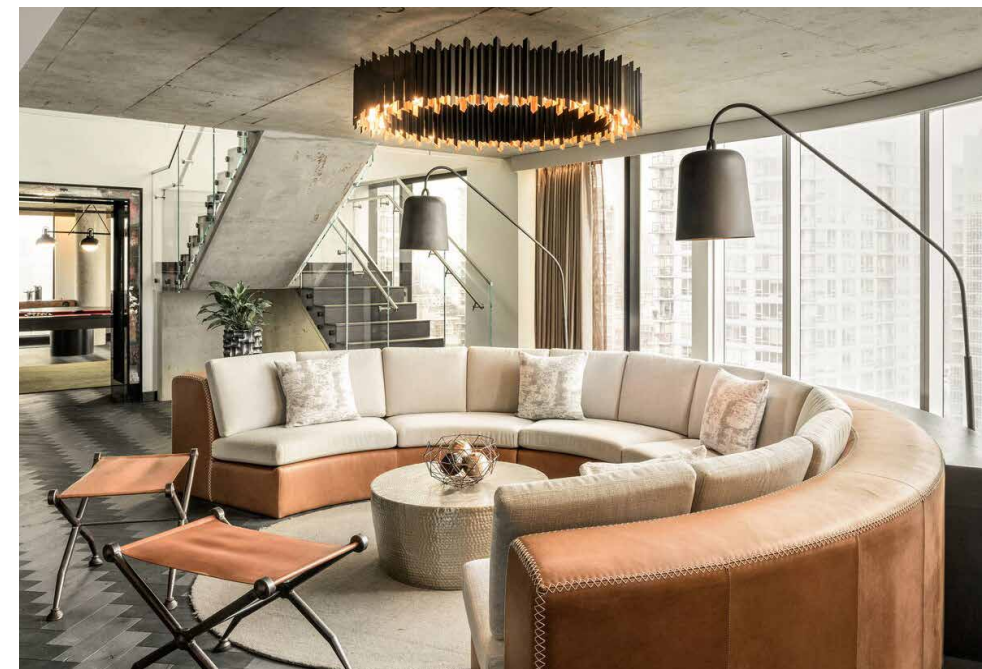


# STAY

CANADIAN HOTEL INTELLIGENCE



MEDIA PLANNER  
2021/22





## introduction

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**STAY Magazine** is an independently owned trade publication created to share stories, data and pointed trends with all stakeholders within Canada's hotel and accommodations industry. Our vision is to be the most valued source of information and facilitator of professional connections in the hotel industry.

# our mission

## MISSION

Bringing together the businesses, hearts and minds of Canadian hoteliers to realize the full potential of Canada's hotel industry

STAY Magazine will deliver authoritative, factual content and insights to Canada's hotel industry and stakeholders through an easy to navigate, modern and inspiring digital experience.

