what's hot now • destination dining • restaurant directory

chef of the every man
• eastern living • summer calendar • take it outside

taste
winnipeg's culinary guide 2018-2019
Fanfare Magazine Group has a simple mission statement:

To promote Winnipeg’s best places

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

THE FANFARE PHILOSOPHY

CREDOBLE 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.

“Informed editorial opinions about the best of the city”

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 quality standards are removed from the published database. Reviews are printed in Ciao! and is repurposed in WHERE and Taste.
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.
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.

**FAST FACTS**

- Frequency per year
  - 6 issues printed
  - 6 distribution dates

- Average annual readership 745,200

- Annual distribution 162,000

- Average bi-monthly circulation 27,000

- Readers per copy 4.6
INSIDE EACH WHERE WINNIPEG

HERE & NOW
Highlights upcoming months’ events and calendar for the current issue.

ART+ANTIQUES
Discover highlight of art exhibitions from the city’s top public and commercial art galleries, including special art-related events.

ENTERTAINMENT
A round-up of upcoming must-see attractions, tours, and concerts, plus details on festivals, theatre, music and sporting events.

SHOPPING
Complete list of shopping destinations with highlights of products and services offered with each retail establishment.

DINING
An overview of city’s Chef Spotlight, new restaurant openings, and Editor’s Top 5 Picks. Includes a detailed listing of categorized restaurants and bakeries in Winnipeg.

COVER FEATURES
A 2-page feature showcasing a highlight of what’s happening in Winnipeg.

MAPS
Two maps provide both macro guide to the city’s central neighbourhoods, along with a list of Winnipeg hotels.

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
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
66% the average hotel occupancy in Winnipeg
573,000 people stay in Winnipeg hotels each year
542,000 people visit for business or convention purposes
2,615,000 people visit for leisure purposes
164,000 American tourists visit each year
70,000 International travellers visit each year

SEASON OF TRAVEL
20% Jan-Mar Apr-Jun
27% Jul-Sep
29% Oct-Dec
24% Nov-Dec

Source: Statistics Canada, Research Resolutions & Consulting Ltd (Cities 2012)
### WHERE DISTRIBUTION

**TOTAL NUMBER**  
162,000 Annually  
27,000 Average per issue

**6,800+** Rooms

**4,488** Occupied  
any given night citywide

**57** HOTELS  
**14** OTHER LOCATIONS  
**71** LOCATIONS

**85%**  
Distributed in hotels  

**15%**  
Distributed locally

---

### WHERE REACHES TRAVELLERS

**IN HOTELS** (57 locations)

<table>
<thead>
<tr>
<th>AIRPORT</th>
<th>ROOMS</th>
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<tbody>
<tr>
<td>Airport Motor Hotel</td>
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<tr>
<td>Best Western Plus</td>
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<tr>
<td>Comfort Inn Airport</td>
<td>81</td>
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<tr>
<td>Country Inn &amp; Suites</td>
<td>77</td>
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<tr>
<td>Courtyard Winnipeg Marriott</td>
<td>132</td>
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<tr>
<td>Days Inn &amp; Suites Winnipeg</td>
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<tr>
<td>Fairfield Inn &amp; Suites</td>
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<td>Four Points Winnipeg Airport</td>
<td>132</td>
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<tr>
<td>Hampton Inn By Hilton</td>
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<td>MainStay Suites</td>
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<tr>
<td>Victoria Inn</td>
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**DOWNTOWN**

- Alt Hotel | 160 |
- Best Western Plus Charter House Hotel | 91 |
- Canad Inns Health Sciences Centre | 191 |
- Colony Square | 32 |
- Delta Winnipeg | 393 |
- The Fort Garry Hotel | 244 |
- Fort Garry Place | 69 |
- The Fairmont | 350 |
- Humphry Inn & Suites | 128 |
- Holiday Inn Downtown | 160 |
- Inn at the Forks | 116 |
- Mere Hotel | 67 |
- Marlborough | 148 |
- Radisson Hotel Winnipeg Downtown | 272 |

