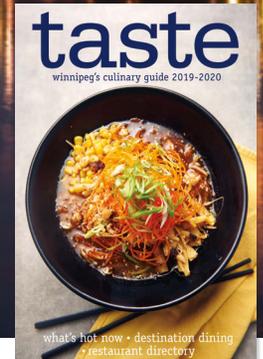
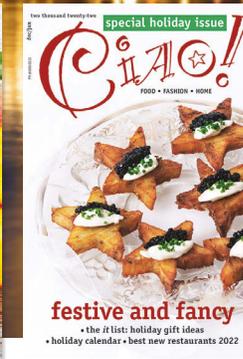
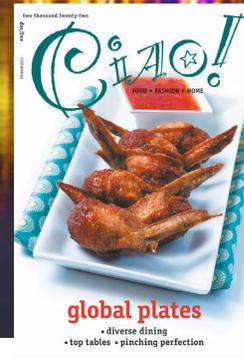
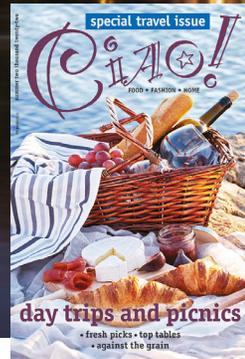
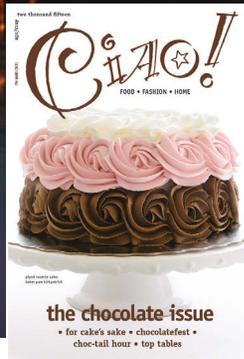
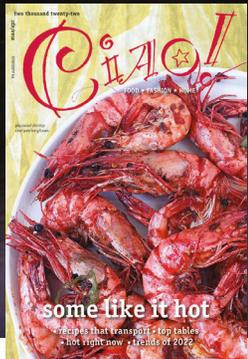


MEDIA KIT 2023



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



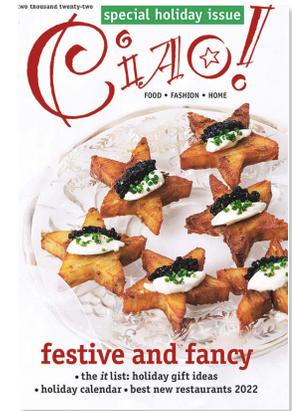
Ciao! is delivered directly to **high market areas** and is available free of charge at specialty food and wine stores.

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

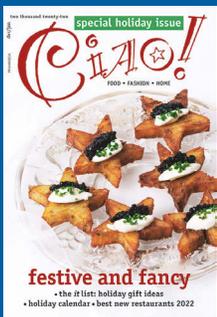
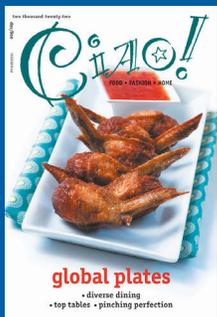
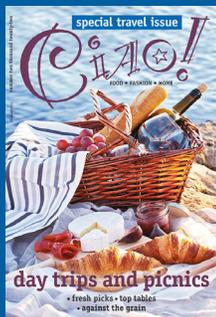
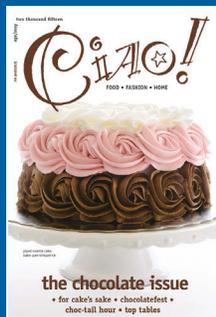
160,000

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.

ciakonews
new openings & food and retail news

Stacy Samaras
On the heels of the 2022 award season, the city's food scene is buzzing with new openings and exciting news. From hip neighbourhoods to trending restaurants, from can't miss retailers to must-see performances, we have you covered.

Background Bites
The ongoing impact of the pandemic has led to a surge in food-related news. From new openings to trending restaurants, from can't miss retailers to must-see performances, we have you covered.