## VALUE + PROMISE

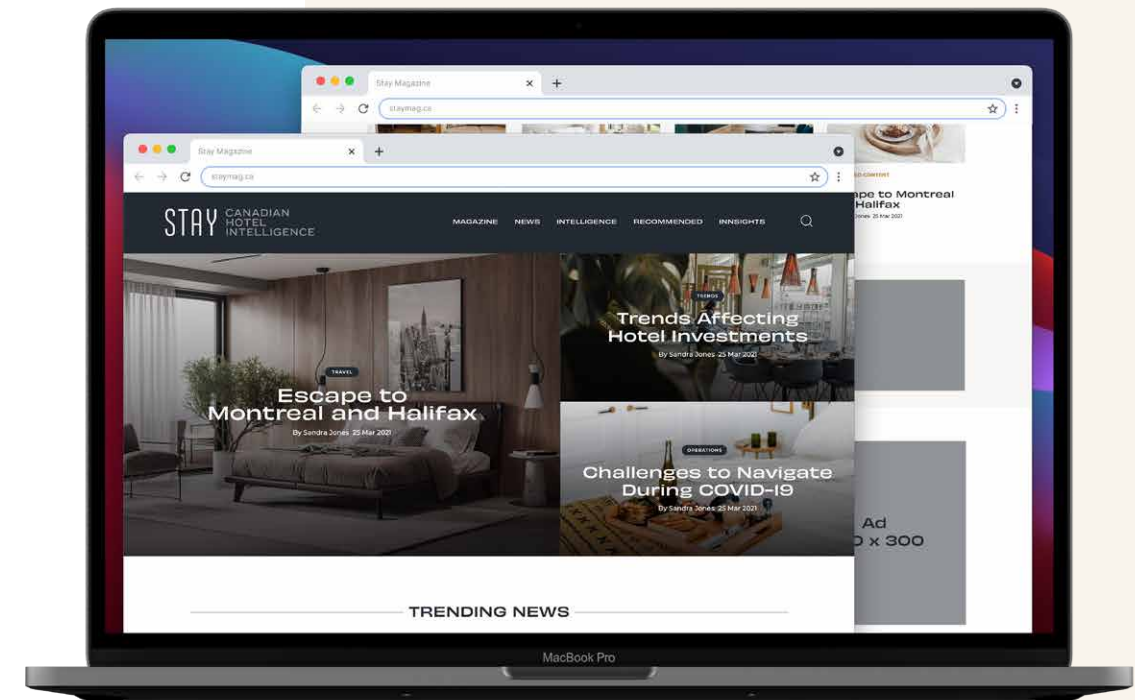
reliable + intelligent

**STAY Magazine** will provide Canada's hotel industry with accurate and relevant content that contains best practices, meaningful intel, and aspirational stories.

## DESIGN

vivid, clean, + modern

**STAY**  
CANADIAN  
HOTEL  
INTELLIGENCE



our industry

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# Reminisce. Rethink. Rebuild. Recover...

**Reminisce** overnight visitation, air travel, occupancy, “new normal” protocols: comparative intelligence from pre-Covid, to current levels, to projections.

**Rethink** What is driving the new guest experience and employee passion? Technology’s impact on consumer behaviour and habits, digitization and wellness; informing the future.

**Rebuild** Navigating government programs, policies and restrictions, staff training/retention/levels, new procedures/protocols, guest and employee confidence. Focus on hotel top-line performance domestically, across the U.S. and comparable cities/markets globally.

**Recover** Success stories, real conversations with groups that have run profitable hotels through the pandemic. Intelligence focused on commercial real estate activity, banking, insurance, legal policies on the return to work. Consumer/business confidence surveys and retail activity as harbingers of the return to normal.

STAY  
CANADIAN  
HOTEL  
INTELLIGENCE







## our industry

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### TOPLINE RECOVERY TIMELINE

Hotel executives think **hotels will return to 2019 levels** in a median of 2 years for occupancy, and 3 years for daily room rates. Hotel executives who report 6 to 10 hotels in their portfolio think it will take longer to return to 2019 occupancy (median of 33 months) than those with 1 to 5 hotels (median of 24 months).

### INVESTMENT INTENTIONS

Over the next six months, an increasing proportion of hotel executives report they **plan to hold their investments** (95%; up from 71% in December 2020) rather than **buy** (36%; 47% in December) or **refinance** (14%).

### LENDING ENVIRONMENT

The proportion of hotel executives who anticipate the availability of debt will decrease in the next six months has declined significantly since December (36%; 76% in December 2020) and close to six in ten anticipate the cost of borrowing will increase (34% in December). Over **eight in ten continue expecting to hold their existing financing** over the next six months.

### BRAND ALIGNMENT

Hotel executives are **nine times more likely to say they are aligned rather than not aligned with their hotel brand on operating expenditures** over the next six months and six times more likely to be aligned on capital expenditures. Alignment on both measures has increased since December 2020. Executives with a smaller number of hotels (1-5) report stronger alignment with their brand on capital expenditures than those with a larger number of hotels in their portfolio.

