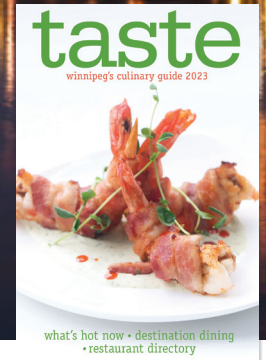
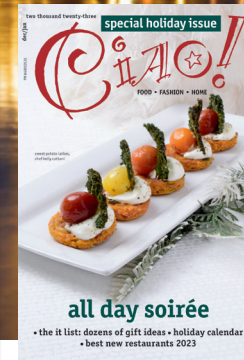
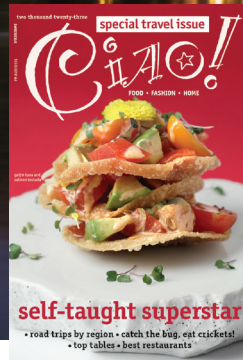


MEDIA KIT 2024



Fanfare Magazine Group | 204-943-4439 | 400-112 Market Avenue | Winnipeg MB | R3B 0P4

Magazines that promote Winnipeg's best places



Fanfare's unique media properties, which include **magazines** and websites, are highly sought after by those who want the best.

For three decades we have been helping consumers **find** the most notable shops, restaurants and leisure activities our city has to offer.

The Fanfare Philosophy

CREDIBLE EDITORIAL OPINION

Readers want recommendations on how to spend their time and money and are seeking out informed third-party endorsement they can trust. Unlike many other local magazines, Fanfare's editorial is not influenced by advertisers. All editorial is based on research and experience. It delivers precisely what readers need.

KNOWLEDGEABLE RESTAURANT REVIEWS

Ciao! reviewers have significant restaurant knowledge, visiting over 100 local restaurants each year assessing the local food scene. Restaurants are measured on:

- | | |
|---------------------|----------------------------|
| ■ FOOD TASTE | ■ FOOD PRESENTATION |
| ■ MENU | ■ TABLE SETTING |
| ■ SERVICE | ■ WELCOME |
| ■ ATMOSPHERE | ■ 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 that run in *Ciao!* are repurposed in *WHERE* and *Taste* for the benefit of visitors to Winnipeg.



DIRECTORIES OF THE BEST PLACES

Each year, our editorial team and contributors personally visit over 300 stores, restaurants and attractions and locally owned businesses are always given priority consideration for editorial inclusion in our editorial recommendations.

ESTABLISHED REPUTATION

Since 1984, Fanfare Magazine Group has been committed to publishing magazines with the best local content in the market. Today, President and Publisher Laurie Hughes continues to draw inspiration from her late husband (and founder) Brad Hughes to celebrate local flavour in the new media landscape.

Informed editorial opinions about the best of the city



Ciao! is delivered directly to **high market areas** 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** in print and online.



Ciao! readers are enthusiastic 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 messages from places that excel at their craft.



FAST FACTS

4 Regular Issues

40,000

Circulation - bi-monthly

2 Specialty issues

Holiday Issue & Culinary Travel Issue

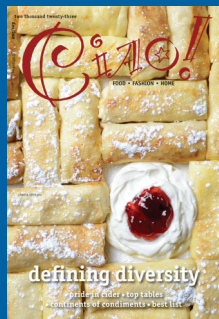
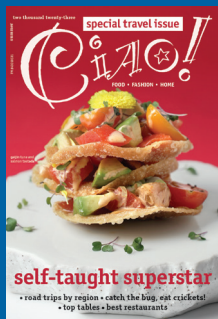
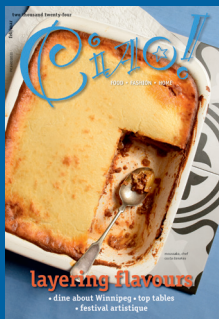
160,000

Circulation (÷2)

Delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores

Digitally available via Joomag on

ciaowinnipeg.com



Inside each issue

■ CIAO! NEWS

Experience the city with our picks for the season's hottest happenings. What's new, what's cool, what's now. From hip neighbourhoods to trending restaurants, from can't miss retailers to must-see performances.

