

# VISIT Hamilton

LOVE  
*your*  
CITY<sup>OM</sup>

It's HAPPENING Here

2017  
MEDIA KIT



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

In 2013, Town Media and Tourism Hamilton came together to bring you **Visit Hamilton**. This strategic partnership reduced collateral redundancy in the marketplace, put Tourism Hamilton's primary lure publication inside local hotel rooms in front of a captive audience, and resulted in a high quality, user-friendly publication presented to our consumer markets.

**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 10,000

Metroland Insert 20,000

Sesquicentennial 5,000

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

Town Media and Tourism Hamilton will post a virtual copy of the publication on both websites for the one-year shelf life from May 2017 to May 2018. The publication will also be promoted with advertising in every issue of **Hamilton Magazine**, 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 5, 2017

### RESERVATION DEADLINE:

March 3, 2017

### MATERIAL SUBMISSION DEADLINE:

March 17, 2017

Book Your Space Today!

Contact Scott Smith 905-522-6117 ext. 545326

Email: rsmith@postmedia.com

**LOVE**  
*your*  
**CITY**<sub>OM</sub>

**It's HAPPENING Here**

**tourism**  
**hamilton**  
.com





**VISIT**  
**Hamilton**

## INSERTION ORDER

A Division of Post Media Network  
940 Main St. W., Hamilton, ON L8S 1B1  
Phone: 905.522.6117  
Fax: 905.769.1105

Advertiser: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Email: \_\_\_\_\_

<input type="checkbox"/> DPS	16" X 10.875"	\$7,500	<input type="checkbox"/> 1/2 Vertical	4.667" X 7.375"	\$2,570
<input type="checkbox"/> Full Page	8" X 10.875"	\$4,180	<input type="checkbox"/> 1/3 Square	4.667" X 4.875"	\$1,885
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<input type="checkbox"/> 1/2 Horizontal	7" X 4.875"	\$2,570			

Please indicate ad size required by checking the box provided.

Terms: Net 30 days. 1% interest penalty per month will be calculated on invoices over 30 days. The client acknowledges that liability is not limited to the corporate entity and that in the event of default of payment, the individual shall be a guarantor and surety for full payment of the outstanding account.

Authorization Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_