

**fanfare**  
magazine group

**2020**  
**MEDIA KIT**

Fanfare Magazine Group, Phone 204-943-4439, Fax 204-947-5463  
400-112 Market Avenue, Winnipeg MB, R3B 0P4

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

### 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.



*"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*.

#### BEST NEW RESTAURANTS 2019

Winnipeg's culinary scene welcomed a distinct selection of new establishments, with *Pauline* leading the march for *Where's* Top 5 new opens of the year.



PAULINE

The best restaurants identify exactly what a neighborhood is missing and step in to fill it, and it turns out that a modern, Parisian-style cafe is exactly what Winnipeg's central French quarter needed. Enter Pauline, a pan-fused daytime bistro named for historic St. Boniface pastor Pauline Brocard, who was celebrated for her fashion illustrations in the early 20th century. Inside, every corner of the space complements a stylish menu of creative, color-coded cocktails, wine and small plates, and walk-in service. The classic bistro atmosphere is enhanced by the chef's creative use of space, with a bar area open to the public and a private dining room.

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**WOOD TAVERN**  
This is a new school tavern. Effectively, it's a bar with a menu, a kitchen, and a bar. The menu is industrial-chic and the bar is a mix of classic and modern. The kitchen is a mix of classic and modern. The bar is a mix of classic and modern. The menu is industrial-chic and the bar is a mix of classic and modern. The kitchen is a mix of classic and modern. The bar is a mix of classic and modern.

**OSTERIA DEL PILO**  
If there is a restaurant we have learned a lot from, it's Osteria del Pilo. It's a mix of classic and modern. The menu is industrial-chic and the bar is a mix of classic and modern. The kitchen is a mix of classic and modern. The bar is a mix of classic and modern.

**LARK**  
Dining out can be a daunting experience in Winnipeg. Lark brings the excitement of a menu that's as diverse as the city itself. It's a mix of classic and modern. The menu is industrial-chic and the bar is a mix of classic and modern. The kitchen is a mix of classic and modern. The bar is a mix of classic and modern.

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# where

## WINNIPEG

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

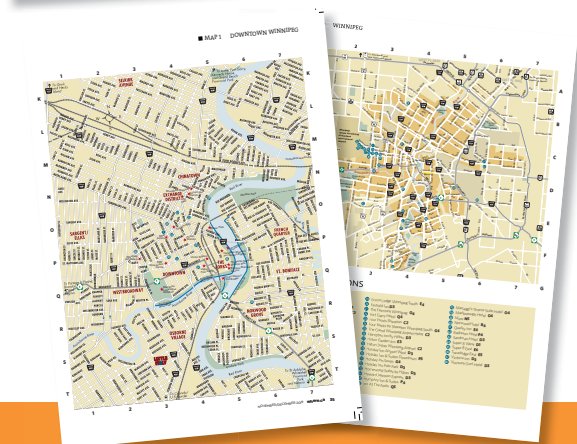
An overview of city's Chef Spotlight, new restaurant openings, and Editor's Top 5 Picks. Includes a detailed listing of categorized restaurants and bakeries in Winnipeg.

## 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

## TRAVEL NUMBERS

**\$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 Jan-Mar  
**27%** of overnight visits are Apr-Jun  
**29%** of overnight visits are Jul-Sep  
**24%** of overnight visits are Oct-Dec

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

## WHERE REACHES TRAVELLERS

### IN HOTELS (57 locations)

#### AIRPORT

- Best Western Plus Airport Hotel ..... 213
- Canad Inns Polo Park ..... 114
- Comfort Inn Airport..... 81
- Country Inn & Suites ..... 77
- Courtyard Winnipeg Marriott Airport .....132
- Days Inn & Suites Winnipeg Airport..... 90
- Fairfield Inn & Suites.....115
- Four Points Winnipeg Airport....132
- Hampton Inn By Hilton .....135
- Hilton Suites Winnipeg Airport. 160
- Holiday Inn Winnipeg Airport Polo Park .....151
- Homewood Suites by Hilton ....113
- MainStay Suites ..... 100
- Sandman Hotel .....210
- The Grand by Lakeview Hotel and Resorts .....101
- Victoria Inn..... 300

#### 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

#### 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

##### Airport

- Winnipeg Airport Authority Guest Services/Tourism Info
- Polo Park Customer Care Centre

#### ROOMS

#### 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
- Viscount Gort ..... 139
- Winnipeg Thriftlodge..... 79

#### EAST

- Best Western Premier.....141
- 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

