



Retail Insider's Founder & CEO Craig Patterson Leads Winter Issue of PORTFOLIO.YVR Business & Entrepreneurs Magazine

Winter Edition includes ten BC-based spotlights on businesses and entrepreneurs creating, innovating and designing a path forward for positive change in Canada.

VANCOUVER, BC, CANADA, December 14, 2023 /EINPresswire.com/ -- EcoLuxLuv Marketing &

“

"PORTFOLIO.YVR is a personality-driven business magazine that allows investors and the business community to learn about what drives those making change through tech, services, innovation, and more."

Helen Siwak, Publisher & EIC

Communications Inc (ELL Comms), the publisher of eco- and eco-luxury lifestyle titles in western Canada, released the Winter Issue of [PORTFOLIO.YVR](#) Business & Entrepreneurs Magazine with Retail-Insider's Founder and CEO Craig Patterson as its lead feature. The eco-friendly digital magazine is free and downloadable from the issue platform in .pdf format.

Pattersons' story has humble beginnings in Cold Lake, AB, where he played hockey as a young boy but was also fascinated with the allure of retail. His story continues to Vancouver, Edmonton, and currently, Toronto, where he has built a team of retail experts. Along the way, there

were hiccups, highs and lows. In Issue #2, he shares his journey as a learning experience for other Canadian entrepreneurs who are worried that the path they are moving forward on is not as smooth as anticipated.

[Helen Siwak](#), CEO of ELL Comms, launched the flippable digital magazine (96 pages) in early December, featuring the profiles of 10 entrepreneurs and businesses innovating and creating a positive impact on Canada's business and economy.

In addition to Patterson, the Winter Edition also features entrepreneurs Nelson Meggitt (Zen Moment), Alan Calimbis (VANCITY 4 SALE), Jason Sarai (SARAI Bespoke), Manuel Bernaschek (Stefano Ricci, Showcase Pianos), Maddie Clerides, Jessica Liang (Nook), Benjamin Lumb (BLAH), and businesses Stratapress and Sid + Jacqueline Real Estate Group.

Siwak opens PORTFOLIO.YVR Issue #2 with the question: "What makes a successful

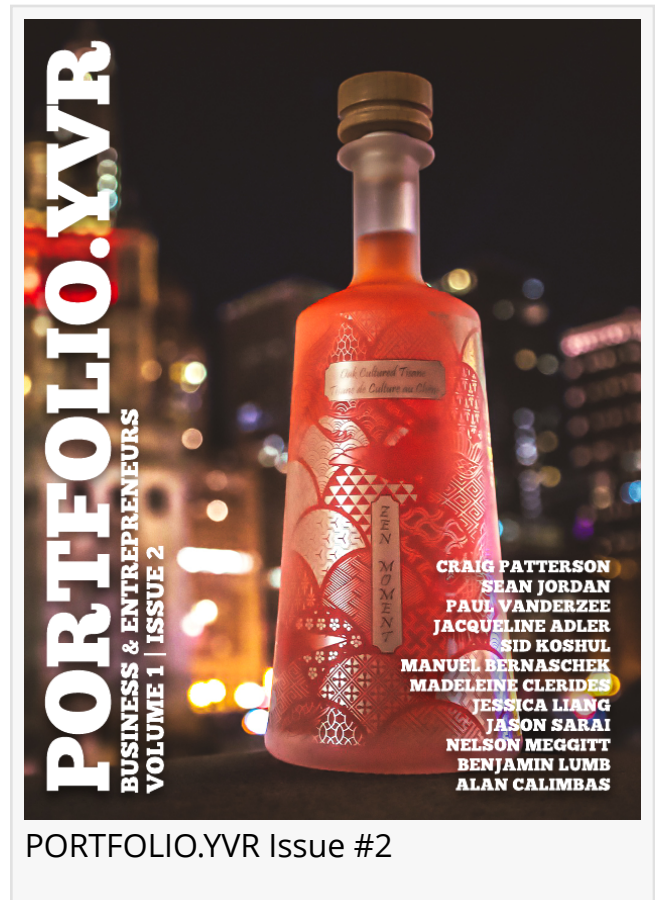
entrepreneur? Think leadership, integrity, self-motivation, creativity, risk-taking, determination, perseverance, adaptability, effective communication, networking, and a willingness to experiment. It all comes back to being able to sell themselves, their products, and services." She continues, "PORTFOLIO.YVR is a personality-driven business magazine that allows investors and the business community to learn more about what drives those making change through tech, services, innovation, and more. By incorporating a straightforward 3-part format that answers the 'Who, What, and Why' of their ventures along with the personality's portraits and key images, the reader is taken on a more heartfelt journey without the traditional business magazine style ('stats and graphs,' comparisons, and market analysis), to tell the story."

With PORTFOLIO.YVR positioned as a marketing vehicle; each issue incorporates a curated sponsored content format that includes a very effective post-publishing digital marketing strategy by offering entrepreneurs and businesses a post-publishing omnichannel process that puts the issue's content in the inboxes of over 50K persons multiple times through a series of newsletters, affiliate database shares, and six social media platforms. This hybrid approach delivers the story to the audience in various formats to ensure success. The publisher also invests 5%-10% of the sponsorship fee into targeted social media boosts to assist those featured.

Craig Patterson shares, "I find PORTFOLIO.YVR Business & Entrepreneurs to be a much-needed publication in that it offers a fresh new voice for business coverage in the Vancouver and Canada-wide markets. The no-advertising format allows for straightforward, uninterrupted, informative storytelling and humanizes entrepreneurs in a way not seen elsewhere. I thoroughly enjoyed the first issue and look forward to discovering and reading the stories of people I know will be on my radar for Retail Insider soon."

Siwak aims to publish PORTFOLIO.YVR Business & Entrepreneurs magazine quarterly and requests that entrepreneurs, press and marketing agencies reach out to request the Media Kit at least one month in advance of March, June, September, and December 2024, as there is a curation process that ensures that each issue is balanced and that each person/business is at a point in their growth where it would be advantageous to be featured.

About EcoLuxLuv Marketing & Communications



PORTFOLIO.YVR Issue #2

Launched in 2017, ELL Comms is helmed by Helen Siwak and is comprised of two divisions: a) marketing and communications with an eco-friendly focus supporting primarily ethical small-to-mid-sized women-led Canadian businesses and b) publishing of digital magazines with an eco-focus. Titles currently include [Folio.YVR](#) Luxury Lifestyle Magazine, [EcoLuxLifestyle.co](#), and [PORTFOLIO.YVR](#) with each title available in multiple formats (flippable, digital, print), comprised of curated sponsored, custom content, and editorial.

Helen Siwak

Helen Siwak

+1 7788473011

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/675138441>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.