

THE FANFARE PHILOSOPHY

Informed editorial opinions about the best of the city



CREDIBLE EDITORIAL OPINION

Readers want recommendations on how to spend their time and money. They are looking for an informed third-party endorsement that they can trust. Unlike many other local magazines, Fanfare's editorial is not influenced by advertisers. It is based on research and experience; meaning that it can be relied upon by readers.

KNOWLEDGEABLE RESTAURANT REVIEWS

Ciao! reviewers have significant restaurant knowledge, visiting over 150 local restaurants each year. Each visit measures the restaurant on eight criteria: food taste, food presentation, menu, table setting, service, welcome, atmosphere and extras. A review is only written after a minimum of three experiences. Those that don't meet our standards are removed from the published database. Reviews are printed in Ciao! and the review is reprinted in WHERE.

DIRECTORIES OF THE BEST PLACES

The editorial and photography team personally visits over 300 hundred stores, restaurants and attractions each year to see and photograph what these establishments have to offer. Locally owned businesses are always given priority consideration for editorial inclusion. A database featuring over 500 listings is maintained and updated monthly. This database allows WHERE, Ciao! and all other Fanfare publications to offer comprehensive, accurate, up-to-date information on Winnipeg's best places.

ESTABLISHED REPUTATION

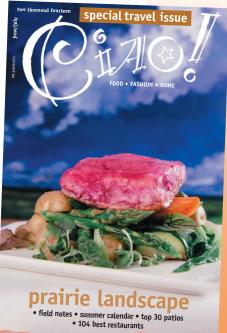
The city's oldest local magazine publisher, Fanfare Magazine Group was founded in 1984 by Brad Hughes who was joined in the business by partner and wife Laurie Hughes in 1989. They lead a team committed to publishing the best magazines in the market. Today, Laurie continues to proudly promote the city's best places and draws on the inspiration from her late husband to celebrate local flavour.

Fanfare Magazine Group has a simple mission statement:

To promote the best places in Winnipeg to its readership.

That mission statement has developed a passionate following for the publications produced by the company.

CIAO! REACHES WINNIPEGGERS AT HOME



CIAO! READERS ARE PASSIONATE AND ENGAGED!

Ciao! is delivered directly to high market areas in south and west Winnipeg and is available free of charge at Specialty food and wine stores. Since its inception in 1997 Ciao! has established a loyal and growing readership.

CIAO!

- Distributed every second month, with four regular issues and two special issues (Holiday Gift Issue and Culinary Travel Issue)
- •35,000 copies of each issue are delivered to homes in south and west Winnipeg.
- •10,000 copies are available at Specialty food and wine stores, restaurants and retailers at no charge.

CIAO! HOLIDAY GIFT ISSUE

- Distributed annually in December for the holiday shopping season, this special issue builds on the ten year legacy of Holiday Lights, which it incorporates.
- •90,000 copies are printed in total and delivered to homes along with specialty food and wine stores throughout Winnipeg.

CIAO! CULINARY TRAVEL ISSUE

- Distributed annually in June to kick-off the summer holiday travel season.
- •90,000 copies are printed in total, with city distribution of 45,000 copies the same as other issues of Ciao!.
- •45,000 copies are inserted for home subscribers of Grand Forks and Fargo, North Dakota newspapers.

THEY DINE OUT FREQUENTLY ...using the magazine to seek recommendations on different restaurant options and fashion trends

THEY ENTERTAIN AT HOME

OFTEN ...using the magazine to seek recommendations on recipe and decor ideas.

THEY ARE "EARLY ADOPTERS" ...being the first to try a new restaurant, buy a new product, or experience a new service.

THEY ARE PRIMARILY FEMALES

...representing a very influential demographic group that is looking for good restaurant and entertainment advice.

THEY TRY NEW RESTAURANTS ...using the magazine to keep up-to-date when seeking new dining ideas.

THEY TRY NEW RECIPES ...referencing current and past issues when entertaining at home.