(Survey: Conducted by Nanos for Big Picture Conferences and Beechwood Real Estate Advisors, June 2021.

our circulation

12,821  
readers

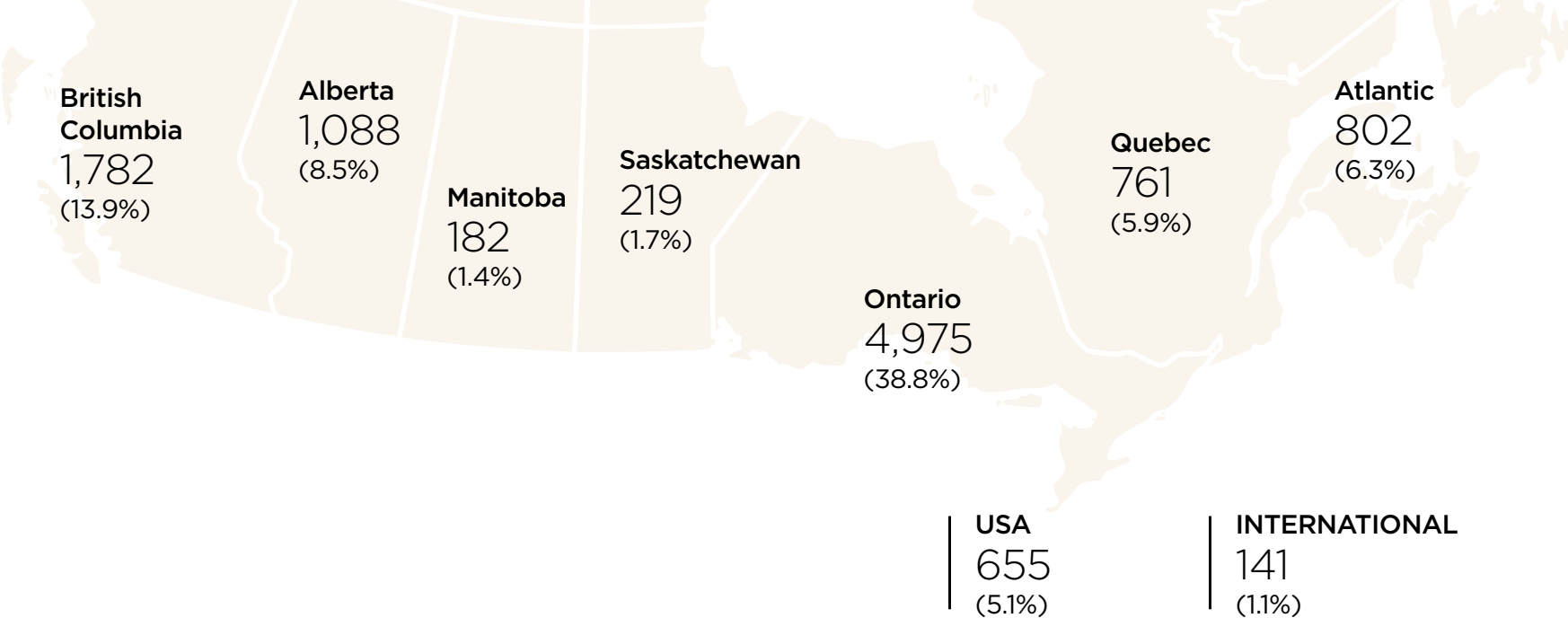
78%  
hold a title of  
management  
or above

59%  
hold a C-level  
position

TOP JOB TITLES:



BY LOCATION:



hotel intelligence

We believe  
hotel  
intelligence  
matters

In the hypercompetitive hotel industry, STAY is a digital destination for managers, leaders, executives, investors, suppliers and staff members to access the most current and relevant insight to inform their careers and businesses.

STAY is an inclusive publication squarely focused on supporting success for Canada's hotel industry.

STAY is published by Big Picture New Media, a subsidiary of Big Picture Conferences. For 25 years, Big Picture has been hosting the Canadian Hotel Investment Conference (CHIC) and other go-to conferences and events for Canada's hotel industry. Combined with these conferences, STAY leverages 25 years of curated hotel intelligence for our readers and advertisers.