Spokane and Shine
The city's food scene is buzzing with new openings and exciting news. From hip neighbourhoods to trending restaurants, from can't miss retailers to must-see performances, we have you covered.

ciacoooks

Chief Andra Praetorius
Andra Praetorius is the executive chef at the award-winning restaurant, The Capital Grille. He has over 20 years of experience in the industry and has been named one of the top chefs in the city.

Medicinal Eggs
A recipe for medicinal eggs, featuring a blend of herbs and spices. Perfect for a healthy meal.

Roast Eggs
A recipe for roast eggs, featuring a blend of herbs and spices. Perfect for a healthy meal.

Neurologist's Cakes
A recipe for neurologist's cakes, featuring a blend of herbs and spices. Perfect for a healthy meal.

■ CIAO! COOKS

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

inthekitchen

la vie est belle
Business is booming for Chef Alex Lottolito of La Belle Bisquitte.

by Jessica Schallita
In a world where so many chefs are leaving the industry, Alex Lottolito is thriving. He has opened a new bakery, La Belle Bisquitte, and is seeing a surge in business.

inthekitchen

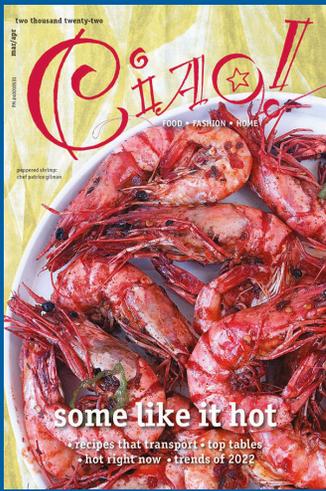
winning's best list
A list of the best restaurants in the city, based on our readers' feedback.

winning's best list

Best of the Best
A list of the best restaurants in the city, based on our readers' feedback.

■ 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.



▼ 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

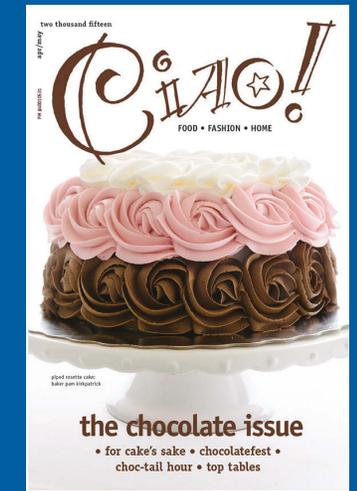
Highlights

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

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

the city's hottest restaurant event

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!

media sponsor
WINNIPEG'S CLASSIC 107

DINE ABOUT WINNIPEG at these exciting restaurants

- Bailly's
- Café Carlo
- Café Ce Soir
- Café Dario
- Chop
- Fusion Grill
- Inferno's Bistro
- Little Goat
- Loft 180
- Nicolino's
- The Nook Diner
- North Garden
- The Oakwood
- Promenade Café & Wine
- Sackdory On Market
- Tuxedo Village

All restaurants offer alternative menu options

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

spice it up

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

KOREAN BARBECUE
Cooking pasta, a crucial component of Korean cuisine, is characterized by its bright red color and sweet-hot profile that comes from fermented chiles. This summer rich ingredient gives Bae's 'Noodle Spice Korean Stir Fry' (B2) sauce its full-bodied flavor. The rich sauce is perfectly poised to liven up meat, but try a few drabs in an stir-fry or fresh-made pasta bowl and there's a new twist.

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 dissolves eventually, while, but the local spice creator practices responsible farming and that's far beyond the human line.

DOOT'N' 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 founder of East India Company. The popular yet complicated sauce is bottled and sold at retail for convenience, so no matter the how, the sauce delivers all the sauce's convenience and packs a little more punch than the recipe served at the restaurant.

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 when a chef processes Smak Dab Hot Honey Jalapeno in our not-so-secret favourite dip for green beans with sautéed Brussels sprouts, asparagus or a roasted pork roast.

