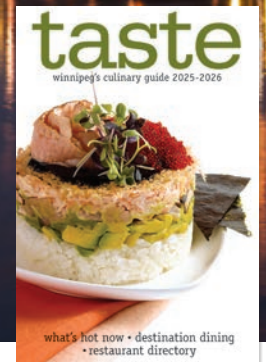


MEDIA KIT 2026



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

35,000

Circulation - bi-monthly

2 Specialty issues

Holiday Issue & Culinary Travel Issue

70,000

per issue

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.



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-fixe 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

35,000 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 7-23, 2025

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

DINEABOUTWINNIPEG
FEBRUARY 7-23, 2025

Sponsored by
MANITOBA
CANADIAN HERITAGE | LE CORDON ROUGE CANADA | LE CORDON ROUGE CANADA

DINEABOUTWINNIPEG

at these exciting restaurants:

- 529 Uptown
- Aroma Bistro
- Bailey's
- Barcelos
- Bastat Filipino Kitchen
- Bonfire Bistro
- Brazen Hall
- Bull & Filly
- Cafe Carlo
- Calabria Market
- Chaeban
- Chop
- Damecca
- Fusion Grill
- Hermamos
- Nikos
- Oakwood Cafe
- Peasant Cookery
- Saddlery On Market

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 boost. These flavor boosters are not just for hot heads—even winging 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
Combining garlic, a small amount of Korean soy sauce, and a touch of brown sugar, this blend is perfect for marinating meats and vegetables. It's a staple in Korean cuisine and is perfect for grilling.

SMOKED BEEF
This blend is perfect for marinating meats and vegetables. It's a staple in Korean cuisine and is perfect for grilling.

CHILI CHICKEN
This blend is perfect for marinating meats and vegetables. It's a staple in Korean cuisine and is perfect for grilling.

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This blend is perfect for marinating meats and vegetables. It's a staple in Korean cuisine and is perfect for grilling.

Firecracker Chocolate Bar
Each bite of this bar is a mix of sweet and the spice of chili. It's the perfect party favor for your next event.

Ingredients:
1 bottle coconut oil
1/2 cup dark chocolate
1/2 cup chili powder
1/2 cup chili powder
1/2 cup chili powder

Method:
1. Melt coconut oil in a microwave for 10 seconds, shaking the bottle to combine.
2. Dip tip of a knife into the coconut oil and swirl it into the chocolate bar.
3. Break dark chocolate into small pieces and swirl it into the coconut oil.
4. Dip tip of a knife into the coconut oil and swirl it into the chocolate bar.
5. Break dark chocolate into small pieces and swirl it into the coconut oil.

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

Ingredients:
1 cup butter
1/2 cup sugar
2 eggs
2 cups flour
1/2 cup cocoa powder
1/2 cup baking powder
1/2 cup chocolate chips

Method:
1. Cream together butter and sugar.
2. Beat in eggs.
3. Mix in cocoa and flour.
4. Add other dry ingredients and mix well.
5. Bake for 10-12 minutes.

inthekitchen

Double Chocolate Chip Cookies
These cookies are a perfect treat for chocolate lovers. They are soft and chewy with a hint of cocoa.

Ingredients:
1 cup butter
1/2 cup sugar
2 eggs
2 cups flour
1/2 cup cocoa powder
1/2 cup baking powder
1/2 cup chocolate chips

Method:
1. Cream together butter and sugar.
2. Beat in eggs.
3. Mix in cocoa and flour.
4. Add other dry ingredients and mix well.
5. Bake for 10-12 minutes.



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.

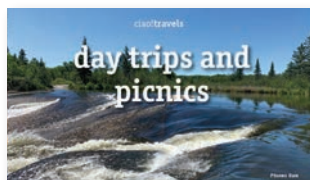
• Businesses of all stripes tie into this theme as contributors to Winnipeg's vibrant and diverse business community.



MULTICULTURAL ISSUE

35,000 copies delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores.

Digitally available via Joomag on ciaowinnipeg.com



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

By Sheila Kild and Laurie Hughes

Summer is the time to hit the open road. And so too is the time to explore the natural wonders and small-town spots that offer excellent eats for hungry travellers.

Summer is the time to hit the open road. And so too is the time to explore the natural wonders and small-town spots that offer excellent eats for hungry travellers.

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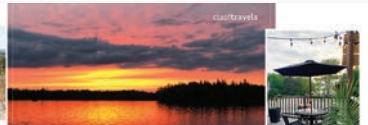


Eat-in crowd

Summer is the time to hit the open road. And so too is the time to explore the natural wonders and small-town spots that offer excellent eats for hungry travellers.

