



# 2017

# MEDIA KIT

Informed  
editorial  
opinions  
about  
the best  
of the  
city



## THE FANFARE PHILOSOPHY

### 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

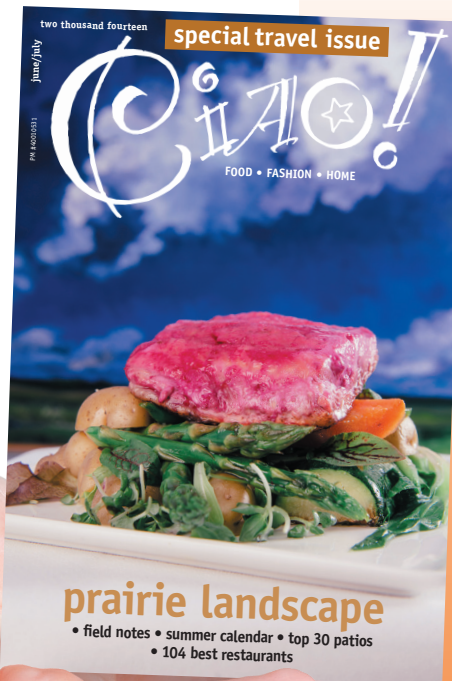
The city's oldest local magazine publisher, Fanfare Magazine Group was founded in 1984 by Brad Hughes who was joined in the business by partner and wife Laurie Hughes in 1989. They lead a team committed to publishing the best magazines in the market. Today, Laurie continues to proudly promote the city's 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 distribution 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)

### CITY CENTRE

- Best of Friends Gift Shop** 251 Donald Rd
- Morden's of Winnipeg** 674 Sargent Ave
- Portage Place** 393 Portage Ave
- The Canister** 121 Osborne St
- The Fresh Carrot** 230 Osborne St
- Tall Grass Prairie** 202-1 Forks Market Rd
- Vita Health Osborne** 1 - 166 Osborne Ave

### POLO PARK/WEST

- De Luca Fine Wines** 942 Portage Ave
- De Luca Specialty Food** 950 Portage Ave
- Goodies Bake Shop** 1124 Ellice Ave
- High Tea Bakery** 2103 Portage Ave
- Kenaston Wine Market** 1855-A Grant Ave
- Miller's Meat** 1867 Grant Ave
- Roblin Choice Meats** 5606 Roblin Blvd
- Tall Grass Prairie** 859 Westminister Ave
- Vita Health Westwood** 3500 Portage Ave
- Vita Health Tuxedo** 180 - 2025 Corydon Ave

### NORTH

- Gimli Fish Market** 596 Dufferin Ave
- Gunn's Bakery** 247 Selkirk Ave.
- Mariner Neptune** 472 Dufferin Ave
- Tenderloin Meats** 1483 Main St
- Vita Health Garden City** 20 - 2188 McPhillips St
- Young's Market** 1000 McPhillips

### SOUTH

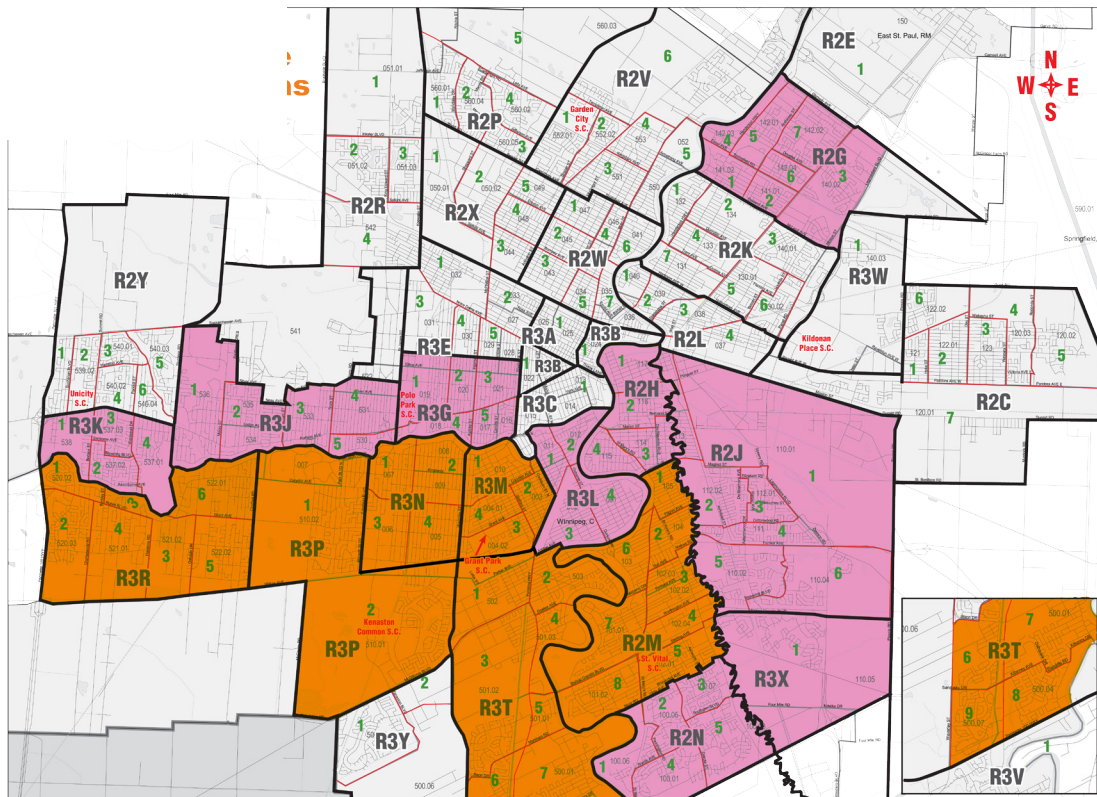
- Banville & Jones** 1616 St. Mary's Rd
- Bernstein's Meats & Deli** 1-1700 Corydon Ave
- Cornelia Bean** 417 Academy Rd
- Fusion Grill** 550 Academy Rd
- Gimli Fish Market** 625 Pembina Hwy
- Gimli Fish Market** 1083 St. Mary's Rd
- Marcello's Meat** 9-200 Meadowood Dr
- Miller's Meat** 590 St. Mary's Rd
- Miller's Meat** 2-2425 Pembina Hwy
- Piazza de Nardi** 1360 Taylor Ave
- Scoop 'n Weigh** 1770 Taylor Ave
- The Greek Market** 1440 Corydon Ave
- The Wine House** 110-1600 Kenaston Blvd
- Vita Health St. Vital** 19 - 845 Dakota St