#### Editorial Advisory Board

STAY has assembled a diverse and dynamic editorial advisory board to ensure our content meets the needs of modern hotel industry leaders of all sorts.

<b>Brian Leon</b>	President, Choice Hotels Canada
<b>Brian Flood</b>	VP and Practice Leader, Hospitality and Gaming, Cushman & Wakefield
<b>Scott Richer</b>	VP, Real Estate and Development (Canada), Hyatt Hotels
<b>Ed Khediguian</b>	Senior VP, CWB Franchise Finance
<b>Gunjan Kahlon</b>	VP Franchise Sales and Development, Wyndham Hotels & Resorts
<b>Judy Sparkes-Giannou</b>	Co-Owner, Clayton Hospitality Inc.
<b>Deborah Borotsik</b>	Senior VP, Beechwood Real Estate Advisors
<b>Alan Perlis</b>	President, Knightstone Capital Management and CEO, Knightstone Hotel Group
<b>Alnoor Gulamani</b>	President, Bayview Hospitality Inc.
<b>Christina Poon</b>	General Manager Hotel W New York – Union Square
<b>Phil Thompson</b>	Chief Legal Officer, The Gupta Group
<b>Sandra Kanegawa</b>	Owner, Heritage Inn Portfolio, X-Dream

new, contemporary, bold,  
intelligent & reliable



STAY is for the people who own, operate, and staff hotels in Canada.

STAY is CANADIAN HOTEL INTELLIGENCE.

Six digital issues per year + weekly email newsletters; keeping readers engaged, informed and equipped with the best data and analysis the industry offers—with a vivid and gorgeous aesthetic.

STAY is published by an award-winning team. We are experienced, and offer a diverse range of expertise, talent and skills, with a proven track record of branding, designing and developing uniquely exceptional, accurate and journalistic food and hospitality industry publications.

Editorial Calendar

**FEATURES:** Original and exclusive stories written by experts, columnists and industry leaders on pertinent topics

INNSIGHTS

Human Resources

Food + Drink

Spaces + Places

Dollars & Sense

Supply Chain

Housekeeping

Maintenance

Lock & Key

MAY WE RECOMMEND?

Recommended products, services, equipment

INTELLIGENCE:

Reports, analyses, research and projections



# editorial calendar

## Premiere issue:

# THE REBUILD. It may be fall, but it feels like spring.

**VOL. 1. ISSUE 1** Nov/Dec 2021

### FEATURES

Recovery, rebuilding, rethinking. What's important to a hotel owner, operator and staff member today?

Where is the business going to come from?

How have relationships been tested?

What are guest expectations today, and in the future? What is the tolerance level for guests and operators/staff?

Coming out of peak summer, what does the near and distant future hold?

### INTELLIGENCE

What are the measurements for re-opening, how much occupancy do you need in the market if you're in a downtown major market vs. a destination market? Defining the tipping point: profit, loss.

### MAY WE RECOMMEND?

Food + Beverage, Equipment, Services, Technology and Ideas: Products & Services recommended by STAY

## **VOL. 1 ISSUE 2**

Jan/Feb 2022

### FEATURES

RE-OPENING Dollars & Sense: What has it cost?

Properties + tenants: components like the fitness club, restaurants, night clubs, and other tenants, how to manage and grow them.

### INTELLIGENCE

Selling forward: What buying, selling and developing looks like in a post-pandemic global market.

### MAY WE RECOMMEND?

Food + Beverage, Equipment, Services, Technology and Ideas: Products & Services recommended by STAY

### INNSIGHTS

From Hotel Capital Connect Conference

From Hotel Association of Canada

From Western Canadian Lodging Conference

## **VOL. 2. ISSUE 1**

March/Apr 2022

### FEATURES

Original and exclusive stories written by experts, columnists and industry leaders on pertinent topics - SALES & MARKETING

### INTELLIGENCE

Canadian Hotel Investment Report

### MAY WE RECOMMEND?

Food + Beverage, Equipment, Services, Technology and Ideas: Products & Services recommended by STAY