**NORTH**

- Canad Inns Garden City | 55 |
- Four Crowns Inn Hotel | 24 |

**SOUTH**

- Best Western Plus Pembina | 104 |
- Canad Inns Fort Garry | 107 |
- Capri Motel | 69 |
- Comfort Inn South | 79 |
- Econo Lodge Winnipeg South | 25 |
- Four Points Winnipeg South | 76 |
- Hilton Garden Inn | 126 |
- Holiday Inn South | 169 |
- Quality Inn | 69 |

**WEST**

- Boulevard Motel | 22 |
- Clarion Hotel | 139 |
- Holiday Inn Airport West | 228 |
- Howard Johnson Express | 155 |
- Kirkfield Motor Hotel | 28 |
- Super 8 Motel West | 65 |
- Viscout Gort | 139 |
- Winnipeg Thriftlodge | 79 |

**EAST**

- Canad Inns Club Regent | 146 |
- Canad Inns Transcona | 53 |
- Canad Inns Windsor Park | 54 |
- New Cavalier Inn | 27 |
- Norwood Hotel | 52 |
- Super 8 Motel East | 60 |
- Travelodge Winnipeg East | 75

**ADDITIONAL WHERE CIRCULATION** (14 locations)

**Downtown**

- Tourism Winnipeg  
- Manitoba Museum  
- Portage Place Customer Service  
- Red River College  
- Travel Manitoba at The Forks  
- RBC Convention Centre Winnipeg

**North**

- McPhillips Street Station Casino

**South**

- Arthur Mauro Residence, U of M  
- Outlet Collection Mall Customer Info  
- St. Vital Centre Info

**East**

- Club Regent Casino

**West**

- Assiniboine Park Conservatory

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6800+ hotel rooms in Winnipeg  
4488 occupied  
any given night citywide
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.

**SPECIAL ISSUES:**

**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.

**FAST FACTS**

Distributed every second month, with four regular issues and two special issues (Holiday 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 at no charge.

CIAO! reaches WINNIPEGGERS at home
CIAO! READERS ARE PASSIONATE AND ENGAGED!

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.

SPECIAL HOLIDAY ISSUE
Distributed annually in December for the holiday shopping season, this special issue builds on the ten year legacy of Holiday Lights. It incorporates holiday calendar of events and a multi-page gift guide representing locally owned stores.

90,000 copies are printed in total and delivered to homes along with specialty food and wine stores throughout Winnipeg.
INSIDE EACH CIAO! ISSUE

IN THE KITCHEN
A special editorial feature (6-7 pages) showcases the story of a reputable local chef and restaurant beauty pics. Highlight four distinct dishes with accompanying recipes.

CIAO! COOKS
In this special multi-page feature, CIAO! highlights two local chefs, along with two of their signature dishes and recipes.

CIAO! NEWS
Editorial department highlights current restaurant related news, restaurant openings, culinary events along with an editor’s pick/topic.

CIAO! REVIEWS
Also known as Top Tables (6-7 pages), CIAO! editors review 4-5 new and/or outstanding local restaurants. This department highlights the best restaurants that Winnipeg has to offer and details the dining experience, a variety of appetizers, entrees, and desserts, including decor and customer service.

BEST LIST
A detailed directory for all categorized restaurants and retail establishments within Winnipeg.

SPECIALTY FOOD LIST
A complete list of all specialty food and wine stores in the city.

LAST BITE
This new back page Q & A features Winnipeg people who make the city better. They share their passion for food and the community.
Show off your dream kitchen and win!

Do you have the best-designed new or renovated kitchen in Winnipeg?

The kitchen design issue. winning kitchen! Two Gold Medal October Magazine's Grand Prize winners will also be selected and featured in winner will be featured in

Our Kitchen must be constructed or renovated after January 1, 2015 to enter. Addresses of all entries, including winners, will be kept confidential. Only winners will be contacted.

Visit ciaowinnipeg.com to enter!

Entry deadline is June 30, 2016.