### EAST

- Constance Popp** 180 Provencher Blvd
- Gimli Fish Market** 6-801 Regent Ave W
- Le Croissant** 258 Tache Ave
- The Carver's Knife** 29-1350 Regent Ave
- Vita Health Reenders** 710-1615 Regent Ave W

**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



Be vocal, Buy local



# 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 \$8, 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**

Presented by **where**

## **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

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

## 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 Garry Place
- The Fairmont
- Humphry Inn & Suites
- Holiday Inn Downtown
- Inn at the Forks
- Marlborough
- Mere Hotel
- 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
- Super 8 West
- Viscount Gort
- Winnipeg Thriftlodge

### EAST

- Canad Inns Club Regent
- Canad Inns Transcona
- Canad Inns Windsor Park
- New Cavalier Inn
- Norwood Hotel
- 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 Mall
- Red 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

## ADVERTISING RATES

effective January 1, 2017

<b>Where</b> 28,000 per issue	<b>Insertions</b>	<b>full pg</b>	<b>2/3 pg</b>	<b>1/2 isle</b>	<b>1/2 pg</b>	<b>1/3 pg</b>	<b>1/6 pg</b>	<b>1/12 pg (b&amp;w)</b>
	1 time	\$2,900	\$2,380	\$2,130	\$2,075	\$1,400	\$895	\$440
	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
<b>Ciao!</b> 45,000 per regular issue - Feb-Mar - Apr-May - Aug-Sept - Oct-Nov		<b>full pg</b>	<b>2/3 pg</b>	<b>n/a</b>	<b>1/2 pg</b>	<b>1/3 pg</b>	<b>1/6 pg</b>	<b>n/a</b>
	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	
	4 times	1,970	1,530		1,230	890	560	
<b>Ciao!</b> Special Editions 90,000 per issue - Jun-July - Dec-Jan		<b>full pg</b>	<b>2/3 pg</b>	<b>n/a</b>	<b>1/2 pg</b>	<b>1/3 pg</b>	<b>1/6 pg</b>	<b>n/a</b>
	1 time	\$3,690	\$2,955		\$2,395	\$1,735	\$1,105	
	2 times	3,325	2,660		2,155	1,560	995	
<b>Taste</b> 65,000 annually		<b>full pg</b>				<b>1/3 pg</b>	<b>1/6 pg</b>	
	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 5% 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 2016 - January 2017

Publication 2016	Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
<b>Ciao!</b> Feb/Mar	30-Dec	5-Jan	1-Feb	27-Jan
<b>WHERE</b> Mar/Apr	5-Feb	10-Feb	1-Mar	29-Feb
<b>TASTE</b> 2015-16	26-Feb	1-Mar	17-Mar	17-Mar
<b>Ciao!</b> Apr/May	2-Mar	4-Mar	1-Apr	30-Mar
<b>WHERE</b> May/Jun	7-Apr	12-Apr	29-Apr	29-Apr
<b>Ciao!</b> Jun/Jul	4-May	6-May	1-Jun	1-Jun
<b>WHERE</b> Jul/Aug	9-Jun	13-Jun	30-Jun	30-Jun
<b>Ciao!</b> Aug/Sep	6-Jul	8-Jul	1-Aug	3-Aug
<b>WHERE</b> Sep/Oct	9-Aug	12-Aug	1-Sep	31-Aug
<b>Ciao!</b> Oct/Nov	30-Aug	2-Sep	30-Sep	28-Sep
<b>WHERE</b> Nov/Dec	7-Oct	12-Oct	1-Nov	31-Oct
<b>Ciao!</b> Dec/Jan	2-Nov	4-Nov	1-Dec	30-Nov
<b>WHERE</b> Jan/Feb 2017	7-Dec	9-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"
<b>Full Page</b> [with .125" bleed]	8.375	11.125	6.25	9.25
<b>Full Page</b> [trim size]	8.125	10.875	6.	9.
<b>2/3 Page</b>	4.6875	10.	3.625	8.125
<b>1/2 Page</b> [horizontal]	7.125	4.875	5.5	4.
<b>1/2 Page</b> [island]	4.6875	7.375	N/A	N/A
<b>1/3 Page</b> [square]	4.6875	4.875	3.625	4.
<b>1/3 Page</b> [vertical]	2.25	10.	1.75	8.125
<b>1/6 Page</b>	2.25	4.875	1.75	4.
<b>1/12 Page</b>	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