■ IN THE KITCHEN

A special multi-page editorial feature showcases the story of a top local chef with beauty pics of food. Signature dishes with accompanying recipes. Makes it a keeper.

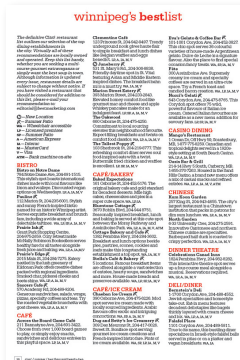
■ FOOD SOURCES

Manitoba is a robust food growing/producing region. Food Sources spotlights local producers contributing to the region's vibrant food scene.



■ CIAO! COOKS

Themed entertaining and menus set the scene for signature dishes and recipes from top chefs.



■ LISTINGS

Discover the best in shopping, dining and specialty food stores with our extensive listings. All editorial listings have been visited and assessed for quality. A list of exceptional specialty food and wine stores in the city for readers with discerning tastes.



■ TOP TABLES

Top Tables is designed to encourage discovery of excellent experiences. Ciao! reviews the best restaurants Winnipeg has to offer detailing the full dining experience, from a variety of appetizers, entrees, and desserts to decor and customer service.



BEST OF WINNIPEG ISSUE
40,000 copies delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores.

Digitally available via Joomag on ciaowinnipeg.com

▼ FEBRUARY/MARCH

Highlights

Innovative ways restaurants and hospitality industry players are heating up the dining scene at the coldest time of year. Strategically timed after January, *Dine About Winnipeg* engages with consumers who are experiencing “stay home” fatigue and seeking ways to have fun, and stay social in their winter city.

Plan to take in extraordinary dining out with our annual curated list of multi-course prix-fixé meals that showcase signature chef dishes at budget-friendly prices. Special culinary events are scheduled throughout *Dine About Winnipeg* days to further amp up the fun.

A Perfect Fit

- A package of Winnipeg’s best places enables marketers to be associated with excellence.
- Restaurants, retailers, attractions and services attract new local loving customers eager to buy from the best.

▼ APRIL/MAY

Highlights

The chocolate issue returns in 2023! Editorial coverage favours one of the world’s favourite foods to help readers discover businesses making exquisite chocolate dishes right here in Winnipeg.

Buying Local is a smart and easy way for consumer to be environmentally friendly. Eco-friendly products and protocols are spotlighted.

A Perfect Fit

- *Ciao!* has the trust of an established, loyal responsive readership. This brand’s credibility extends to advertisers. Promote chocolate and choco-inspired products and related merchandise (chocolate honey, beer or diamonds!)
- Connect your business to this issue by showing eco-conscious products and services.
- Smartly align your product with a nod or wink to the theme by showing chocolate or green coloured merchandise.



CHOCOLATE ISSUE
40,000 copies delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores.

Digitally available via Joomag on ciaowinnipeg.com

the city's hottest restaurant event

February 10-26, 2023

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

DINE ABOUT WINNIPEG
FEBRUARY 10-26, 2023

DINE ABOUT WINNIPEG
at these exciting restaurants:

- Bailey's
- Café Carlo
- Calabria
- Capital Grill
- Capital K Distillery
- Cho Ichu Ramen
- Damessa
- Frankies
- Fusion Grill
- Gladys Caribbean Kitchen
- Gojo Ethiopian Restaurant
- Hermanos
- Little Nana's
- North Garden
- The Oakwood
- Prairie Ink Cafe
- Prairie's Edge
- Saddlery On Market
- Saperavi
- Wasabi On Broadway

All restaurants offer alternative menu options

For a complete list of menus, visit www.ciaowinnipeg.com

spice it up

Local blends make it easy to give bland dishes a flavor bang. These flavor blends are not just for hot heads—even winter palates can enjoy big flavors with the right spice blend. Dig into the Manitoba-made sauces, spices and powders that are putting a little zip in our culinary steps.

KOREAN BARBECUE
Combining garlic, a sweet component of Korean cuisine, is characterized by its bright and colorful and sweet hot profile that comes from fermented daikon. This sweet rich ingredient gives Kimchi's spicy Korean stir fry (BBQ) sauce its full-bodied flavor. The sweet sauce is perfectly paired to keep you warm, but try a few dashes in stir fry or freshly made pasta bowl. It's a turning point.