HOT RUB
Spice blends take away some cooking guess work and boost confidence for those who are not kitchen alchemists. Chef-fueled food processor Peter Fehr adds Smak & Spice rubs to his restaurant. Inspiration came from the chef's own life. This is a beautifully balanced mix of salty, sweet, spice and coffee and requires no deep-toasted meats, quickly becoming a favourite all purpose spice.

CHILI CRISP
While not always referred to by this name in Chinese restaurants in Winnipeg, this ubiquitous condiment of dim sum diners is an oil-based concoction of toasted peppers, spices, soybean and dried shrimp, working together to deliver an unusual heat of flavor. Tasty Heat's chili paste is lively, thin, moist and offers a slow burn that doesn't overpower mild steamed dumplings.

Firecracker Chocolate Bar
Each bite of this bar bursts with heat and the spice of chili—but the real party happens when Galaxy Cystalline cracks and pop on the palate.

INGREDIENTS
1 bottle coloured cocoa butter
3 chocolate bar molds
2 1/2 cup dark chocolate
1/2 cup sea salt
1/4 cup chili powder
2 tsp sulfonamide popping candy (Galaxy Cystalline)

METHOD
1. Melt coloured cocoa butter in the microwave at 15 second intervals, shaking the bottle in between each interval until completely melted.
2. Dip tip of a bottle into cocoa butter and quarter 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 is set. Turn the bars out of the molds and enjoy.

Yield 3 chocolate bars

the choco-it list
Five out-of-the-box ways to sneak some cocoa into your diet.

CREAMED HONEY WITH CHOCOLATE AND BANANA PASTES
Two coatings into one jar, by John-Barnard Honey Co. (\$14). Via Health Market (p. 42)

LET THE HEAVY ARMS OF CANNON make in a way of dark chocolate honey hot tea sustain you between workouts. \$19 per 100 grams. Anteriores Tea Room (p. 40)

Start the day off on a chocolate note with heavenly-brewed Sumatra "Café Espresso" coffee. \$17 per lb. Black Post Coffee (p. 43)

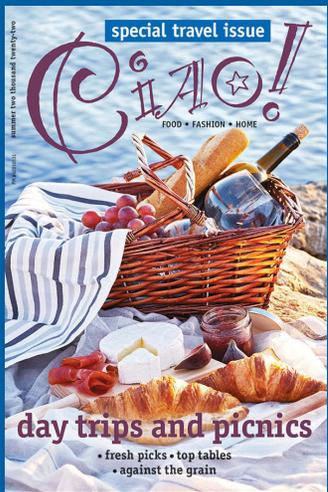
Peppery strawberry chocolate balsamic spread sets up a chocolate board and is designed as a chunk of jam. \$11. Preserve by Black & Farmer (p. 42)

The smooth chocolatey foam of Stir Stick Stout coffee-infused beer is absolutely intoxicating. \$16.99 per 44 oz grander. Half Pints Brewing Co (p. 42)

Double Chocolate Chip Cookies
With crisp edges and a chewy center, this cookie holds up well to any, creamy ice cream.

INGREDIENTS:
1 cup butter
1 1/2 cups sugar
2 eggs
1 1/2 cups cocoa
2 1/4 cups flour
1/2 tsp salt
1 tsp baking powder
2 1/2 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 stir 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 specials.
- Retailers selling merchandise for outdoor and summer activities, including gear, fashion, food and home goods.

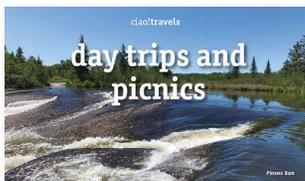
SPECIAL TRAVEL ISSUE

80,000 copies are printed in total.

