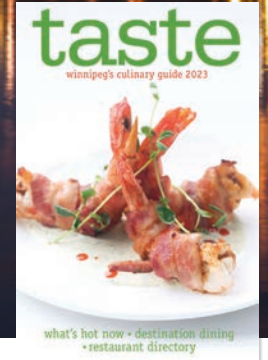
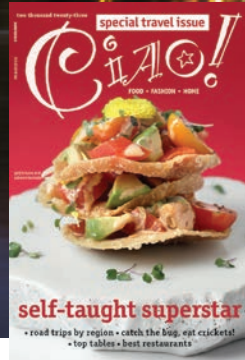


# MEDIA KIT 2024



# 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

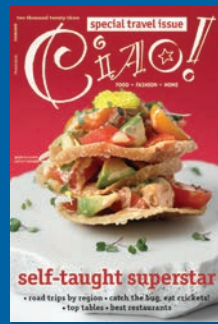
Holiday Issue &  
Culinary Travel Issue

**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.



## ■ CIAO! COOKS

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

## ■ 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.



## ■ 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.

## ■ FOOD SOURCES

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



## ■ 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.





## ▼ 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](http://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](http://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
  - Damecca
  - 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](http://www.ciaowinnipeg.com)

### spice it up

Local blends make it easy to give bland dishes a flavor boost. These flavor boosters are not just for hot heads—even wingers please can enjoy big flavors with the right spice blend. Dig into the Manitoba-made sauces, spreads and pastes that are putting a little zip in our culinary step.

**KOREAN BARBECUE**  
Combining garlic, a crucial component of Korean cuisine, is characterized by its bright and citrusy and sweet but profile that comes from fermented dishes. This sweet and tangy sauce gives the Korean style BBQ a unique and bold flavor. The aromatic sauce is perfectly suited to keep up steam, but try a few dishes in an easy-to-use handy single-serve pouch and there's a new tasting sensation in your kitchen.

**MICHIGAN BUFFALO**  
Local producer, Spice World has blended the world's hottest buffalo sauce by adding ghost peppers to its Electric Buffalo mixture, a little ghost for those without tolerance of heat. Of course the burning sensation doesn't necessarily subside, but the local spice creator's practices support sustainable farming and that's beyond the heatlines.

**DOOR TO CHICKEN**  
Bitter chicken—the universal dish of Indian cuisine beloved by even tentative culinary adventurers—can be cooked to the recipe introduced to Winnipeg in the early 1970s by the founders of Kaur India Company. The popular pre-empted sauce is bottled and sold at retail for convenience, no matter the heat. The sauce delivers all the same 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 transcendental ingredient when processed and often revealed to be the secret ingredient in the sauce on dining tables in chef's kitchens. Small Dabs that Honey Jalapeno is our most successful favorite mustard for green peas with eggs on roasted Brussels sprouts, amaranth or a roasted with onions.

**CHILI CRISP**  
While not always referred to by the name in Chinese restaurants in Winnipeg, this new dimension in an oil-based concoction of crushed peppers, spices, and heat dried during working together to deliver an unusual burst of flavor. Sticky Heat's chili paste is lively, thin, moist and offers a slow burn that doesn't overpower mild roasted dumplings.

### Firecracker Chocolate Bar

Each bite of this bar comes out cool and the spice of chili - but the tangy punch happens when Cinnamon Crystals create and pop on the palate.

**INGREDIENTS**  
1 bottle cultured cocoa butter  
1 chocolate bar mold  
1 1/2 cup dark chocolate  
1/2 cup sea salt  
1/4 cup chili powder  
2 tsp self-moistening popping candy (Culinary Crystals)

**METHOD**  
1. Melt cultured 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 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 12°C.  
4. Stir in chili powder and popping candy throughout chocolate.  
5. Pour chocolate mixture into molds without spilling over the sides. Letty's tip: hold on the number to remove an individual piece made to fridge until chocolate has set. Turn the top out of the molds and enjoy.  
Yield 3 chocolate bars

### ciao!chocolate the choco-it list

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

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

**LET THE HEAVY ARMS OF CANNON COME IN A WAY OF DARK CHOCOLATE HONEY BEE SWEETENED LEMONADE.** "Ciao! Chocolate" coffee, \$17 and 16. Black Pearl Coffee (p. 43)