THEY TRY NEW TRENDS ...seeking local sources for current design, decor and fashion ideas.

THEY TRY NEW ADVERTISERS ...visiting businesses that advertise in Ciao!, trusting the recommendations in each issue because they focus on places that excel at their craft.

DISTRIBUTION

The distibution philosophy for Ciao! magazine promotes Winnipeg's best places by distributing in local specialty food and wine stores across the city. We encourage our readers to be vocal, buy local because entrepreneurial businesses are the ones that give the city its flavour.

PRIVATE WINE AND SPECIALTY FOOD STORE DISTRIBUTION LOCATIONS (8,000 copies)

Best of Friends Gift Shop 251 Donald Rd Morden's of Winnipeg Fresh Carrot Portage Place The Canister **Tall Grass Prairie** Vita Health Osborne

674 Sargent Ave 230 Osborne St 393 Portage Ave 121 Osborne St 202-1 Forks Market Rd 1 - 166 Osborne Ave

POLO PARK/WEST

De Luca Fine Wines De Luca Specialty Food **Goodies Bake Shop High Tea Bakery Kenaston Wine Market** Miller's Meat **Roblin Choice Meats** Vita Health Westwood Vita Health Tuxedo

942 Portage Ave 950 Portage Ave 1124 Ellice Ave 2103 Portage Ave 1855-A Grant Ave 1867 Grant Ave 5606 Roblin Blvd 3500 Portage Ave 180 - 2025 Corydon Ave

NORTH

Gimli Fish Market Gunn's Bakery Mariner Neptune Tenderloin Meats Vita Health Garden City Young's Market

596 Dufferin Ave 247 Selkirk Ave. 472 Dufferin Ave 1483 Main St 20 - 2188 McPhillips St 1000 McPhillips

Banville & Jones Bernstein's Meats & Deli 1-1700 Corydon Ave Cornelia Bean **Fusion Grill Gimli Fish Market Gimli Fish Market** Marcello's Meat Miller's Meat Miller's Meat Piazza de Nardi Scoop 'n Weigh The Greek Market The Wine House Vita Health St. Vital

1616 St. Mary's Rd 417 Academy Rd 550 Academy Rd 625 Pembina Hwv 1083 St. Marv's Rd 9-200 Meadowood Dr 590 St. Marv's Rd 2-2425 Pembina Hwy 1360 Taylor Ave 1770 Taylor Ave 1440 Corydon Ave 110-1600 Kenaston Blvd 19 - 845 Dakota St

EAST

Constance Popp Gimli Fish Market Le Croissant The Carver's Knife **Vita Health Reenders** 180 Provencher Blvd 6-801 Regent Ave W 258 Tache Ave 29-1350 Regent Ave 46 - 11 Reenders Dr

Bi-monthly Door to Door

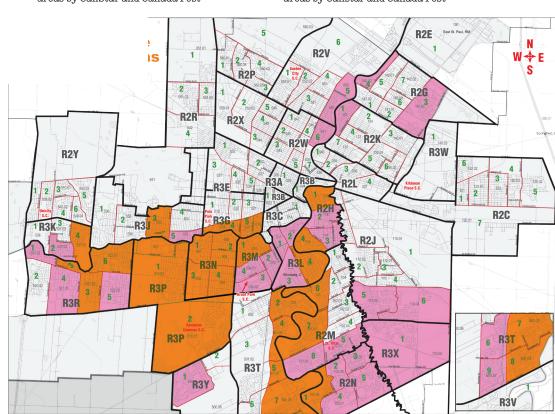
(45,000 copies)

Distributed door to door in high income areas by CanStar and Canada Post



Special Holiday Issue

(90,000 copies including orange) Distributed door to door in high income areas by Canstar and Canada Post



vocal, Buy loc

GENERATING RESTAURANT TRAFFIC through special events













Dine ABOUT Winnipeg - Every February

- for Ciao! advertisers only

A celebration of culinary excellence that has become the city's top restaurant event, generating over 10,000 visits over ten days in 2006—this during what is traditionally one of the slowest periods of the year. It offers an exciting opportunity for diners to try a new restaurant or a new dish while visiting a restaurant that is alive with activity. This event allows diners to enjoy a three-course prix-fixe menu, priced at \$18, \$28 or \$38, at participating fine dining restaurants .

