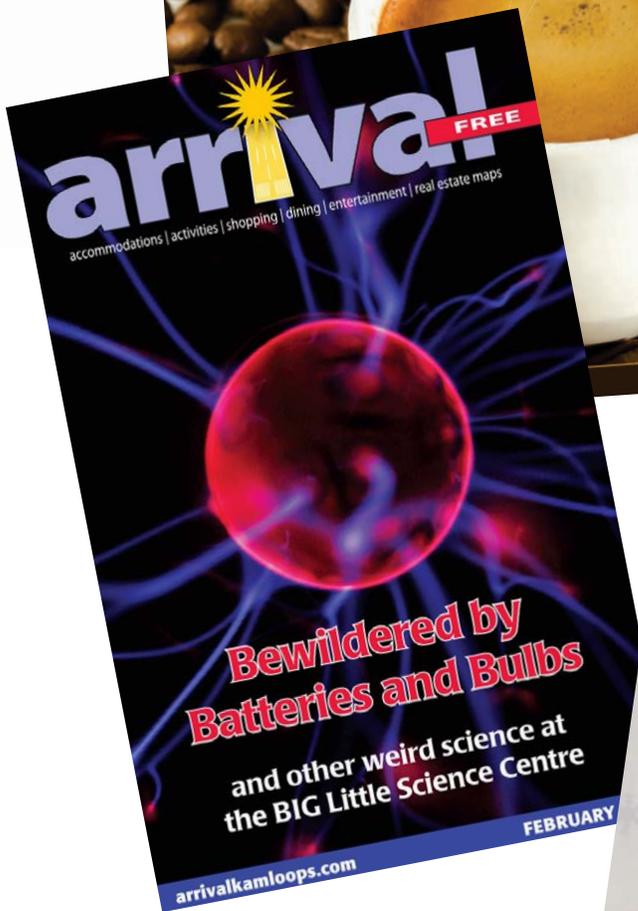


# arrival

Magazine

Licensing  
Opportunities



arrival

Freedom  
Independence  
Lifestyle



# From the Publisher

For over three years, Arrival has been a market leading publisher catering to the needs of visitors looking for accommodations, entertainment, dining information and more. This year we are celebrating our success by way of further Western Canadian expansion.



With an entrepreneurial, passionate and driven executive team continually adding to its already formidable array of revenue opportunities for our network of Licencees, Arrival is targeting distribution to over 40 potential new markets this year.

The opening of these new markets is your opportunity to position yourself in this exciting fast-paced world as part of the Arrival family.

The ARRIVAL corporate family includes:

- Arrival Magazine
- ArrivalMagazine.com
- Arrival Maps
- Arrival Dining Guide

With domestic travel in Canada nearing a \$15 billion dollar per year industry, Arrival is positioned perfectly to allow you to achieve the Freedom, Independence and Lifestyle you have always desired with an established brand, successful mentorship training and support to guide you to the success you have always desired.

# arrival

## Our Trail of Success

Arrival Magazine is the go-to source for tourism and local information in the Thompson-Okanagan Region, helping visitors and locals alike determine where to go, what to do, where to shop, what to eat and where to stay.

Established in 2008, by Steve Ceron, president of the company, primarily as a single publication distributed out of 5 locations, the Arrival brand has grown a variety of products and increased distribution from the initial 5 locations to more than 240 existing distribution centres throughout Kamloops, BC.

Mr. Ceron boasts over 18 years of experience in the publishing industry and sits as the president of the Magazine Association of British Columbia.



# The Power of **arrival** Magazine



# Overview

## **Top Advertisers**

Arrival is the medium of choice for national and local businesses throughout the Thompson-Okanagan region, including National Car Rental and Four Points Sheridan.

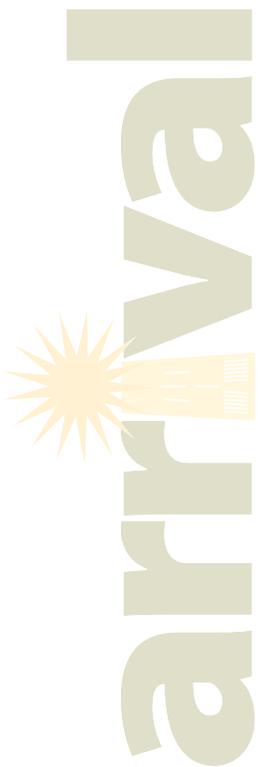
## **Over 240 distribution centres**

In a little over three years Arrival has managed to expand its distribution to over 240 locations, including in-room locations at various hotels, local restaurants and sporting venues.