Restaurant of the year: For a complete list of menus, including gluten-free and vegetarian options of human rights. It is also part of a new breed of museum that extends museum in the world to focus entirely on the study and advancement human Bean Coffee and tea corner of the ground floor, the secret to success has been delivering close contact. a cherished a network of suppliers with which chef Steven maintains opportunity to bolster business by placing large orders. eating the new norm. While small farms love to connect directly with For Era Bistro, the bustling contemporary dining room in the The Forks Market, (204) 956-2227 For Era's sourcing are simple: local, wherever possible, and anything that can't be grown locally (such as chocolate and coffee and brownie pieces Chocolate ice cream with chocolate syrup on top finished with chocolate fudge drizzle Mini ChoColate BaCon

The Forks Market, (204) 947-5097 The rules for Era's sourcing are simple: local, wherever possible, and anything that can't be grown locally (such as chocolate and coffee and brownie pieces Chocolate ice cream with chocolate syrup on top finished with chocolate fudge drizzle Mini ChoColate BaCon

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.
**CIAO! 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
- Morden’s of Winnipeg
- Portage Place
- The Canister
- Tall Grass Prairie
- Vita Health Osborne

### POLO PARK/WEST
- Cornelia Bean
- D.A Niels
- Decadence Chocolates
- De Luca Fine Wines
- De Luca Specialty Food
- Frescolio
- Fusion Grill
- High Tea Bakery
- Kenaston Wine Market
- La Belle Baguette
- Miller’s Meat
- Roblin Quality Meats
- Tall Grass Prairie
- Vita Health Westwood

### NORTH KILDONAN
- Miller’s Meat

### NORTH MAIN
- Gimli Fish Market
- Gunn’s Bakery
- Sugar Blooms & Cakes

### SOUTH
- Aschenti Cocoa
- Banville & Jones
- Bernstein’s Meats & Deli
- Calabria Market & Wine
- De Luca’s Trattoria
- Frescolio
- Gimli Fish Market
- Gimli Fish Market
- Marcello’s Meat
- Miller’s Meat
- Miller’s Meat
- Piazza de Nardi
- Scoop n’ Weigh
- Greek Market
- The Wine House
- Vita Health Garden City
- Vita Health Tuxedo

### EAST
- The Carver’s Knife
- Constance Popp
- Fromagerie Bothwell
- La Belle Baguette
- Le Croissant
- Sweet C Bakery
- Vita Health Reenders

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**Bi-monthly Door to Door** *(48,000 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
‘Where should we eat?’ is the favourite question asked by more than 2 million Winnipeg visitors every year, and an increasing number of them are arriving with an intent to dine in the city’s best restaurants.

These ‘culinary tourists’ look for a reliable list of the city’s best places and recommendations from local editors of food media. This resource is Taste Magazine.

Designed to direct convention delegates, tour groups, business people and vacationers to the best neighbourhoods and the best places, Taste Magazine is the best place to find Winnipeg’s favourite restaurants in one handy guide.

Features
- A list of Winnipeg’s best restaurants created by editors of Ciao! and WHERE Winnipeg.
- Editor’s Picks Sidebars
- Culinary Neighbourhood Districts
- Vibrant Restaurant Ads
- Distributed through Tourism Winnipeg, Travel MB, WAA - Airport Info and Tourism Information Centres citywide.

Advertising
Align your restaurant with Winnipeg’s best places and get noticed by big spending diners who are making a decision where to spend their money.
## ADVERTISING RATES

effective January 1, 2019

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## 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 2019 - January 2020**

<table>
<thead>
<tr>
<th>Publication 2019</th>
<th>Booking Deadline</th>
<th>Camera Ready Art Deadline</th>
<th>Prepay Date</th>
<th>Distribution Date</th>
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<td><strong>Ciao! Apr/May</strong></td>
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<td><strong>WHERE May/Jun</strong></td>
<td>3-Apr</td>
<td>10-Apr</td>
<td>1-May</td>
<td>30-Apr</td>
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<tr>
<td><strong>TASTE 2019-20</strong></td>
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<td>12-Apr</td>
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<td><strong>Ciao! Jun/Jul</strong></td>
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### 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)

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<tr>
<td><strong>1/6 Page</strong></td>
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**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