HOT RUB
Spice blends take away some cooking guesswork and boost confidence for those who are not kitchen alchemists. Chef-owned food processor Peter Fehr added Smoke & Spice rub to his Gourmet Inspiration sauce line and the results are in. This is a beautifully balanced mix of salty, sweet, spice and coffee and imparts a depth of nuanced meat, quickly becoming a favorite all-purpose spice.

CUTTING THE MUSTARD
Mustard seed, inherently bitter in the raw, is a transformational ingredient when processed and often revealed to be the secret ingredient in the sauce or dressing where a chef's process. Smak Dab's Hot Honey Jalapeno is our not-so-secret favorite dressing for green beans with eggs on roasted Brussels sprouts, asparagus or a smothered with trout.

CHILE CRISP
While not always referred to by its name in Chinese restaurants in Winnipeg, this ubiquitous condiment of dried bean dextrose is an all-around connection of roasted peppers, spices, soybean and dried shrimp working together to deliver an umami heart of flavor. Tasty Heat's chili paste is lively, salty, moist and offers a slow burn that doesn't overpower mild steamed dumplings.

DON'T BE CHICKEN
Butter chicken—the renowned dish of Indian cuisine beloved by even tentative culinary adventurers—can be credited to the recipe introduced to Winnipeg in the early 1970s by the founders of East India Company. The popular pre-complicated sauce is bottled and sold at retail for importers to create no matter the box. The sauce delivers all the convenience and packs a little more punch than the recipe served at the restaurant.

NOT IN BUFFALO
Local producer, Spice World may have blended the world's hottest buffalo spice by adding ghost peppers to its Electric Buffalo mixture. A little goes a long way for those without tongues of steel. Of course the burning sensation does eventually subside, but the local spice company practices respect sustainable farming and has been beyond the horizon line.

Firecracker Chocolate Bar

Each bite of this bar bursts our soul and the spice of chili—but the real party happens when Cello's Cry-Baby melts and pop on the palate.

INGREDIENTS
 1 bottle colored cocoa butter
 3 chocolate bar molds
 1/2 cup dark chocolate
 1/2 tsp sea salt
 1/4 tsp chili powder
 2 tsp peppercorn popping candy (Cello's Cry-Baby)

METHOD
 1. Melt colored cocoa butter in the microwave at 10-second intervals, shaking the bottle in between each interval until completely melted.
 2. Dip tip of a knife into cocoa butter and gather into three chocolate bar molds. Allow cocoa butter to set (approximately 5 minutes).
 3. Break dark chocolate into small, even size pieces into a microwaveable bowl. Melt in 10-second intervals stirring each time until chocolate is melted and at 32°C.
 4. Stir in salt, chili powder and popping candy until evenly distributed throughout chocolate.
 5. Pour chocolate mixture into molds without spilling over the sides, gently tap mold on the counter to remove air bubbles. Place molds in fridge until chocolate has set. Turn the bars out of the molds and enjoy.

Yield 3 chocolate bars

ciao!chocolate the choco-it list

Five out-of-the-box ways to snazz some cocoa into your diet.

CREAMED HONEY WITH CHOCOLATE AND BANANA
Two coatings into one jar, by John Russell Honey Co. (\$3.49, Via Health Market) (p. 42)

LET THE HEAVY ARMS OF CANNON CAKE IN A WAY OF DARK CHOCOLATE
Baker has you between dessert, 127 per 100 grams, (Aberdeen Tea Room) (p. 43)

START THE DAY OFF ON A CHOCOLATE NOTE WITH TWIGGY-BLENDED LUMINA "Café Espresso" coffee, \$17 per lb, Black Bull Coffee Co. (p. 43)

PEPPERY STRAWBERRY CHOCOLATE
Bakery's chocolate balsamic spread wraps up a chocolate bar and is designed as a cheat of sorts. \$15, Preserve by Black & Farmer (p. 42)