### INNSIGHTS

From Hotel Association of Canada

## **VOL. 2 ISSUE 2**

May/June 2022

### FEATURES

Original and exclusive stories written by experts, columnists and industry leaders on pertinent topics - TECHNOLOGY

### INTELLIGENCE

'ACCOMMODATA' By BPNM, The Annual Report

### MAY WE RECOMMEND?

Food + Beverage, Equipment, Services, Technology and Ideas: Products & Services recommended by STAY

### INNSIGHTS

Upcoming Canadian Hotel Investment Conference

# editorial calendar

**VOL. 2 ISSUE 3**  
Jul/Aug 2022

**FEATURES**

Original and exclusive stories written by experts, columnists and industry leaders on pertinent topics - DISRUPTION & INNOVATION (SHORT-TERM STAY PLATFORMS)

**INTELLIGENCE**

Supply Chain & Service Providers

**MAY WE RECOMMEND?**

Food + Beverage, Equipment, Services, Technology and Ideas: Products & Services recommended by STAY

**INNSIGHTS**

From Canadian Hotel Investment Conference

**VOL. 2 ISSUE 4**  
Sept/Oct 2022

**FEATURES**

Original and exclusive stories written by experts, columnists and industry leaders on pertinent topics. OPERATIONS - HOUSEKEEPING, AMENITIES, SECURITY

**INTELLIGENCE**

Future Forward, Innovation & Tech

**MAY WE RECOMMEND?**

Food + Beverage, Equipment, Services, Technology and Ideas: Products & Services recommended by STAY

**INNSIGHTS**

Franchising Outlook

**VOL. 2 ISSUE 5**  
Nov/Dec 2022

**FEATURES**

Original and exclusive stories written by experts, columnists and industry leaders on pertinent topics - HUMAN RESOURCES ISSUES - RECRUITMENT, RETENTION, TRAINING, MENTORSHIP

**INTELLIGENCE**

Human Capital

**MAY WE RECOMMEND?**

Food + Beverage, Equipment, Services, Technology and Ideas: Products & Services recommended by STAY

**INNSIGHTS**

From upcoming Western Canadian Lodging Conference

**VOL. 2 ISSUE 6**  
Jan/Feb 2022

**FEATURES**

Original and exclusive stories written by experts, columnists and industry leaders on pertinent topics - REVENUE MANAGEMENT

**INTELLIGENCE**

Buying & Selling

**MAY WE RECOMMEND?**

Food + Beverage, Equipment, Services, Technology and Ideas: Products & Services recommended by STAY

**INNSIGHTS**

From Hotel Capital Connect Conference





# digital magazine advertising specs + rates



## Double Page Spread \$9,885

Trim Size: 18" x 10.875"

With Bleed: 18.5" x 11.375"

Type Safety Area: 17" x 9.875"

Non-Bleed Ad Size: 17" x 9.875"



## Full Page \$5,885

Trim Size: 9" x 10.875"

With Bleed: 9.5" x 11.375"

Type Safety Area: 8" x 9.875"

Non-Bleed Ad Size: 8" x 9.875"



## 1/2 Page Horizontal \$3,885

Trim Size: 9" x 5.375"

With Bleed: 9.5" x 5.625"

Type Safety Area: 8" x 4.875"

Non-Bleed Ad Size: 8" x 4.875"



## 1/2 Page Vertical \$3,885

Trim Size: 4.375" x 10.875"

With Bleed: 4.625" x 11.375"

Type Safety Area: 3.875" x 9.875"

Non-Bleed Ad Size: 3.875" x 9.875"

## PHOTOS:

140 dpi, RGB mode. Maximum density should not exceed 300.

## FILE FORMATS ACCEPTED:

JPG, EPS, PDF X1, Tiff. Preferred format is PDF X1 with fonts and pictures embedded or outlined.

## COLOURS:

RGB colours only.

## PROOF:

Creative should be at 100% size of file submitted, and include bleeds and trims. STAY magazine will not be responsible for colour or any other deviation from original file.