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

+ 40,000 copies delivered to newspaper subscribers in Grand Forks and Fargo, North Dakota and Brandon, Manitoba

Digitally available via Joomag on ciaowinnipeg.com



Special Issue

▼ AUGUST/SEPTEMBER

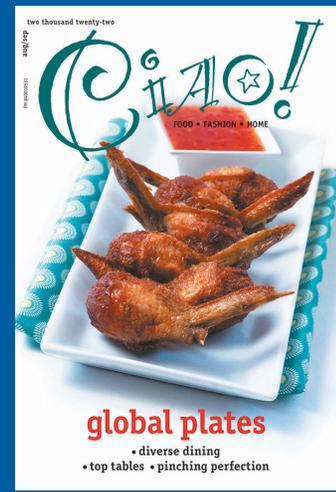
Highlights

A salute to the diversity of Winnipeg's vibrant food scene! This editorial package broadens *Ciao!*'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

- *Ciao!* 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.



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

Diverse Dining

Eating out in Winnipeg can feel like a world tour. The bounty of flavours 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 tastes 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 major influence in Manitoba, with the pierogi as its prime culinary contribution. Pierogi is a dumpling that can be served in many ways. Pierogi is a dumpling that can be served in many ways. Pierogi is a dumpling that can be served in many ways.
- 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. Sharp a spoonful at Mama's Noodle House, Pho Hoang, Yum or Pho No 1.
- 3 **FRENCH CANADIAN** A vibrant past and early French settlement has birthed a uniquely Manitoban culture. Try regional Franco-Québécois fare like a flank pork and beef hotpot from Route Case or a Bison meatloaf from Preservation Hall.
- 4 **INDIGENOUS** Winnipeg's vibrant Indigenous community has turned bannock, a traditional quick bread, into a local delicacy. Chef incorporate their own family recipe into dishes like tacos, pizzas and hearty sandwiches at East Bite.
- 5 **INDIAN** Winnipeg has long had a strong Indian community, which continues to grow today. More than 60 years ago, restaurant East India Company introduced the city to the classic Indian spiced curries, offering a buffet to encourage sampling. Mughl mahani, or butter chicken, is a favourite 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 far from the land, the food and heritage of these cultures has not. Many of the city's best food spots are rooted in the land, and the food they serve is a testament to the hard work and resilience of their ancestors.

- CAROL EGG** Carving at Eureka popular local character. Cookery it change on a new wave of flour out of rice like Gaei Kitchens at keep tradition cooking in summer of canned beef, fruit, jam and jellies.
- BANBA** | Invaluable food truck is highly rated, light, crisp, moist, fluffy and soft. The city's texture, subtle crunch, and no oil present better flavor make this a crowd-pleaser that balances sweet and savory. *Sassy on Tap.*
- CHICKEN RINGS** | An accessible food truck character in the food truck scene. It's a classic, but it's a classic. It's a classic, but it's a classic. It's a classic, but it's a classic.

national nibbles

Multi-culti bites for on-the-go snacking



PHOTOGRAPHY: ANDREW BISHOP

What's Hot: Yes, food prices are going up everywhere, but Winnipeg's competitive status as a value-conscious city means there can be a lot of bang for the buck. The city's labor market is strong, and the city's high employment rate is a testament to the city's strong economy. The city's high employment rate is a testament to the city's strong economy.

PHOTOGRAPHY: ANDREW BISHOP

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day trips and picnics

Plan a jaunt past the perimeter for natural wonders and small-town spots that offer excellent eats for hungry travellers



PHOTOGRAPHY: ANDREW BISHOP

APPELLATIONS | From the north to the south, Manitoba's wine industry is growing. The province's wine industry is growing, and the province's wine industry is growing. The province's wine industry is growing, and the province's wine industry is growing.

FAST-IN CROWD | The city's fast-food industry is growing. The city's fast-food industry is growing, and the city's fast-food industry is growing. The city's fast-food industry is growing, and the city's fast-food industry is growing.