6800+ hotel rooms

in Winnipeg

4488 occupied

any given night citywide

## 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

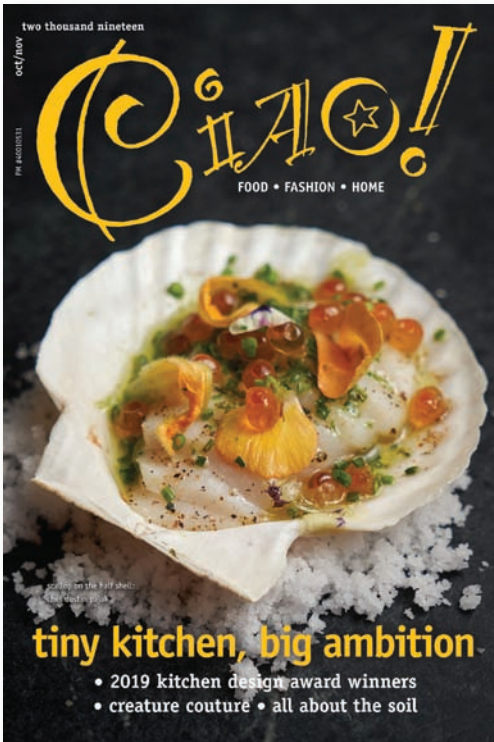
71 LOCATIONS

85%

Distributed in  
hotels

15%

Distributed  
locally



**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.



## 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.

**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.

# CIAO! reaches WINNIPEGGERS at home





# 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.

inthekitchen



## merry morning

Chef Chris Gama brings bold flavour to breakfast at Clementine.

by Jessie Schmittler

Chef Chris Gama can finally relax. "People were here the minute we opened the door," he says. "People are coming in, they're laughing, they're talking, they're eating. It's been three and a half years since Clementine, the trendy Los Angeles, where chef Gama and his team of chefs have been working. When he got up with the balloons, it was a relief. He had been working for three years at a restaurant that was originally planned to be a hotel. It took more than two years of sales and marketing to get the restaurant up and running. Gama and his team have been working hard to make Clementine a success. He has been working for three years at a restaurant that was originally planned to be a hotel. It took more than two years of sales and marketing to get the restaurant up and running. Gama and his team have been working hard to make Clementine a success.

inthekitchen



## ciao! news

New openings, food and retail news

**New Flavour**  
A new locally owned restaurant, **Chubby's**, has opened in the heart of downtown Winnipeg. The restaurant is owned and operated by Chef Chris Gama. The menu features a mix of classic and modern dishes. The restaurant is located at 1000 Main St. Phone: 204-455-1234.

**All in the family**  
A new family restaurant, **Family Diner**, has opened in the heart of downtown Winnipeg. The restaurant is owned and operated by the Smith family. The menu features a mix of classic and modern dishes. The restaurant is located at 1000 Main St. Phone: 204-455-1234.

**Grass is greener**  
A new organic restaurant, **Green Garden**, has opened in the heart of downtown Winnipeg. The restaurant is owned and operated by the Green family. The menu features a mix of organic and locally sourced dishes. The restaurant is located at 1000 Main St. Phone: 204-455-1234.

## events calendar

**Hot dates**  
A list of upcoming events in the city, including concerts, festivals, and community events.

## ciao! news

**Best Pinecone Eat!**  
Enhance the elements of a true winter dining experience in one, or all, of the best Pinecone spots.

## top tables

This issue we review:

- Nonsuch Brewing Co
- Confusion Corner Drinks + Food
- deer + almond
- The Gates on Roblin
- Lovely's BBQ

Address: 1000 Pacific Ave  
Phone: 204-466-2824

Under the glow of golden umbrellas, a new bohemian eatery has opened in the heart of downtown Winnipeg. The restaurant is owned and operated by the Smith family. The menu features a mix of classic and modern dishes. The restaurant is located at 1000 Pacific Ave. Phone: 204-466-2824.

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## last bite

### movie man

Tommy Boyce tells all about movies for city perfect for pictures.

Have you ever been to a movie theater in Winnipeg? Tommy Boyce, a local filmmaker, shares his thoughts on the city's movie scene. He discusses the challenges of filming in a city with a diverse population and the importance of supporting local businesses. Tommy is a passionate filmmaker and has been working in the industry for over a decade. He has directed several short films and is currently working on a feature-length film. Tommy is a member of the Winnipeg Film Centre and is active in the local film community. He is a regular contributor to the 'Last Bite' column and shares his insights on the city's food and film scenes.

## specialty foods

A directory of specialty food stores in the city, including bakeries, delis, and gourmet shops.

**Chubby's**  
1000 Main St  
204-455-1234

**Family Diner**  
1000 Main St  
204-455-1234

**Green Garden**  
1000 Main St  
204-455-1234

# GENERATING RESTAURANT TRAFFIC through special events

**the city's hottest restaurant event**  
February 1-11, 2018

**DINE ABOUT WINNIPEG**

Experience the best of Winnipeg's exceptional culinary talent. Enjoy three-course, set-price dinner menus at some of the city's finest restaurants. Restaurants will sell out, and reservations are required, so call now to reserve your spot!