**START THE DAY OFF ON A CHOCOLATE NOTE WITH HONEY-BLENDED LEMONADE.** "Ciao! Chocolate" coffee, \$17 and 16. Black Pearl Coffee (p. 43)

**PEPPERY STRAWBERRY CHOCOLATE BALSAMIC**  
Spread over a chocolate board and is designed as a cheat of jam. \$15. Praline by Black & Raven (p. 42)

**THE SMOOTH CHOCOLATEY FLAVORS OF SIO'S SHOCK SHOUT COFFEE INFUSED BEER IS AVAILABLE THROUGHOUT. \$16.25 per 40 oz. jar. Half Pint Brewing Co. (p. 42)**

### Double Chocolate Chip Cookies

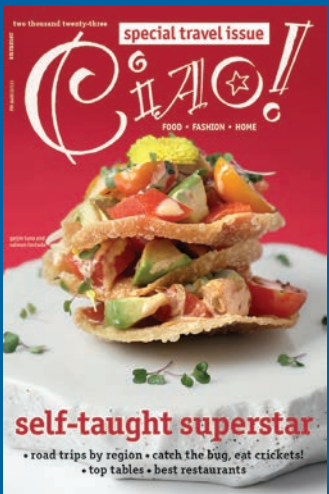
With our honey and a heavy center, this cookie is made to melt in your mouth.

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

**METHOD:**  
1. Cream together butter and sugar.  
2. Beat in eggs.  
3. Mix in flour until well blended.  
4. Add other dry ingredients and mix well.  
5. Bake one cookie sheet and bake at 350°F for around 10-12 min.  
Yield 5 dozen cookies

inthekitchen





# 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.

▼ 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](http://ciaowinnipeg.com)

**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](http://ciaowinnipeg.com)



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

By **Sheila Kild and Laurie Hughes**

**DAY TRIPS**  
Follow the north-facing Red River valley from Winnipeg and you'll find yourself visiting the most scenic through to Lake Manitoba. The view of the Red River valley from the north is a beautiful sight, and the only Canadian waterway that flows to the North Atlantic. The Red River valley is a beautiful sight, and the only Canadian waterway that flows to the North Atlantic. The Red River valley is a beautiful sight, and the only Canadian waterway that flows to the North Atlantic.

**PICNICS**  
Winnipeg's Red River valley is a beautiful sight, and the only Canadian waterway that flows to the North Atlantic. The Red River valley is a beautiful sight, and the only Canadian waterway that flows to the North Atlantic. The Red River valley is a beautiful sight, and the only Canadian waterway that flows to the North Atlantic.



**TRAVEL TIPS**  
Winnipeg's Red River valley is a beautiful sight, and the only Canadian waterway that flows to the North Atlantic. The Red River valley is a beautiful sight, and the only Canadian waterway that flows to the North Atlantic. The Red River valley is a beautiful sight, and the only Canadian waterway that flows to the North Atlantic.

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### Diverse Dining

Eating out in Winnipeg can feel like a world tour. The bounty of flavors that spring from the city's multicultural roots include regional specialties from first-generation immigrants as well as dishes from new foodscapes joining the city eager to share tastes of their home.

**1. OLD WORLD EUROPE** Since the 1950s, European immigrants have brought their culinary traditions to Winnipeg. Polish, Italian, and Czech cuisines are staples. Try regional specialties like a *kyki* pork and beef sandwich from *Resto Cafe* or a *kosciuszko* from *Przemyslaw's*.

**2. VIETNAMESE** Pho has hit peak popularity, and Winnipeg is no exception. Vietnamese noodle soups have been steadily increasing in number over the past few years, and the *Pho Hoa* and *Pho Bo* have become staples. Try *Pho Hoa* at *Pho Hoa* or *Pho Bo* at *Pho Hoa*.

**3. FRENCH CANADIAN** A vibrant part of early French settlement has become a staple of Manitoba culture. Try regional specialties like a *kyki* pork and beef sandwich from *Resto Cafe* or a *kosciuszko* from *Przemyslaw's*.

**4. INDIGENOUS** Winnipeg's vibrant Indigenous community has brought their culinary traditions to the city. Try regional specialties like a *kyki* pork and beef sandwich from *Resto Cafe* or a *kosciuszko* from *Przemyslaw's*.

**5. INDIAN** Winnipeg has long had a strong Indian community, which continues to grow. Try regional specialties like a *kyki* pork and beef sandwich from *Resto Cafe* or a *kosciuszko* from *Przemyslaw's*.