PHOTOGRAPHY: ANDREW BISHOP

PHOTOGRAPHY: ANDREW BISHOP

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 10-26, 2023

■ 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, 2023

■ 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, 2023

■ 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, 2023



Winnipeg's HOTTEST restaurant event

Visit these Winnipeg restaurants to experience unforgettable 3-course meals

- AL BASHA** 1666 Pembina Hwy. 204-306-8544
 - APPEZIZER Chicken salad - orzo, olive, green feta
 - MAIN Lamb and beef skewers (served in a hot bread) served with rice
 - DESSERT An assortment of mini Middle Eastern cookies
- BAILEYS** 185 Lombard Ave. 204-944-1180
 - APPEZIZER Assorted Hot Honey Plate - Bruschetta crostini, beef tartare, and calamari with Truffle sauce
 - MAIN Braised Lamb Shank - Lamb shank quick seared then slow cooked with aromatic herbs until it reaches a fall off the bone perfection
 - DESSERT Cheesecake Jubilee
- CHOP** 1750 Sargent Ave. 204-788-2015
 - APPEZIZER Caesar Salad - orzo, olive, green feta
 - MAIN Top Steaks - 7 oz. finished with pepper & olive. Served with fresh seasonal vegetables, choice of mashed potatoes, wild rice pilaf, baked potato or French fries
 - DESSERT New York Cheesecake - Slow baked & infused with low wine & ginger, served with seasonal fruit
- CILANTROS** 1152 Portage Ave. 204-306-6354 / 725 Gateway Rd. 204-609-9157
 - DINE AT HOME - DINNER FOR 2 \$39
 - Choose two entrees from a wide selection, including butter chicken, palau, mussels accompanied with seasonal, rice, dill, dill and lemon
 - DINE AT HOME - DINNER FOR 4 \$40
 - Choose three entrees from a wide selection, including butter chicken, palau, ribs, dill, dill and lemon
- DANECCA** 305 Madison St. 204-306-1130
 - APPEZIZER Appetizer Trio - Crispy tofu, soy marinated shishito mushrooms, red onion slices, avocado, fried shallots in our house spicy teriyaki sauce
 - MAIN Mushroom Truffle Pappardelle - Pappardelle, milk cream sauce, crimini mushrooms, truffle oil, pistachio grape tomatoes, shallots, fresh herbs
 - DESSERT Citrus Ice-cream
- DUG AND BETTY'S** 309 Des Maroons St. 204-417-0026
 - APPEZIZER Chicken breast ginger soup
 - MAIN Braised chicken thigh served with mashed potatoes, carrots, browned and children gravy
 - DESSERT Single scoop premium ice cream of your choice
- INFENUS** 372 Des Maroons St. 204-262-7400
 - APPEZIZER Branzino in brandy spiked jus with garlic bread
 - MAIN Cheek duck leg with caramelized onion & orange gastrique
 - DESSERT Cheesecake
- LITTLE NAME'S** 810 Beverley St. 204-219-2615
 - APPEZIZER Arancini - Ricotta balls, mozzarella, parmesan and Ancho served with tomato basil sauce
 - MAIN Prairie Rose - Spicy cream sauce, garlic, cherry tomatoes finished with truffle oil
 - DESSERT Cannoli - Italian cookie with ricotta cream cheese
- NORTH GARDEN** 33 University Cres. 204-275-2591
 - DINNER FOR 2 \$28 per person
 - STARTER Shrimp and pork wonton
 - APPEZIZER Pot stickers
 - MAIN A choice of three shareable mains and food medallions and green beans in thick pepper sauce to bring you chicken
 - DESSERT Maple pudding
- SADDLERY ON MARKET** 114 Market Ave. 204-615-1898
 - APPEZIZER Roasted pig and ricotta bruschetta with balsamic glaze
 - MAIN Fire New York with cheddar, turkey, mozzarella, garlic chive mash
 - DESSERT Cacio truffle tale with rosemary coulis

Only a selection of feature menus shown. Visit claowinnipeg.com or call the restaurant for details. Reservations required. Prices per person, excluding beverages, taxes & gratuity.