Chocolate Festival - Every April

- for Ciao! advertisers only

A spring chocolate festival that features one of the world's favourite foods, this event allows diners to try many different chocolate desserts, all priced at \$7, at participating casual restaurants.

Taste the World for Lunch - Every August

- for Ciao! advertisers only

An ethnic food festival each summer that salutes the global tastes of Winnipeg restaurants. This event allows diners to try different traditional meals at lunch time, all priced at \$12, at participating ethnic restaurants.

Good Food Manitoba Awards

Producer, RETAILER and CHEF of the Year

In 2004 Fanfare created the annual Ciao! Good Food Manitoba Awards to recognize the three key sectors in the creation and development of Manitoba food products. The awards are given out for producer, supplier and chef of the year in the creative use and promotion of Manitoba foods.

Kitchen Design Competition

Kitchen Designs of the Year

In 2005 Fanfare created the annual Ciao! Kitchen Design Competition to recognize creativity in the kitchen by honouring top new and renovated kitchens. The awards are given out for creative use of material, space and colour.

Silver Plume Awards

Hotel Employees of the Year

In 1992 Fanfare created the annual WHERE Silver Plume Awards to recognize Hotel Employees of the Year. Awards are presented each year at a gala reception in the spring. This event is always held at a local attraction to celebrate the top hospitality people from each department.

Where readers mean business

More people visit Winnipeg than live here. The overnight travel market represents over **1.3 million visitors a year**, compared to the local population of 700,000. Fanfare publications reach travellers at every stage of both their planning and their visit, so you can be sure to make these numbers mean business for you.

WHERE READERS SURVEY

- 99% say WHERE is somewhat or very useful
- 66% carry WHERE with them while exploring the city
- 56% have read WHERE previously
- 4.6 is the average number of times readers refer to each issue
- 52% of travellers go shopping in the city they are visiting
- 90 million is the number of worldwide WHERE readers annually
- 65 years of trust-building since WHERE started publishing.

TRAVEL NUMBERS

- 3.5 million people visited Winnipeg in 2012. Of those, over 1.4 million stayed overnight.
- 38% of overnight visits are spent in hotels or motels, with an average stay of 3.8 days
- 573,000 people stay in Winnipeg hotels each year
- 788,000 people stay in Winnipeg with friends and family each year
- The average hotel occupancy in Winnipeg is 66%
- Of 6800 total rooms, there are 4488 occupied any given night citywide, with an average of 1.1 people per room.
 Thus 4936 people are resident in hotels any given night
- Of 2350 downtown hotel rooms, there are 1400 rooms occupied in downtown on any given night. Thus 1550 people are resident in downtown hotels any given night
- 542,000 people visit for business or convention purposes
- 2,615,000 people visit for leisure purposes
- 164,000 Americans visit each year
- 70,000 International travellers visit each year

TRAVEL EXPENDITURE

- \$181 is the average per person expenditure of all visitors during their visit
- \$62 is the average per person expenditure on food and beverages by visitors during their stay. This represents an annual market of \$219.7 million!
- \$26 is the average per person expenditure on shopping purchases by visitors during their stay. This represents an annual market of \$91.8 million!
- \$13 is the average per person expenditure on recreation and entertainment by visitors during their visit. This represents an annual market of \$46.6 million!