THE SMOOTH CHOCOLATEY FLAVOUR OF STRIP SLICK
Strip coffee-infused beer is absolutely intoxicating. \$5.49 per 44 oz. can, Half Pint Brewing Co. (p. 42)

inthekitchen

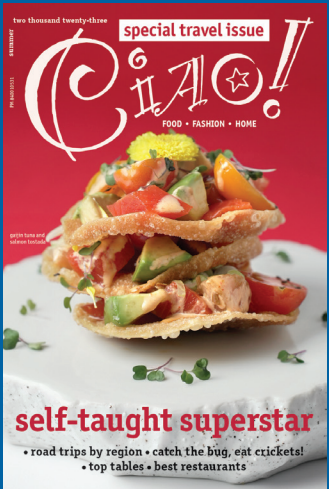
Double Chocolate Chip Cookies

With crisp edges and a chewy center, this cookie holds up well to early morning tea or dessert.

INGREDIENTS:
 1 cup butter
 1 1/2 cups sugar
 2 eggs
 1 cup cocoa
 2 1/2 cups flour
 1 tsp salt
 1 cup baking powder
 2 cups chocolate chips

METHOD:
 1. Cream together butter and sugar.
 2. Beat in eggs.
 3. Mix in cocoa until well blended.
 4. Add other dry ingredients and mix well.
 5. Scoop onto cookie sheets and bake at 350°F for approx. 10-12 min.

Yield 1 dozen cookies



Special Issue

JUNE / JULY

Distributed annually to kick-off the summer holiday season. This issue is filled with ideas for summer fun

Highlights

■ **SUMMER CALENDAR** An upfront feature that sets the scene for summer fun in and around Winnipeg. Festivals, performances and events are presented in an easy to use reference.

■ **CIAO! TRAVELS** Exploring Manitoba is encouraged by highlighting must-visit destinations in Manitoba. Themes include rural attractions, culinary destinations, charming towns, beaches and lakes that are a short road trip from Winnipeg.

■ **BEST PATIOS** Editor's pick of top patios in Winnipeg for best atmosphere and food.

A Perfect Fit

• Attractions, resorts, museums, sports and entertainment facilities offer families fun ways to spend their summer vacation time.

• Hotel and vacation offers driving the tourism and hospitality industry target staycation planners and North Dakota readership.

• Outdoor offers (think picnic promotions) and group recreational activities, patios, casual dining and summertime culinary experiences make it easy for consumers to discover seasonal specialties.

• Retailers selling merchandise for outdoor and summer activities, including gear, fashion, food and home goods.



Plan a journey post the perimeter for natural wonders and small-town spots that offer excellent eats for hungry travelers

By Shelle Dick and Laurie Hughes

Summer is the time to hit the open road, but so too is the time to explore the city. From the lakeshore to the heart of the city, there's something for everyone. This issue is filled with ideas for summer fun in and around Winnipeg. Festivals, performances and events are presented in an easy to use reference.



road trips by region • catch the bug, eat cricket! • top tables • best restaurants

AUGUST/SEPTEMBER

Highlights

A salute to the diversity of Winnipeg's vibrant food scene! This editorial package broadens C!AO!'s reach, attracts attention from multi-culti consumers and connects them to the places featured in the magazine.

Coverage of the city's best cultural cuisine experiences generates far reaching community engagement.

A Perfect Fit

• C!AO! is a smart choice for marketers who are eager to broaden their reach and build stronger, longer lasting relationships with Winnipeg's multi-cultural population.

• Promote merchandise with cultural significance.

• Businesses of all stripes tie into this theme as contributors to Winnipeg's vibrant and diverse business community.

Diverse Dining

Eating out in Winnipeg can feel like a world tour. The bounty of flavors that spring from the city's multiculturalism include recipes passed down by first generation immigrants at longstanding spots and dishes from new foodscapes joining the fray eager to share taste of their heritage. Sample the specialties of these cultural groups for the best of the world's cuisines:

1 OLD WORLD EUROPE Since the 1950s, Ukrainian culture has had a strong influence in Manitoba, with the pierogi as its prime culinary offering. These dumplings are a staple of the cuisine, often served with a variety of fillings. The city's Ukrainian community has a long history of preparing these dishes, and many restaurants offer them as a specialty. The city's Ukrainian community has a long history of preparing these dishes, and many restaurants offer them as a specialty.