## **14 Billion Dollar Industry**

The Canadian Travel industry boasts a 14 billion dollar per year industry and Arrival has found a means of tapping into this market on a smaller, localized nature allowing each of its licencees to become the BIG Fish in the small pond.

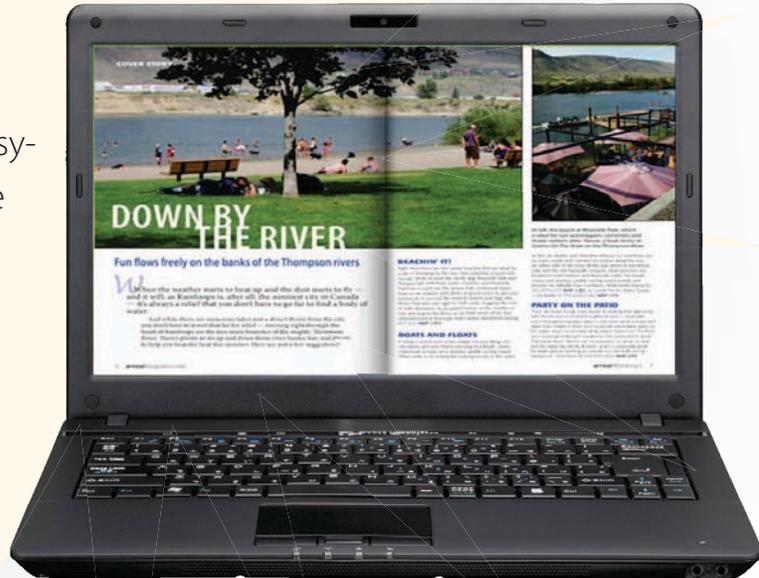
With over 180,000 published editions, suffice it to say we know what we're doing! Our current publications boast a dedicated and loyal following and include the contemporary and relevant monthly Arrival Magazine, Arrival Maps, and the trusted reference to eating out, the Arrival Dining Guide.



# Power of the **arrival** Network

## **Arrival Magazine**

Arrival Magazine's detailed listings and easy-to-navigate maps make it easy to find what it is you're looking for and how to get there. Every month, Arrival features engaging editorial content about aspects of life and current events in and around your community, highlighting the best of what the area has to offer and giving a flavour of what makes your area so unique and fun to explore.



## **ArrivalMagazine.com**

The website integrates latest social media aspects to build traffic, fans and followers. People then look for the Arrival publications in their locale or when visiting other areas for a trusted source for dining, accommodations, maps and more. This also provides added revenue opportunities for each of our licencees.

## **Arrival Maps**

With some of the best maps in the world, Arrival prides itself on easy to use maps with concise layout providing added income streams and has become a trusted resource and first choice of visitors.

## **Arrival Dining Guide**

The Dining Guide is a trusted resource and one which builds a loyal readership of both locals and visitors alike.

# Distribution

## Unique Distribution

Serve identifiable markets, allowing advertisers to reach the customers they want!

## Efficient Targeting

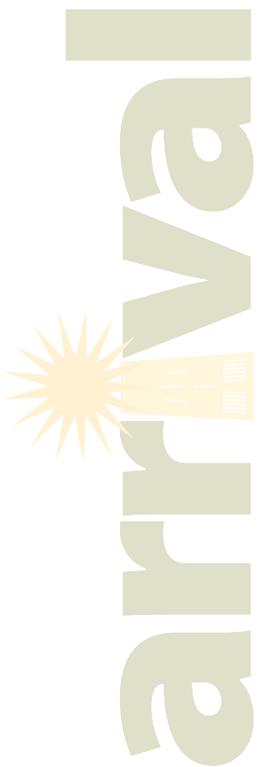
No other medium offers advertisers such precise targeting. Each magazine is a database that can be divided into many groups with distinct identities.

## Readership

Nowhere else can an advertiser target an audience so precisely.



