsor Webinar \$500

Present Webinar \$1000

Sponsorship includes:

- Pre-session announcements via email
- Exposure on the registration landing page
- Promotion via social media
- Webinar host will read a brief, scripted message

SOCIAL MEDIA POSTS

Give extra credibility to your social media posts and access ABLE BC's followers and fans to boost the number of people reading your posts.

\$200 + tax per post

Instagram: Over 1060 followers

LinkedIn: Over 590 followers

Facebook: Over 525 followers



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