## DELIVERY PROCEDURES:

Upload files to <https://boomart.net/stay>

\*it is necessary to include https:// in the URL



## Multiple Ad Placement Discounts

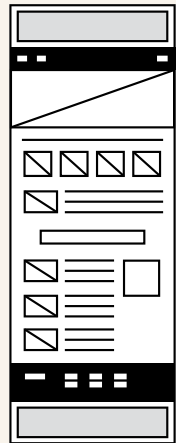
X2 - 15%

X3 - 20%

X4 - 30%

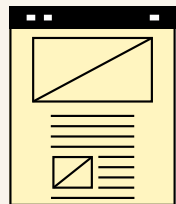
# email and web advertising specs + rates

## Premium Offers



### Premium Takeover

1024 x 190 px  
\$1,650 per month



### Sponsored content

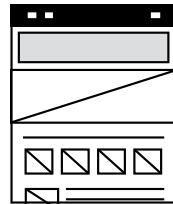
eblast and dedicated  
content page  
\$4,185 per deployment

dedicated content page  
only - \$2,185

### Multiple Ad Placement Discounts

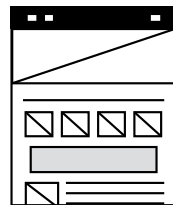
X2 - 15%  
X3 - 20%  
X4 - 30%

## Website Homepage Ads



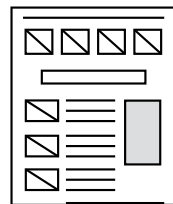
### Leaderboard

1024 x 190px  
\$1,385 per month



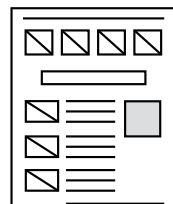
### Homepage Banner

1024 x 190  
\$1,100 per month



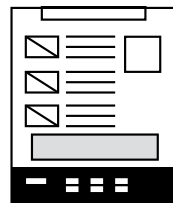
### Homepage Long Box

300 x 600 px  
\$1,785 per month



### Homepage Box

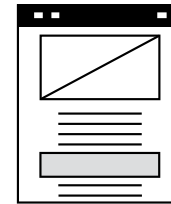
300 x 300 px  
\$1,250 per month



### End-of-page Banner

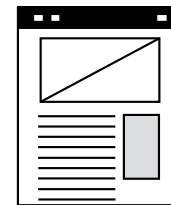
1024 x 190  
\$985 per month

## In-article Ads



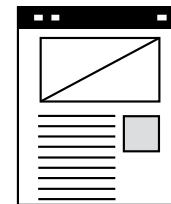
### Article Banner

1024 x 190  
\$950 per month



### Article Long Box

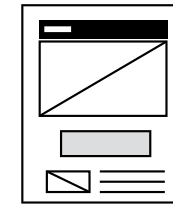
300 x 600 px  
\$1,585 per month



### Article Box

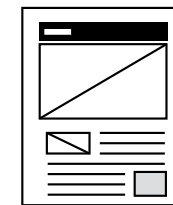
300 x 300 px  
\$1,050 per month

## Enews Ads



### Newsletter Banner

728 x 190 px  
\$1,500 per deployment



### Newsletter Box

300 x 250 px  
\$1,100 per deployment

### PHOTOS:

140 dpi, RGB mode. Maximum density  
should not exceed 300.

### FILE FORMATS ACCEPTED:

JPG, PNG, EPS, PDF X1, Tiff. Preferred  
format is JPG for ads with photography.

### COLOURS:

RGB

### DELIVERY PROCEDURES:

Upload files to <https://boomart.net/stay>

\*it is necessary to include https:// in the URL



# customized marketing opportunities

## Partnerships

We welcome ideas and ongoing collaboration. We will always remain attentive and agile, willing to listen to new ideas that align with our editorial mandate. Come talk to us and let us know how we can strengthen our collective voice in this industry.

## Custom Campaigns

Our team is here to work for your product and brand. With 30+ years in the B2B industry and with the necessary skills and platforms to deliver both digitally and in print, let our senior content team work for you.

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