2 VIETNAMESE Pho has hit peak popularity, and Winnipeg is right on trend. Vietnamese noodle houses have been steadily increasing in number over the past few years, and the flavorful and herbaceous soup has become a go-to. Stay a specialist at Mami's Noodle House, Pho Hoi, or Pho No. 1.

3 FRENCH CANADIAN A vibrant past and early French settlement has birthed a uniquely Manitoban culture. Try regional French cuisine like a fish pork and beef hotpot from Biste de France or a classic meatloaf from Pizzeria Italia.

4 INDIGENOUS WISCONSIN Within Indigenous community has turned historic, a traditional food bowl, into a local delicacy. Chef's incorporate their own family recipe into dishes like bison, prairie, and hearty sandwiches at Feast Biste.

5 INDIAN Winnipeg has long had a strong Indian community, which continues to grow. More than 40 years ago, restaurant East India Company introduced the city to the cuisine's richly spiced curries, offering a buffet to encourage sampling. Mughlani, or butter chicken, is a favorite for its complex blend of rich cream and acidic tomatoes.

Back to our Roots

The cultures that forged Manitoba are pioneers and farmers, new immigrants and Indigenous groups that have lived off the land for centuries. While urban life may have moved on, the need for food and the strength of the land's generation techniques remain.

Cured egg garnishing at Biste de France is a popular local delicacy. Chef's incorporate their own family recipe into dishes like bison, prairie, and hearty sandwiches at Feast Biste.

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ciao!shops

continents of condiments

When a squirt, dollop or schmear is needed to liven up a recipe, there is a whole world of support flavours to discover.

BAKING BANG SHIRAZ

Garlic, a crucial component of Bang Bang Shira's cuisine, is a staple of the cuisine. The chef's incorporate their own family recipe into dishes like bison, prairie, and hearty sandwiches at Feast Biste.

PECK OF PICKLES

The chef's incorporate their own family recipe into dishes like bison, prairie, and hearty sandwiches at Feast Biste.

CUTE SWEET MATO

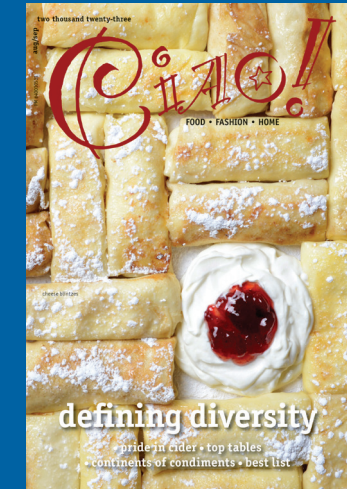
The chef's incorporate their own family recipe into dishes like bison, prairie, and hearty sandwiches at Feast Biste.

SWEET MATO

The chef's incorporate their own family recipe into dishes like bison, prairie, and hearty sandwiches at Feast Biste.

TOASTED CRISP

The chef's incorporate their own family recipe into dishes like bison, prairie, and hearty sandwiches at Feast Biste.



MULTICULTURAL ISSUE

40,000 copies delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores.

Digitally available via Joomag on ciaowinnipeg.com

ciao!shops

COOL MINT

The chef's incorporate their own family recipe into dishes like bison, prairie, and hearty sandwiches at Feast Biste.

SOME LIKE IT HOT

The chef's incorporate their own family recipe into dishes like bison, prairie, and hearty sandwiches at Feast Biste.

ODOR MASH

The chef's incorporate their own family recipe into dishes like bison, prairie, and hearty sandwiches at Feast Biste.

SAUCE FOR THE WIN

The chef's incorporate their own family recipe into dishes like bison, prairie, and hearty sandwiches at Feast Biste.

SWEET ON BISON

The chef's incorporate their own family recipe into dishes like bison, prairie, and hearty sandwiches at Feast Biste.



▼ OCTOBER/NOVEMBER

Highlights

Creativity in kitchen design is featured with a showcase of winners of the annual **Ciao! Kitchen Design Competition**. Smart space solutions are revealed along with the latest in materials, appliances, finishes and furnishings.