### Back to our Roots

The culture that has shaped Manitoba as a province and farmers, new immigrants and Indigenous groups that have lived off the land for centuries. While urban life may be a reality, it's not forgotten. The land's rich heritage is still a part of the city's identity.

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

**COOL MINT**  
Refreshing and cooling, this condiment is perfect for grilling and barbecuing. Try it on burgers, steaks, and vegetables.

**PECK OF PICKLES**  
A tangy and crunchy condiment that adds a burst of flavor to sandwiches, burgers, and salads.

**SWEET HEART**  
A sweet and tangy condiment that is perfect for grilling and barbecuing. Try it on burgers, steaks, and vegetables.

**ROASTED CRISP**  
A tangy and crunchy condiment that adds a burst of flavor to sandwiches, burgers, and salads.

### Some Like It Hot

Spicy and flavorful, these condiments are perfect for grilling and barbecuing. Try them on burgers, steaks, and vegetables.

**COOL MINT**  
Refreshing and cooling, this condiment is perfect for grilling and barbecuing. Try it on burgers, steaks, and vegetables.

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**ROASTED CRISP**  
A tangy and crunchy condiment that adds a burst of flavor to sandwiches, burgers, and salads.





## ▼ 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.

# 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.



## 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](http://ciaowinnipeg.com)

## AMAZING KITCHENS 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](http://ciaowinnipeg.com)

**Sexy and Outdoorsy**  
A cozy design with floor-to-ceiling windows, a ramped kitchen, cut-off from adjacent dining and living areas, provides a new-welt location for a living area with a safe feeling for the area dining table, and beyond the kitchen's central island in this all-encompassing cozy space. Concepted by *Yves' Kitchen Design*.

**kitchens revealed**  
GRAND PRIZE WINNER  
Fashionable Farmhouse

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

**Efficient kitchens reveal vision, imagination, and mandatory functionality.** The very best ones transform how people move and live in their homes and offer maximum efficiency regardless of size. A spacious, stylish space that welcomes family and friends to join the activity at the grand prize-winning kitchen is a kitchen. This summer interior design *it* list. Design Group spent years planning down kitchens for others before directing efforts to their own family home. Beautifully designed details inspired by old French and English country kitchens, are modernized in this brightly lit space. Architectural details included in cabinetry and heart and antique mirror glass, concealing a super-sized fridge and freezer, convey an historic feel to a new build. Expansive windows flood the room with light while integrating the kitchen with the overall scenery. A dark cabinet palette, accented with lighter hues on the wallpaper and center island, make the large, ever-changing kitchen. Mable bath pendants make an eye-catching statement, drawing attention to the center island – a beautiful darky stained furniture piece that serves as a central point for food prep, dining and the occasional craft.

- 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.



# 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



**DINE ABOUT WINNIPEG**  
FEBRUARY 9-25, 2024

**CHOCOLATEFEST**  
APRIL 1-30, 2024

**BOUTIQUE WEEK**  
OCTOBER 20-30, 2024

**TASTE THE WORLD**  
AUGUST 1-31, 2024

Reservations required. Prices are per person, excluding beverages, taxes & gratuity.  
Only a selection of feature menus shown. Visit [ciao.winnipeg.com](http://ciao.winnipeg.com) for additional menu choices or call the restaurant for details.