SEASON OF TRAVEL

- 20% of overnight visits are January-March
- 27% of overnight visits are April-June
- 29% of overnight visits are July-September
- 24% of overnight visits are October-December

WHERE REACHES TRAVELLERS

IN HOTELS (53 locations)

AIRPORT

- Airport Motor Hotel
- Best Western Plus Airport Hotel
- Canad Inns Polo Park
- Comfort Inn Airport
- Country Inn & Suites
- Courtyard Winnipeg Marriott Airport
- Days Inn & Suites Winnipeg Airport
- Fairfield Inn & Suites
- Four Points Winnipeg Airport
- Hampton Inn By Hilton
- Hilton Suites Winnipeg Airport
- Holiday Inn Winnipeg Airport Polo Park
- Homewood Suites by Hilton
- Sandman Hotel
- The Grand by Lakeview Hotel and Resorts
- Victoria Inn

DOWNTOWN

- Alt Hotel
- Best Western Plus Charter House Hotel
- Canad Inns Health Sciences Centre
- Colony Square
- Delta Winnipeg
- The Fort Garry Hotel
- Fort Carry Place
- The Fairmont
- Humphry Inn & Suites
- Holiday Inn Downtown
- Inn at the Forks
- Marlborough
- Mere Hotel
- Place Louis Riel
- Radisson Hotel Winnipeg Downtown
- St. Regis Hotel

NORTH

- Canad Inns Garden City
- Lincoln Motor Inn

SOUTH

- Best Western Plus Pembina
- Canad Inns Fort Garry
- Canad Inns Fort Garry Express
- Capri Motel
- Comfort Inn South
- Econo Lodge Winnipeg South
- Four Points Winnipeg South
- Holiday Inn South
- Quality Inn

WEST

- Boulevard Motel
- Clarion Hotel
- Holiday Inn Airport West
- Howard Johnson Express
- Kirkfield Motor Hotel
- Motel 1 West
- Viscount Gort
- Winnipeg Thriftlodge

EAST

- Canad Inns Club Regent
- Canad Inns Transcona
- Canad Inns Windsor Park
- New Cavalier Inn
- Norwood Hote
- Super & Motel
- Travelodge Winnipeg East

6800 hotel rooms

in Winnipeg

4488 occupied
any given night citywide

ADDITIONAL WHERE CIRCULATION (15 locations)

Downtown

- Amici Restaurant
- Destination Winnipeg
- Manitoba Museum
- Portage Place MallRed River College.
- Travel Manitoba / Explore Manitoba at The Forks
- RBC Convention Centre Winnipeg

Airport

- Destination Winnipeg, Wpg Airport
- Polo Park Customer Care Centre

North

- McPhillips Street Station Casino
- Travel Manitoba

South

- Arthur Mauro Residence, U of M
- St. Vital Centre Info

East

• Club Regent Casino

West

Assiniboine Park Conservatory

Source: Statistics Canada, Research Resolutions & Consulting Ltd. (Cities 2012)

ADVERTISING RATES

effective January 1, 2015

Where	Insertions	full pg	2/3 pg	1/2 isle	1/2 pg	1/3 pg	1/6 pg	1/12 pg (b&w)
28,000 per issue	1 time	\$2,900	\$2,380	\$2,130	\$2,075	\$1,400	\$895	\$440
ľ	3 times	2,460	2,030	1,800	1,750	1,220	765	370
	6 times	2,155	1,800	1,590	1,525	1,050	675	330
Ciao!		full pg	2/3 pg	n/a	1/2 pg	1/3 pg	1/6 pg	n/a
45,000 per regular issue - Feb-Mar - Apr-May - Aug-Sept	1 time	\$2,460	\$1,970		\$1,595	\$1,155	\$735	
	2 times	2,300	1,825		1,475	1,065	680	
	3 times	2,140	1,685		1,355	980	615	
- Oct-Nov	4 times	1,970	1,530		1,230	890	560	
Ciao!		full pg	2/3 pg	n/a	1/2 pg	1/3 pg	1/6 pg	n/a
Special Editions 90,000	1 time	\$3,690	\$2,955		\$2,395	\$1,735	\$1,105	
per issue - Jun-July	2 times	3,325	2,660		2,155	1,560	995	
- Dec-Jan								
Taste		full pg				1/3 pg	1/6 pg	
65,000	4.1.							
annually	1 time	\$2,540				\$1,140	\$780	