Visit claowinnipeg.com for additional menu choices



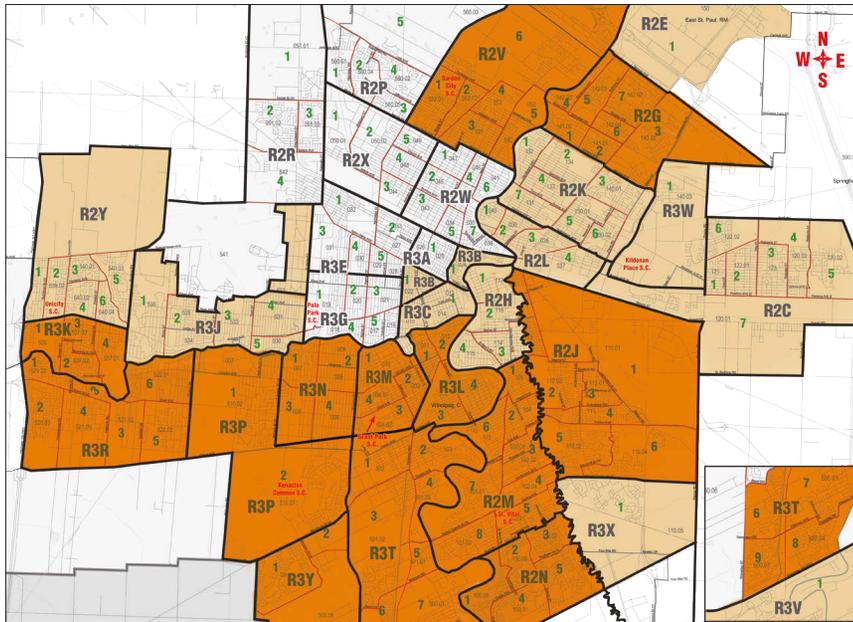


Ciao! reaches Winnipeggers at home & where they buy local

Home delivery in high income areas by Canstar & Canada Post (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 TUXEDO

- 180 - 2025 Corydon 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

ADVERTISING RATES

effective January 1, 2023

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	full pg	2/3 pg	1/2 pg	1/3 pg	1/6 pg
	2 times	\$3,875	\$3,105	\$2,515	\$1,825	\$1,160
Taste		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 2023 - January 2024

Publication 2023	Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
Ciao! Feb/Mar	22-Dec	29-Dec	15-Jan	2-Feb
Ciao! April/May	24-Feb	27-Feb	15-Mar	30-Mar
Ciao! Summer	24-Apr	27-Apr	15-May	1-Jun
Ciao! Aug/Sep	26-Jun	29-Jun	15-Jul	3-Aug
Ciao! Oct/Nov	29-Aug	1-Sep	15-Sep	5-Oct
Ciao! Christmas	23-Oct	27-Oct	15-Nov	30-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!	
	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

SUBMITTING CAMERA READY ADS

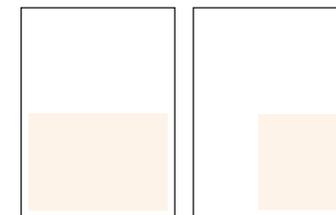
- Please submit press-ready PDFs by email if smaller than 9MB
- Files larger than 9MB can be sent via dropbox.

Call 204-943-4439 for any questions.



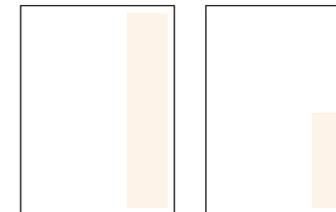
Full Page

2/3 Page



1/2 Page
horizontal

1/3 Page
Square



1/3 Page
vertical

1/6 Page