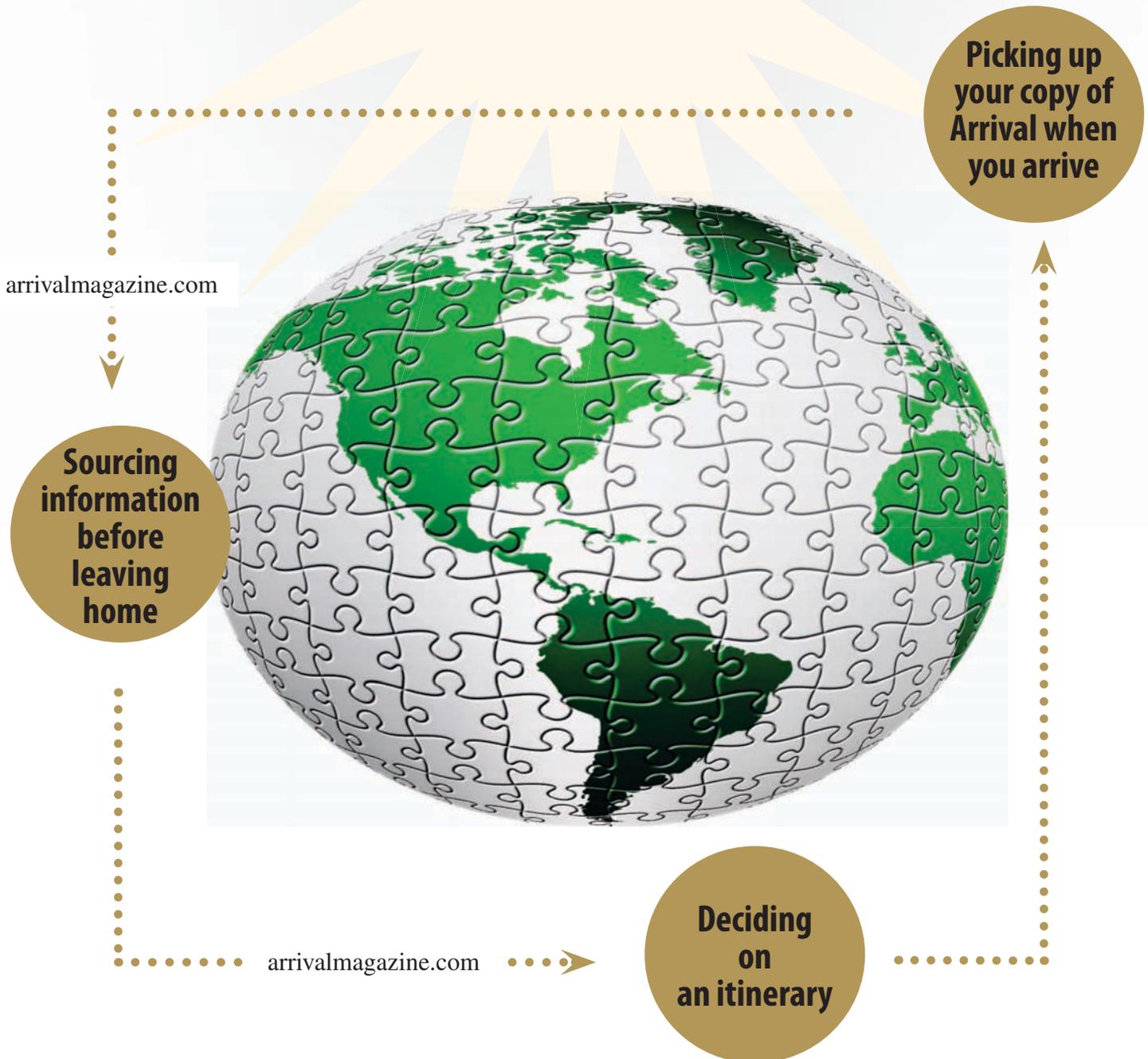
**Magazines  
Make  
Things  
Happen**



# Power of the **arrival** Network

## Ever Wondered Why Nobody Trains Their Puppy on Magazines?

It all has to do with absorption. People get absorbed in magazines as they do with no other advertising medium.



# Economic Value of a Visitor

## Starting a Business

Anyone planning to start a tourism business in British Columbia will be entering an exciting global industry in a great location.

British Columbia is one of the best places in the world to succeed in tourism.