All restaurants offer alternative menu options. For a complete list of menus, including gluten-free options, visit [www.ciao-winnipeg.com](http://www.ciao-winnipeg.com)

**DINE ABOUT WINNIPEG** at these exciting restaurants:

- Bailey's
- Bizac
- Bouché Boucher
- Brasen Hall
- Café Carlo
- Café de Sior
- Café Dario
- Capital Grill and Bar
- Chop
- Cloze Co.
- Desserts Plus
- Fusion Grill
- Helios
- Hermaphrodite South
- Michèle's
- Monte List
- Nico's
- North Quarter
- Pasquetti's
- Pommes Côté & Wine
- Sideways On Market
- Sau, Test Kitchen

**CHOCOLATE FEST** APRIL 1 - 30 2018

**30 DAYS OF DECADENT CHOCOLATE CREATIONS FOR \$7 AT THESE SWEET SETTINGS.**  
See [ciao-winnipeg.com](http://ciao-winnipeg.com) for more desserts and choc-tail offers.

**THE FORKS**

**LEONARD'S DELIGHT** \$7  
The Forks Market, (204) 947-2765

**SOUD CHERRY CHOCOLATE PEROGIES** \$7  
The Forks Market, (204) 947-2007

**MINI CHOCOLATE BACON PANCAKE TOWER** \$7  
The Forks Market, (204) 947-2765

**OREO COOKIE FROSTING** \$7  
The Forks Market, (204) 415-6221

**BISON CHILI MOLE** \$7  
The Forks Market, (204) 415-6221

**CHOCOLATE SIN CAKE** \$7  
The Forks Market, (204) 947-2765

**TRIPLE CHOCOLATE BROWNIE** \$7  
The Forks Market, (204) 415-6221

**PISTACHIO COOKIES** \$7  
The Forks Market, (204) 947-2007

**TOUR DE CHOCOLAT** \$7  
The Forks Market, (204) 415-6221



## 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.

**inthekitchen team effort**

**GOODFOOD MANITOBA**

Ciao! Magazine's annual awards for producer, retailer, and restaurant of the year celebrate the creative use of and dedication to local ingredients.

by Joelle Kidd

The Canadian Magazine for Home & Garden (Ciao!) has named **Erta Bistrot** as the first national recipient outside of Ontario, as well as the first in the West. Erta Bistrot is a part of a new wave of restaurants that are focused on local ingredients and the use of local products. Erta Bistrot is a part of a new wave of restaurants that are focused on local ingredients and the use of local products. Erta Bistrot is a part of a new wave of restaurants that are focused on local ingredients and the use of local products.

**Show off your dream kitchen and win!**

**2015 Ciao! Kitchen Design Competition winner**

**WIN!**

The Grand Prize winner receives a gourmet dinner for two prepared and plated by Chef Michael Roberts of Sabor.

Visit [ciao-winnipeg.com](http://ciao-winnipeg.com) to enter!  
Entry deadline is June 30, 2014.

**STEINBACH CREDIT UNION**



## 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** 251 Donald St  
**Morden's of Winnipeg** 674 Sargent Ave  
**Portage Place** 393 Portage Ave  
**The Canister** 121 Osborne St  
**Tall Grass Prairie** 202-1 Forks Market Rd  
**Vita Health Osborne** 1 - 166 Osborne Ave

### POLO PARK/WEST

**Cornelia Bean** 417 Academy Rd  
**D.A Niels** 485 Berry St  
**Decadence Chocolates** 70 Sherbrook St  
**De Luca Fine Wines** 942 Portage Ave  
**De Luca Specialty Food** 950 Portage Ave  
**Frescolio** 2-929 Corydon Ave  
**Fusion Grill** 550 Academy Rd  
**High Tea Bakery** 2103 Portage Ave  
**Kenaston Wine Market** 1855-A Grant Ave  
**La Belle Baguette** 1850 Ness Ave  
**Miller's Meat** 1867 Grant Ave  
**Roblin Quality Meats** 5606 Roblin Blvd  
**Tall Grass Prairie** 859 Westminister Ave  
**Vita Health Westwood** 3500 Portage Ave  
**Vita Health Tuxedo** 180 - 2025 Corydon Ave