Design and creativity is in focus in this annual issue. From artistic plating of food by Winnipeg's leading chefs to curated stylish merchandise found in top home and fashion shops this fall issue celebrates beauty and style.

A Perfect Fit

- People who entertain frequently at home are more inclined to purchase decorative and functional items for their home. They read *Ciao!* for inspiration on home entertaining, food and décor ideas.
- Businesses selling premium quality and stylized items – from food to furnishings to fashion –are well poised to capitalize by association with this editorial package. Editorial scope champions aesthetics and quality of design and enables your business to be in the right place in the right way at the right time.



kitchens revealed
GRAND PRIZE WINNER
Fashionable Farmhouse

The winners of the 2023 Kitchen Design Competition combine beautiful materials and innovative design.
Photography by Sarah Campbell

Efficient kitchens reveal vision, imagination, and mandatory functionality. The very best homes transform common people more and live in their homes and offer maximum efficiency regardless of size. A spacious, stylish space that glows with family and friends to see the activity at this grand prize winning kitchen. This handsome interior design of kitchen Design Group spent years planning design kitchen after hours directing efforts for our family home. Beautiful design details inspired by old French and English country kitchens, are modernized in this highly lit space. Architectural details

included in cabinetry and heart and antique mirror glass, concealing a super-sized fridge and freezer, covers an historic find to a new build. Expensive windows flood the room with light while integrating the kitchen with the outside scenery. A dual colour palette, paired with light blue on the wall and center island marble slab, keeps everything in balance. Marble bath pendant make away-calling statement, drawing attention to the center island – a beautiful dark stained furniture piece that serves as a central point for food prep, dining and the occasional craft.

Special Issue

▼ DECEMBER/JANUARY

Promotes Winnipeg's best places to shop and dine for the holiday season.

Highlights

- **HOLIDAY CALENDAR** An upfront feature that sets the scene for the season's holiday-centered events and performances in an easy to use reference.
- **IT LIST** A multi-page directory of Winnipeg's notable retailers makes a handy shopping reference for gift buying. All editorial listings have been visited and assessed for quality. Gift ideas selected from local stores for photo feature are editor's picks and do not pay to be included.
- **BEST NEW RESTAURANTS** *Ciao!* reviews the best restaurants detailing the full dining experience. Editor's pick of the Best New places opening in the year are featured.
- A Perfect Fit**
 - *Ciao!* inspires readers to buy locally for their holiday shopping, dining and entertaining at home. This well trusted brand has established credibility that benefits advertisers. Ideas for holiday gifts, entertaining and home decorating and dining align with the best of everything and are judged favourably by association.

- Winter get-aways, stay-cations, and experiential gift giving reinforce loving where you live.
- Gift Card special offers, product subscriptions (wine, cheese, flowers of the month!) by local businesses are sought after by local loving readers.



SPECIAL HOLIDAY ISSUE

80,000 copies are printed in total and delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores.

Digitally available via Joomag on **ciaowinnipeg.com**



Ramp up revenues with collabs that work!

■ DINE ABOUT WINNIPEG

A celebration of culinary excellence that has become the city's top restaurant event, generating over thousands of visits 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, specially priced, at participating restaurants.

February 9-25, 2024

■ CHOCOLATEFEST

A spring chocolate festival that features one of the world's favourite foods, specially this event allows diners to try many different chocolate desserts, specially priced at participating restaurants and sweet shops.

April 1-30, 2024

■ TASTE THE WORLD

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, for a special price, at participating restaurants.

August 1-31, 2024

■ BOUTIQUE WEEK

A shopping campaign that aligns like-minded retailers delivering excellent experiences is a smart way to make a big impact. Stand with your local retail community and kickstart a local shopping spree to boost October sales.

