

VISIT Hamilton



LOVE
your
CITY^{OM}

2016
MEDIA KIT

It's HAPPENING Here

Following careful analysis of the 2013 Tourism Insight Research, Tourism Hamilton is leading with *Experiential Pillars* to create emotional appeal with the consumer.

THE ARTS

Art Galleries and Studios
Theatre
Music Performances
Specialty Shopping
Culinary Delights

HERITAGE AND HISTORY

National Historic Sites
Museums
Heritage Buildings
Architectural Landmarks
Historical Plaques
Monuments

OUTDOOR ADVENTURE and Family Fun

Niagara Escarpment
Waterfalls
Bruce Trail
Waterfronts
(Pier 8 & Beachfront)
Conservations Areas
Gardens
Safari
Sports

EVENTS

ACCOMMODATIONS

VISIT Hamilton

IT'S HAPPENING HERE!

In 2013, Hamilton Magazine Group and Tourism Hamilton came together to bring you Visit Hamilton. This new visitor guide reduced collateral redundancy in the marketplace, put the Tourism Hamilton publication inside local hotel rooms in front of a captive audience, and presented a user-friendly lure piece to our consumer market.

This year, Tourism Hamilton has adopted a new tagline (It's Happening Here) and an experiential approach to promoting Hamilton as a destination to the leisure market that will be reflected in the design and format of the publication.

Visit Hamilton is the official tourist guide to what's happening here, providing an excellent opportunity for you to promote the best that you have to offer.

DISTRIBUTION

(Early May) 100,000 Copies

Hamilton Hotel rooms **20,000**

CTM Brochure Racks **30,000**

Toronto Attractions & Theatres

Hamilton/Burlington Hotels & Visitors Centres

Kitchener/Waterloo Hotels & Visitors Centres

Niagara Hotels & Visitors Centres

400 and 401 Rest Stops

Corporate Offices in Toronto GTA

Community Information Centres

Ontario Travel Information Centres

Municipal Service Centres **5,000**

Local Recreation Centres **5,000**

Local Libraries **5,000**

Regional Tourism Sites **5,000**

Metroland Insert **20,000**

Sesquicentennial **10,000**

A glossy, full colour, magazine-style guide for travelers who seek the very best products and services, Visit Hamilton will feature insightful content, dramatic photography, and a chronological list of popular events.

Hamilton Magazine Group and Tourism Hamilton will post a virtual copy of the publication on both websites for the one-year shelf life from May 2016 to May 2017. The publication will also be promoted with advertising in every issue of Hamilton Magazine, Interiors and the winter issue of Vines so readers know where to pick up their copy.



ADVERTISING MEASUREMENTS

Ad Size	Trim	Live Area	Bleed	
DPS	16" X 10.875"	15" X 9.875"	16.25" X 11.125"	\$7,500
Full Page	8" X 10.875"	7" X 9.875"	8.25" X 11.125"	\$4,180
Outside Back Cover				\$4,830
Inside Front Cover				\$4,580
Inside Back Cover				\$4,480
2/3 Vertical	4.667" X 9.875"			\$3,465
1/2 Horizontal	7" X 4.875"			\$2,570
1/2 Vertical	4.667" X 7.375"			\$2,570
1/3 Square	4.667" X 4.875"			\$1,885
1/3 Vertical	2.25" X 9.875"			\$2,075
1/6 Horizontal	4.6125" X 2.25"			\$1,125
1/6 Vertical	2.25" X 4.875"			\$1,125
1/12	2.25" X 2.375"			\$600

Guaranteed listing with purchase of ad, with the exclusion of Shopping sector, and non-tourism advertisers.

Guaranteed Position Premium 10%
All sizes are width x height
Note: Rates are Net Local Retail

Format: High Res PDF/x-1a Format
Colour Space: CMYK
Binding: Saddle Stitched
Screen: 133 lines per inch

FTP Server: ftp.sunmedia.ca
User Name: op.townmediapub
Password: twodogs

PUBLICATION DATE:

May 6, 2016

RESERVATION DEADLINE:

March 4, 2016

MATERIAL SUBMISSION DEADLINE:

March 18, 2016

Book Your Space Today!

Contact Scott Smith 905-522-6117 ext. 545326

Email: rsmith@postmedia.com

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