Our province offers an abundance of natural beauty, year-round resorts, world-class adventures and recreational experiences, cosmopolitan cities, exceptional cuisine and a diverse Asia-Pacific culture.<sup>1</sup>

## We're #3 in British Columbia

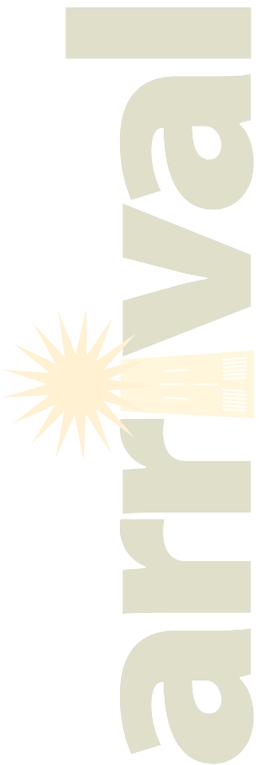
Tourism is the third-largest sector in the British Columbia economy, after forestry and energy. Tourism revenue is greater than that of mining, agriculture and fishing combined. The province's tourism revenues exceeded \$9.9 billion in 2004, and are projected to double to \$19.6 billion by 2015.

## Tourism Trends: A New Type of Visitor

Increasingly, travel consumers worldwide are seeking experiential, life enriching vacations that involve culture, nature, the outdoors and learning.<sup>2</sup> These consumers want authentic experiences that focus on local culture and foods, allowing them to engage all of their senses. They want to get 'behind the scenes' and be enriched by the people and places they visit.

<sup>1</sup> Tourism Industry Association of BC, A GUIDE FOR TOURISM BUSINESS ENTREPRENEURS Page 52

<sup>2</sup> Tourism British Columbia Annual Report 2004-2005, Page 33; Canadian Tourism Commission (2001) Strategic Plan 2002-2005, Page 16.



# What the Experts Say

The most important tourism market for British Columbia is the **local market**.

British Columbians travelling within the province accounted for 49.7% of the province's 21.9 million overnight visitors.<sup>1</sup>

"Small businesses have limited resources and therefore can't market everywhere.

They need to be able to target their marketing expenditures on markets that are best suited to their product and on activities that will give them maximum return." – *Chris Dadson, President Kootenay Rockies Tourism Association.*

Journalists and media outlets are extremely important partners in tourism marketing ... Developing a website is a good investment ... Your site should provide interesting, accurate and up-to-date information about your product, and should feature attractive images and a straightforward format.<sup>2</sup>

"In order to have success online you need to work with e-marketing experts that know how to maximize your investment." – *Brent MacDonald, President Exclusively Canada*

At Arrival we know this and provide you the means to success!

<sup>1</sup> Tourism British Columbia Annual Report 2003/2004, page 12.

<sup>2</sup> A GUIDE FOR TOURISM BUSINESS ENTREPRENEURS (Tourism industry Association of BC) Advertising Potential - Page 12

# Licensing Benefits

## **Exclusive Territory Rights**

Arrival has identified 40 territories currently available for exclusive licensing within the BC region.

## **Established Advertiser Networks**

Arrival has established advertisers and distributors within the Kamloops and Okanagan regions, allowing our partners to leverage the regional and national advertisers to target a broader reaching campaign with an already respected and trusted brand.

## **Printing & Distribution Sharing**

By leveraging the distribution arrangements of the head office and other network partners, licencees quickly gain access to existing distribution and printing opportunities.

## **The Arrival Brand**

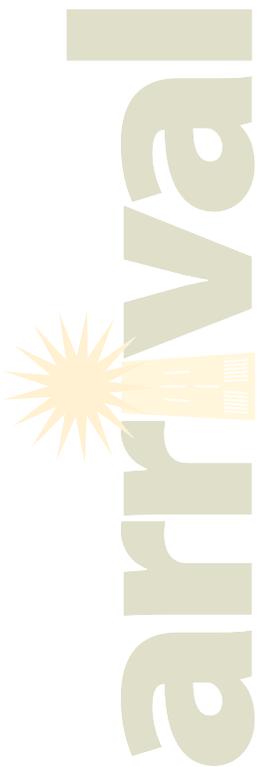
The Arrival Brand has been in existence for over three years, establishing a loyal clientele, and search engine presence through organic and social media activities. By joining Arrival as a licencee you gain access to this rapidly growing community.

## **Training and Support**

You will automatically gain access to onsite training, virtual training and support as well as monthly webinars. We, like you, have a vested interest in the success of Arrival in your region, and want to ensure you are successful, therefore we work for you to ensure you have the needed tools to succeed.