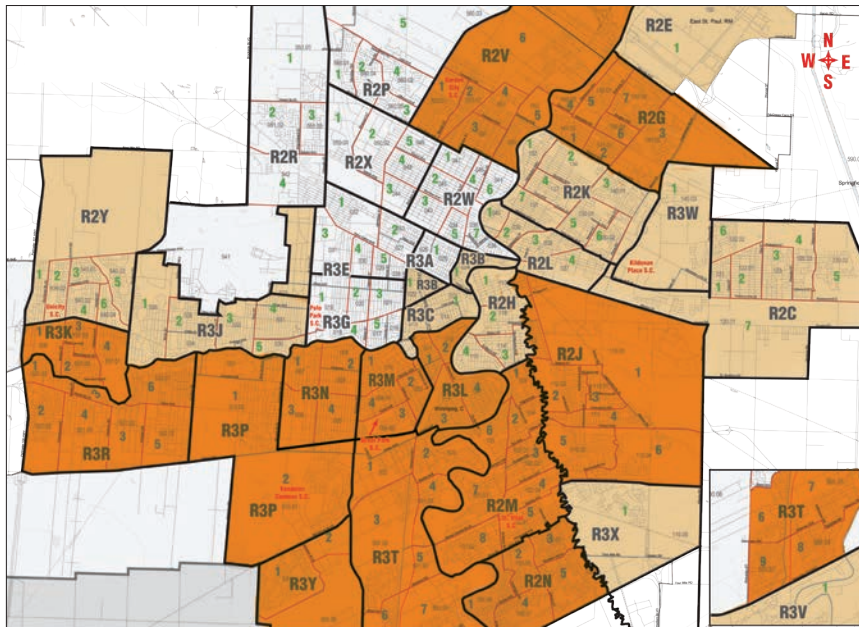


# Ciao! reaches Winnipeggers at home & where they buy local

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

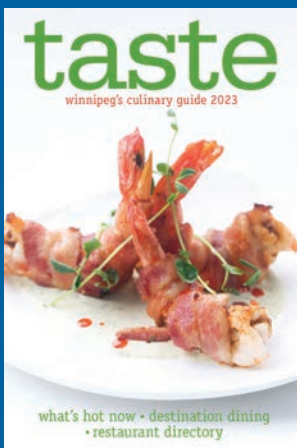
# 'WHERE SHOULD WE EAT?'...

... is the favourite question asked by more than **2 million Winnipeg visitors every year**, and an increasing number of them are arriving with an intent to dine in the city's best restaurants.

These **'culinary tourists'** look for a **reliable list** of the city's best places and recommendations from local editors of food media.

This resource is **Taste Magazine**.

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



## FEATURES

- **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

<b>Ciao!</b> 40,000 per regular issue - <b>Feb-March</b> - <b>April-May</b> - <b>Aug-Sep</b> - <b>Oct-Nov</b>	1 time	<b>full pg</b>	<b>2/3 pg</b>	<b>1/2 pg</b>	<b>1/3 pg</b>	<b>1/6 pg</b>
	2 times	\$2,595	\$2,170	\$1,675	\$1,300	\$770
	3 times	2,450	1,985	1,550	1,210	715
	4 times	2,285	1,820	1,425	1,120	645
<b>Ciao!</b> Special Editions 80,000 per issue - <b>Summer</b> - <b>Holiday</b>	1 time	<b>full pg</b>	<b>2/3 pg</b>	<b>1/2 pg</b>	<b>1/3 pg</b>	<b>1/6 pg</b>
	2 times	\$3,875	\$3,105	\$2,515	\$1,920	\$1,160
<b>Taste</b>		<b>full pg</b>	<b>2/3 pg</b>	<b>1/2 pg</b>	<b>1/3 pg</b>	<b>1/6 pg</b>
		\$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"
<b>Full Page</b> [with .125" bleed]	6.25	9.25
<b>Full Page</b> [trim size]	6.	9.
<b>2/3 Page</b>	3.625	8.125
<b>1/2 Page</b> [horizontal]	5.5	4.
<b>1/3 Page</b> [square]	3.625	4.
<b>1/3 Page</b> [vertical]	1.75	8.125
<b>1/6 Page</b>	1.75	4.
<b>1/6 Page</b>	2.25	4.875

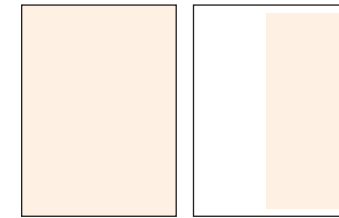
### ACCEPTABLE FORMATS FOR CAMERA READY ADS

- 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

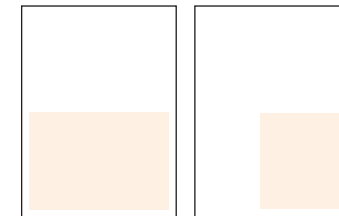
- Please submit press-ready PDFs by email if smaller than 9MB
- Files larger than 9MB can be sent via dropbox.

Call 204-943-4439 for any questions.



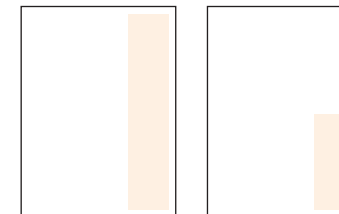
Full Page

2/3 Page



1/2 Page  
horizontal

1/3 Page  
Square



1/3 Page  
vertical

1/6 Page