### NORTH KILDONAN

**Miller's Meat** 7-925 Headmaster Row

### NORTH MAIN

**Gimli Fish Market** 596 Dufferin Ave  
**Gunn's Bakery** 247 Selkirk Ave

**Sugar Blooms & Cakes** 1020 McPhillips St  
**Tenderloin Meats** 1515 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  
**Calabria Market & Wine** 139 Scurfield Blvd  
**De Luca's Trattoria** 66 South Landing Dr  
**Frescolio** 1604 St Mary's 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  
**Greek Market** 1440 Corydon Ave  
**The Wine House** 110-1600 Kenaston Blvd  
**Vita Health St. Vital** 19 - 845 Dakota St

### EAST

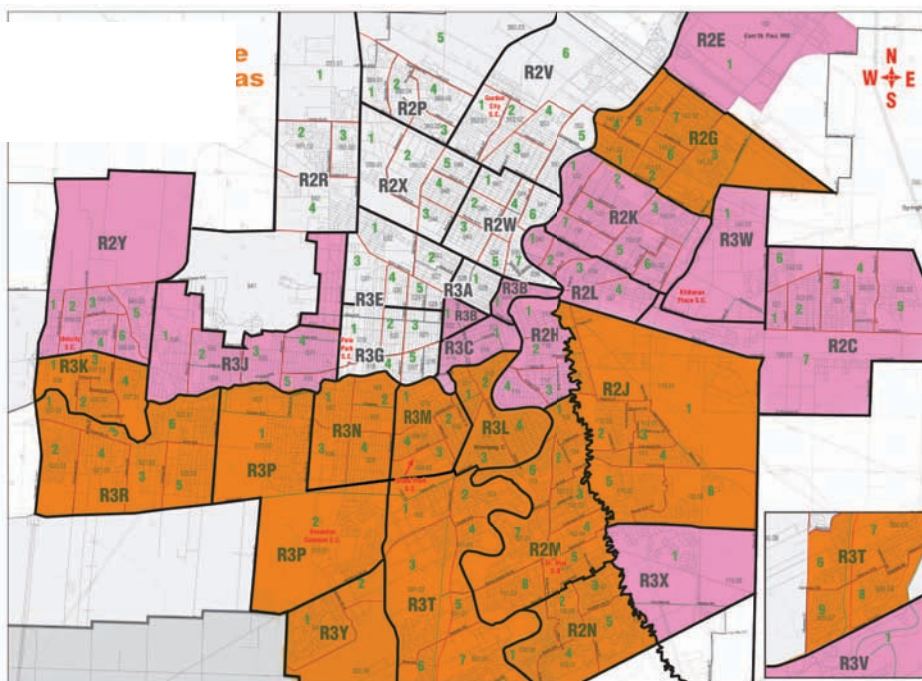
**The Carver's Knife** 29-1350 Regent Ave  
**Constance Popp** 180 Provencher Blvd  
**Fromagerie Bothwell** 136 Provencher Blvd  
**La Belle Baguette** 248 Cathedrale Ave  
**Le Croissant** 258 Tache Ave  
**Vita Health Reenders** 710-1615 Regent Ave W

**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





## ADVERTISING RATES

effective January 1, 2020

<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 - <b>Feb-Mar</b> - <b>Apr-May</b> - <b>Aug-Sept</b> - <b>Oct-Nov</b>	<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 - <b>Jun-July</b> - <b>Dec-Jan</b>	<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> 55,000 annually	<b>full pg</b>	<b>2/3 pg</b>	<b>n/a</b>			<b>1/3 pg</b>	<b>1/6 pg</b>	
	1 time	\$2,540	\$2,025			\$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 2020 - January 2021

Publication 2020	Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
<b>Ciao!</b> Feb/Mar	2-Jan	3-Jan	31-Jan	29-Jan
<b>WHERE</b> Mar/Apr	4-Feb	7-Feb	28-Feb	27-Feb
<b>Ciao!</b> Apr/May	3-Mar	6-Mar	1-Apr	25-Mar
<b>WHERE</b> May/June	1-Apr	8-Apr	30-Apr	29-Apr
<b>TASTE</b> 2020-21	3-Apr	13-Apr	1-May	4-May
<b>Ciao!</b> Jun/Jul	5-May	8-May	1-June	27-May
<b>WHERE</b> Jul/Aug	5-Jun	9-Jun	30-June	29-June
<b>Ciao!</b> Aug/Sep	3-Jul	6-Jul	31-July	29-July
<b>WHERE</b> Sep/Oct	4-Aug	7-Aug	1-Sep	31-Aug
<b>Ciao!</b> Oct/Nov	2-Sep	4-Sep	1-Oct	23-Sep
<b>WHERE</b> Nov/Dec	5-Oct	9-Oct	30-Oct	29-Oct
<b>Ciao!</b> Dec/Jan	2-Nov	6-Nov	1-Dec	25-Nov
<b>WHERE</b> Jan/Feb 2021	2-Dec	11-Dec	31-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