DISCOUNT POLICY

This is a net non-commissionable rate card. Agency commission discounts not applicable

DISCOUNTS FOR WHERE ADVERTISERS

- With a 3 time or greater contract take 5% off Ciao! rates
- With a 3 time or greater contract take 5% off Taste rates

DISCOUNTS FOR CIAO! ADVERTISERS

- With a 4 time contract take 5% off Taste rates (can be combined with WHERE discount)
- With a 2 time or greater contract in Ciao! add 50% to Ciao! rate for Ciao! Special Edition rates

DISCOUNT PAYMENT PLANS

- With a 6 time contract in WHERE or a 4 time or greater contract in Ciao! take 10% off for advance autodebit payment or take 5% for advance credit card payment
- All other publications and frequencies take 5% off for advance credit card payment or take 5% off for advance autodebit payment

PREMIUMS

- COVER POSITIONS: inside covers add 10%, outside back cover add 25%
- SPECIAL POSITIONS: guaranteed position add 10%
- TAXES: add 5% GST

PUBLICATION SCHEDULE

January 2015 - January 2016

Publication 2015		Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
Ciao!	Feb/Mar	2-Jan	5-Jan	31-Jan	28-Jan
WHERE	Mar/Apr	5-Feb	9-Feb	27-Feb	27-Feb
TASTE	2014-15	2-Mar	5-Mar	20-Mar	20-Mar
Ciao!	Apr/May	4-Mar	9-Mar	1-Apr	1-Apr
WHERE	May/Jun	7-Apr	9-Apr	30-Apr	30-Apr
Ciao!	Jun/Jul	8-May	11-May	1-Jun	3-Jun
WHERE	Jul/Aug	4-Jun	8-Jun	30-Jun	30-Jun
Ciao!	Aug/Sep	3-Jul	6-Jul	1-Aug	29-Jul
WHERE	Sep/Oct	7-Aug	12-Aug	31-Aug	31-Aug
Ciao!	Oct/Nov	3-Sep	8-Sep	30-Sep	30-Sep
WHERE	Nov/Dec	6-0ct	9-0ct	30-0ct	30-0ct
Ciao!	Dec/Jan	4-Nov	9-Nov	1-Dec	2-Dec
WHERE	Jan/Feb 2015	3-Dec	7-Dec	30-Dec	30-Dec

AD SIZE & PRODUCTION SPECIFICATIONS

Please make document size exactly the same as ad size (add .125" bleed and crop marks ONLY on full page ads)

	WHERE		CIAO!, TASTE		
	Width"	Height"	Width"	Height"	
Full Page [with .125" bleed]	8.375	11.125	6.25	9.25	
Full Page [trim size]	8.125	10.875	6.	9.	
2/3 Page	4.6875	10.	3.625	8.125	
1/2 Page [horizontal]	7.125	4.875	5.5	4.	
1/2 Page [island]	4.6875	7.375	N/A	N/A	
1/3 Page [square]	4.6875	4.875	3.625	4.	
1/3 Page [vertical]	2.25	10.	1.75	8.125	
1/6 Page	2.25	4.875	1.75	4.	
1/12 Page	2.25	2.3125	N/A	N/A	

PREFERRED MATERIAL SPECIFICATIONS

- Please submit press-ready PDFs
- Email if smaller than 9MB, if larger than 9MB files can be placed on our FTP site or sent via dropbox.

FTP ACCESS Call 943-4439

ACCEPTABLE FORMATS FOR CAMERA READY ADS

- Adobe Acrobat PDF press-ready
- No Word, Corel or other Microsoft files accepted
- Photos must have minimum resolution of 300 dpi and must be CMYK. No RGB files
- All document colours must be CMYK. No RGB or spot colour