October 20-30, 2024



Ciao!
DINE ABOUT WINNIPEG
FEBRUARY 9 - 25, 2024

Ciao!
CHOCOLATEFEST
APRIL 1 - 30, 2024

Ciao!
BOUTIQUE WEEK
OCTOBER 20 - 30, 2024

Ciao!
TASTE THE WORLD
AUGUST 1 - 31, 2024

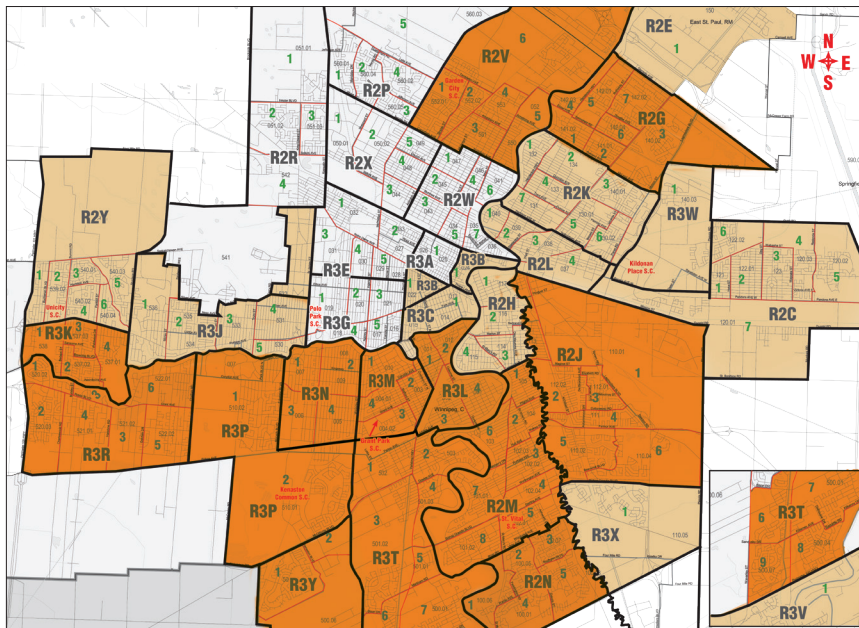


Ciao! reaches Winnipeggers at home & where they buy local

Home delivery in high income areas by Canstar (to Winnipeg Free Press subscribers & non-subscribers)

Regular Issues (Bi-monthly)
40,000 copies

Special Holiday Issues
80,000 copies



PRIVATE WINE & SPECIALTY FOOD STORE DISTRIBUTION LOCATIONS

Ciao! promotes Winnipeg's best places with distribution at these local specialty food and wine stores across the city to encourage readers to be vocal and buy local.