## **Publisher**

Head office also plays host to a group of design and content providers so as to ensure you have the highest quality layout in design, assisting also with advertment layouts and the provision of content for given articles.



# The Power of Structure

## **Initial Franchise Fee**

There is a one-time only investment, grants each licensee the right to develop, own and operate one or more publications, in a defined and exclusive area. This fee allows the licensee to use the trademarks and business system of Arrival Magazine and its exclusive products.

## **Licensing Royalties**

A small percentage of gross revenues will be paid to Arrival Magazine for the ongoing support, training, SEO or social media endeavors and new product development to help you stay ahead of any potential competition, and access to the best minds in the business.

Recommended working capital will vary considerably based on region and staffing requirements.

## **Low start-up costs**

All the above, complete with a low initial investment and limited risk in terms of upfront costs.

# Advertising

arrivals

**FOR THE SOPHISTICATED**  
RESTAURANT | NIGHTCLUB | LOUNGE | EVENT HOSTING

**the Commodore**  
grand cafe & lounge

FOR RESERVATIONS CALL 250.851.3100  
369 VICTORIA STREET, KAMLOOPS, BC  
WWW.COMMODOREKAMLOOPS.COM

**National**  
Car and Truck Rental

*We're from here!*

**KAMLOOPS**  
250-374-5737

Quote CID Number  
**3714044**  
for Special Arrivals Rate!!

Prince Rupert: 250-624-5318  
Kitimat: 250-635-6855  
Terrace: 250-635-6855  
Smithers: 250-847-2216  
Prince George: 250-963-7473  
Quesnel: 250-992-8555  
Williams Lake: 250-392-2976  
Kelowna: 250-765-2800  
Penticton: 250-487-3330

- Unlimited rates available upon request
- Insurance replacement vehicle programs
- Competitive daily, weekly and monthly rentals
- Convenient locations throughout B.C. to serve you
- Special weekend packages
- Quality vehicles for sale
- One way rentals
- Snow tires available upon request

Phone: **1-800-CAR-RENT** (1-800-226-7368)  
Book online: **www.nationalcar.ca**

LIFE HAS ITS MOMENTS...

*The perfect day...  
With the perfect guy*

...MAKE THEM UNFORGETTABLE

ENHANCE YOUR UNFORGETTABLE MOMENTS WITH PANDORA CHARMS, BEADS, NECKLACES, AND EARRINGS IN STERLING SILVER AND 14K GOLD

**PANDORA™**  
UNFORGETTABLE MOMENTS

available at

**Fifth Avenue Jewellers**

Monday - Thursday & Saturday 10am-6pm  
Friday 10am - 9pm, and Sunday 11am - 5pm  
In the Walmart Complex  
www.fifthavenuejewellers.com

**NOW OPEN!**

**BRIGHT, SHINY & NEW!**

NEW SLOTS!  
MORE DINING!  
FRESH NEW LOOK!

**LAKE CITY CASINO**  
KAMLOOPS

DOWNTOWN KAMLOOPS - 540 VICTORIA STREET  
PHONE: 250-372-3336

**bcgc** If you gamble, use your **GameSense** **19+**

# The Power of **arrival** Advertising

## **Visibility**

From national giants to local businesses, Arrival offers advertisers exposure to your region's most affluent spenders: visitors from out of town.

## **Position**

Arrival puts advertisers in prime selling positions inside your area's hotels, airports, car rental locations and restaurants.

## **Exclusivity**

Arrival gives advertisers exclusive access to high-spending visitors who look to us to show them where to go, what to buy, where to dine, what to do and how to get there.

## **Value**

With an array of visitor oriented publications and electronic media offering advertising, Arrival features exclusive access to travellers at a cost every advertiser can afford.

## **Empowerment**

Arrival licensees have the freedom and independence to sell online and print opportunities in maps, dining guides, and annual, quarterly or monthly publications throughout the region, providing them access to a comfortable lifestyle in the area they desire, with unlimited earning potential.



**arrival** is for you!

**Simple,  
Straightforward and  
Highly Rewarding**

Live the lifestyle  
you desire with  
the freedom and  
independence you  
deserve.

Call now to set  
up your personal  
appointment and  
come visit us at  
our head office,  
see how you can  
join the Arrival  
Family.



**arrival**

250-374-7336 • 604-800-1139

#203 - 242 Victoria Street

Kamloops, BC V2C 2A2

ArrivalMagazine.com

**arrival**