

arrival

Magazine

Licensing
Opportunities



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.



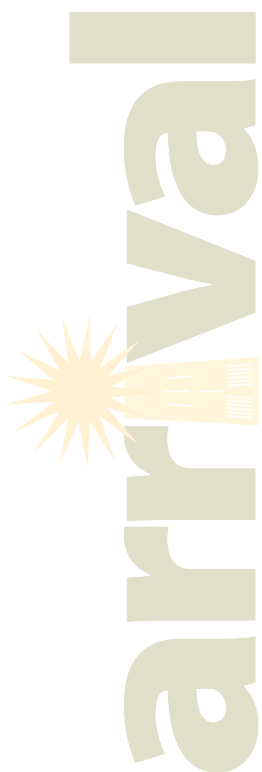
With an entrepreneurial, passionate and driven executive team continually adding to its already formidable array of revenue opportunities for our network of Licencees, Arrival is targeting distribution to over 40 potential new markets this year.

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.



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.





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.

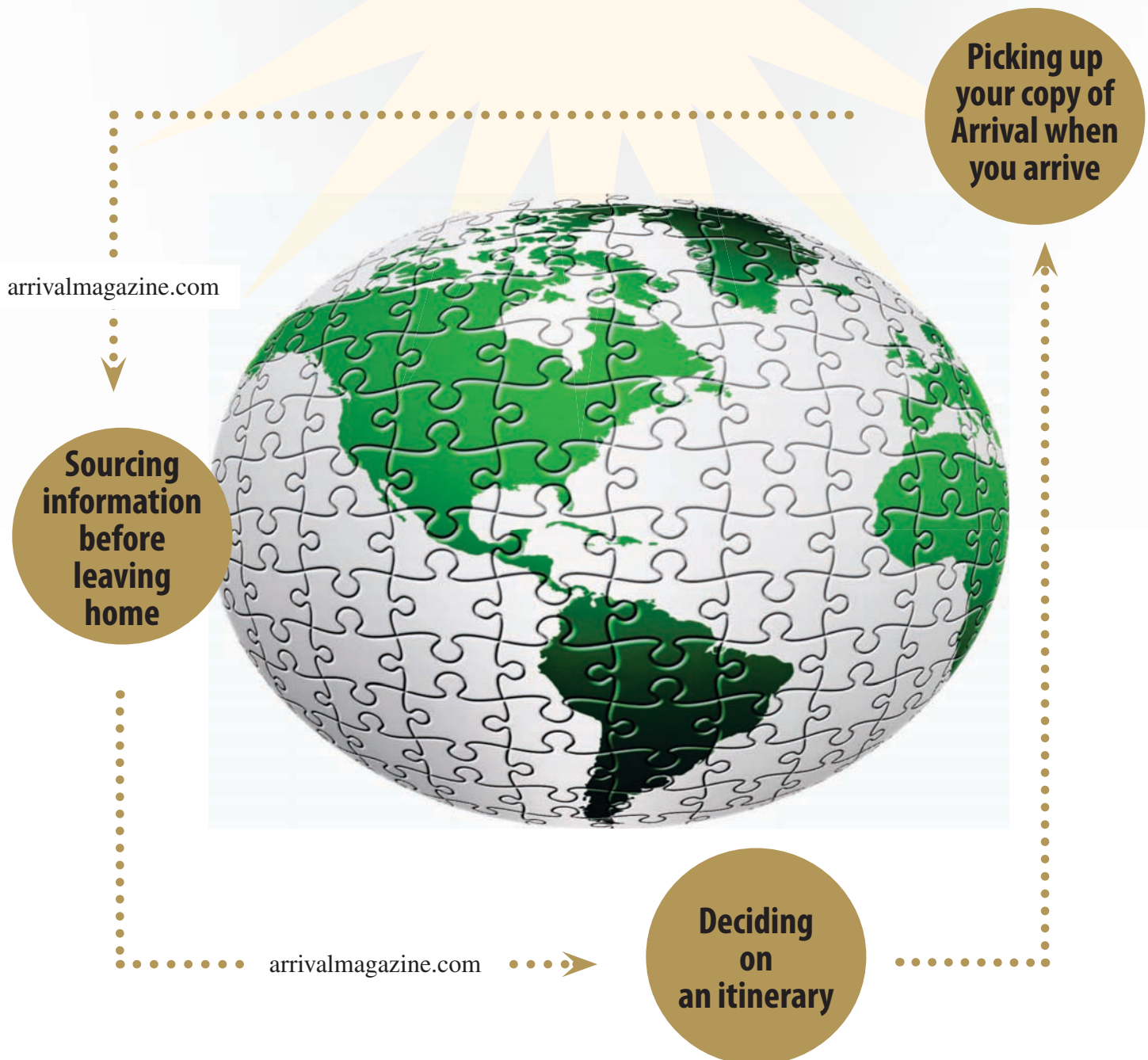


**Magazines
Make
Things
Happen**

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.¹

We're #3 in British Columbia

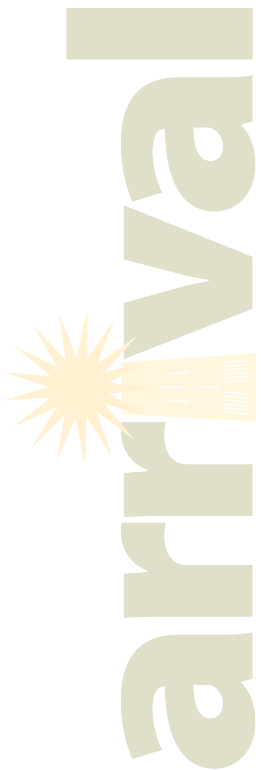
Tourism is the third-largest sector in the British Columbia economy, after forestry and energy. Tourism revenue is greater than that of mining, agriculture and fishing combined. The province's tourism revenues exceeded \$9.9 billion in 2004, and are projected to double to \$19.6 billion by 2015.

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.² 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.

¹ Tourism Industry Association of BC, A GUIDE FOR TOURISM BUSINESS ENTREPRENEURS Page 52

² 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.¹

"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.²

"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!

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

² 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

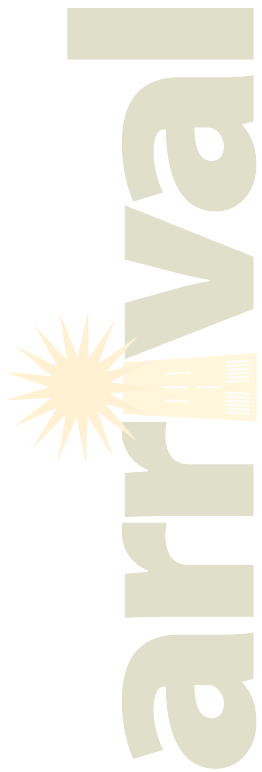
The Arrival Brand has been in existence for over three years, establishing a loyal clientele, and search engine presence through organic and social media activities. By joining Arrival as a licensee you gain access to this rapidly growing community.

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

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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
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see how you can
join the Arrival
Family.



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