

Other Media

The publications of the Buffalo and Rochester auto clubs have wide circulations among membership. It has proven extremely beneficial to include publication writers on fairs.

A little known fact is that one can obtain advertising very cost-effectively by running ads in the auto club publications, particularly "The Motorist" of the Buffalo area and "The Traveller" of Rochester.

The local business publications, "Buffalo Business First" and the Rochester and Syracuse Business Journals, provide good opportunities for MC&IT advertising. "Buffalo Business First" runs an annual fall feature on meetings and convention sites.

The weekly papers in each of the three major cities offer circulations in affluent suburbs, and have cheaper advertising rates than the daily papers.

We have good relationships with several productive free-lance writers, many of whom have produced and published syndicated articles in the past. Some key free-lancers will be invited to "Dateline Canada" sponsored by the Canadian Consulate General in New York City in March.

Our office has an updated all inclusive print and electronic media list for the territory, including talk show hosts, promotion contacts and assignment editors. In addition, all media has been entered in the WIN Tourism Database.

Magazines

"The Buffalo Spree" magazine has an upscale readership and a circulation of 20,000. Their travel writer has produced excellent Canadian stories.

"Travelhost" magazines are published in Syracuse, Rochester and Buffalo and are distributed in hotel rooms. They offer potential for Canadian editorial and advertising, as does the "Welcome to Western New York" publication, which is similarly distributed.