CITY CENTRE

MORDEN'S OF WINNIPEG

674 Sargent Ave

TALL GRASS PRAIRIE

202-1 Forks Market Rd

VITA HEALTH OSBORNE

1 - 166 Osborne Ave

POLO PARK/WEST

THE CHEESEMONGERS

839 Corydon Ave

CORNELIA BEAN

417 Academy Rd

D.A NIELS

485 Berry St

DECADENCE CHOCOLATES

70 Sherbrook St

DE LUCA SPECIALTY FOOD

950 Portage Ave

FRESCOLIO

2-929 Corydon Ave

HIGH TEA BAKERY

2103 Portage Ave

KENASTON WINE MARKET

1855-A Grant Ave

KOZAK FOODS

2082 Ness Ave

MILLER'S MEAT

1867 Grant Ave

THE POURIUM

942 Portage Ave

ROBLIN QUALITY MEATS

5606 Roblin Blvd

TALL GRASS PRAIRIE

859 Westminister Ave

VITA HEALTH WESTWOOD

3500 Portage Ave

NORTH KILDONAN

MILLER'S MEAT

7-925 Headmaster Row

NORTH MAIN

GIMLI FISH MARKET

596 Dufferin Ave

GUNN'S BAKERY

247 Selkirk Ave

TENDERLOIN MEATS

1515 Main St

VITA HEALTH GARDEN CITY

20 - 2188 McPhillips St

SOUTH

BERNSTEIN'S MEATS & DELI

1-1700 Corydon Ave

CALABRIA MARKET & WINE

139 Scurfield Blvd

COTTAGE BAKERY

1382 Pembina Hwy

DE LUCA'S TRATTORIA

66 South Landing Dr

FRESCOLIO

1604 St Mary's Rd

GIMLI FISH MARKET

625 Pembina Hwy;

1083 St. Mary's Rd

GREEK MARKET

1440 Corydon Ave

MARCELLO'S MEAT

9-200 Meadowood Dr

MILLER'S MEAT

590 St. Mary's Rd;

2-2425 Pembina Hwy

PIAZZA DE NARDI

1360 Taylor Ave

VITA HEALTH LINDEN RIDGE

2-1751 Kenaston Blvd

VITA HEALTH ST. VITAL

19 - 845 Dakota St

THE WINEHOUSE

110-1600 Kenaston Blvd

EAST

BOULEVARD MEATS

1A-49 Vermillion Road

THE CARVER'S KNIFE

29-1530 Regent Ave W

CONSTANCE POPP

180 Provencher Blvd

FRESCOLIO

1-1530 Regent Ave W

FROMAGERIE BOTHWELL

136 Provencher Blvd

LA BELLE BAGUETTE

248 Cathedrale Ave

VITA HEALTH

KILDONAN CROSSINGS

710-1615 Regent Ave W

COTTAGE BAKERY

300 Edison Ave

40,000

Delivered through
Tourism Winnipeg,
Travel Manitoba,
WAA - Airport Info and
Tourism Information Centres
citywide.

Digitally available
via Joomag on
**ciaowinnipeg.com &
peguru.ca**



... 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.



winnipeg's best list

[illegible]

FEATURES

BEST RESTAURANTS

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

ADVERTISING RATES

effective January 1, 2024

Ciao! 40,000 per regular issue - Feb-March - April-May - Aug-Sep - Oct-Nov	1 time	full pg	2/3 pg	1/2 pg	1/3 pg	1/6 pg
	2 times	\$2,585	\$2,070	\$1,675	\$1,215	\$770
	3 times	2,415	1,915	1,550	1,120	715
	4 times	2,245	1,770	1,425	1,030	645
Ciao! Special Editions 80,000 per issue - Summer - Holiday	1 time	2,070	1,605	1,290	935	590
	2 times	\$3,875	\$3,105	\$2,515	\$1,825	\$1,160
Taste		3,495	2,795	2,265	1,640	1,045
		full pg	2/3 pg	1/2 pg	1/3 pg	1/6 pg
		\$2795	\$2235	\$1960	\$1260	\$840

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 2024 - January 2025

Publication 2024	Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
Ciao! Feb/Mar	22-Dec	28-Dec	15-Jan	1-Feb
Ciao! April/May	26-Feb	28-Feb	15-Mar	28-Mar
Ciao! Summer	29-Apr	2-May	15-May	6-June
Ciao! Aug/Sep	28-Jun	3-Jul	15-Jul	1-Aug
Ciao! Oct/Nov	30-Aug	3-Sep	13-Sep	3-Oct
Ciao! Holiday	23-Oct	25-Oct	15-Nov	28-Nov

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)

	CIAO! / Taste	
	Width"	Height"
Full Page [with .125" bleed]	6.25	9.25
Full Page [trim size]	6.	9.
2/3 Page	3.625	8.125
1/2 Page [horizontal]	5.5	4.
1/3 Page [square]	3.625	4.
1/3 Page [vertical]	1.75	8.125
1/6 Page	1.75	4.
1/6 Page	2.25	4.875

ACCEPTABLE FORMATS FOR CAMERA READY ADS

- Adobe Acrobat PDF press-ready
- 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**
- No Word, Corel or other Microsoft files accepted
- Please offset crop marks at minimum of 0.125", so they are not coming into the bleed

SUBMITTING CAMERA READY ADS

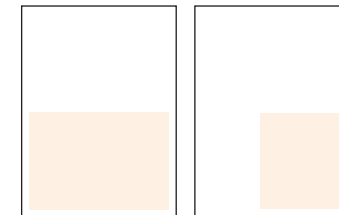
- Please submit press-ready PDFs by email if smaller than 9MB
- Files larger than 9MB can be sent via dropbox.

Call 204-943-4439 for any questions.



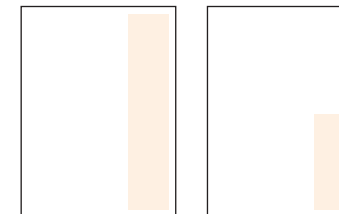
Full Page

2/3 Page



1/2 Page
horizontal

1/3 Page
Square



1/3 Page
vertical

1/6 Page