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Sweet treat

Summer is the time to hit the open road. And so too is the time to explore the natural wonders and small-town spots that offer excellent eats for hungry travellers.

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Summer is the time to hit the open road. And so too is the time to explore the natural wonders and small-town spots that offer excellent eats for hungry travellers.

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, a longstanding spirit and flavor from new immigrants joining the fray every day to share tastes of their heritage. Sample the possibilities of these cultural groups for the best of the world's cuisines:

- 1 OLD WORLD EUROPE:** Since the 19th century, European culture has had a significant influence in Manitoba, with the province as its prime culinary destination. From the hearty German sausage and sauerkraut to the hearty Polish pierogi, European cuisine is a staple of the city's food scene.
- 2 VIETNAMESE:** Pho has hit peak popularity, and Winnipeg is right on trend. Vietnamese noodle soups 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 *Mano's Noodle House*, *Pho Hong*, *Vina* or *Pho No 1*.
- 3 FRENCH CANADIAN:** A vibrant past and early French settlement has left a legacy of French Canadian cuisine. Try regional specialties from *Le Patois* and *Le Patois* in the heart of the city.
- 4 INDIGENOUS:** Winnipeg's Indigenous community has a rich history and a vibrant food scene. From the hearty bannocks to the hearty bannocks, Indigenous cuisine is a staple of the city's food scene.
- 5 INDIAN:** Winnipeg has long had a strong Indian community, which continues to grow. Indian cuisine is a staple of the city's food scene, and there are many places to enjoy it.

Back to our Roots

The cultures that shaped Manitoba are prominent and farmers, new immigrants and Indigenous groups that have lived off the land for centuries. While urban life may have changed, the food of the land is still a part of the city's food scene.

Contest egg: growing a new wave of food. The city's food scene is a vibrant mix of cultures, and the food of the land is still a part of the city's food scene.

Contest egg: growing a new wave of food. The city's food scene is a vibrant mix of cultures, and the food of the land is still a part of the city's food scene.

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.

COOL MINT: A cooling condiment with a cooling flavor, mint is a staple of many cuisines. It is a versatile ingredient that can be used in a variety of ways.

PECK OF PICKLES: A tangy condiment that adds a kick of flavor to any dish. Pickles are a versatile ingredient that can be used in a variety of ways.

SWEET BEAT: A sweet condiment that adds a touch of sweetness to any dish. Sweet beats are a versatile ingredient that can be used in a variety of ways.

TOASTED CRISP: A crunchy condiment that adds a touch of crunch to any dish. Toasted crisps are a versatile ingredient that can be used in a variety of ways.



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

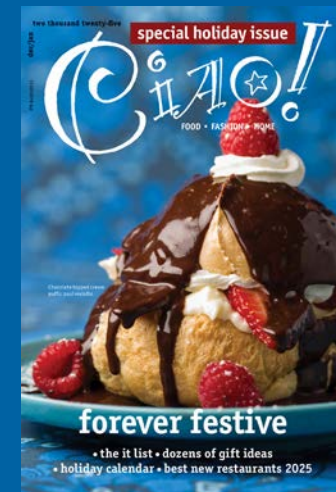
DECEMBER/JANUARY

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.

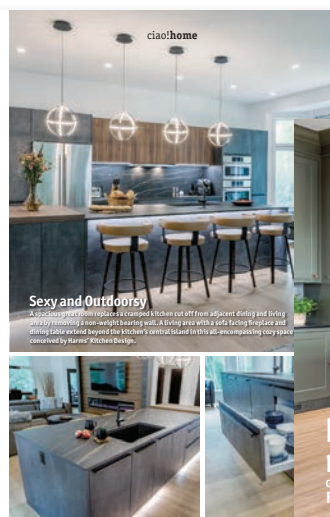
- Winter get-aways, stay-cations, and experiential gift giving reinforce loving where you live.
- Gift Card special offers, product subscriptions (wine, cheese, flowers of the month!) by local businesses are sought after by local loving readers.



SPECIAL HOLIDAY ISSUE

70,000 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



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kitchens revealed
GRAND PRIZE WINNER
Fashionable Farmhouse

The winners of the 2023 Kitchen Design Competition combine beautiful materials and innovative design.



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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.

■ 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.

■ 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.

■ 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.



Ciao!
DINE ABOUT WINNIPEG

Ciao!
CHOCOLATEFEST

Ciao!
BOUTIQUE WEEK

Ciao!
TASTE THE WORLD

Ciao!
FOOD • FASHION • HOME

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2026 MEDIA KIT Fanfare Magazine Group | 9

FAST FACTS

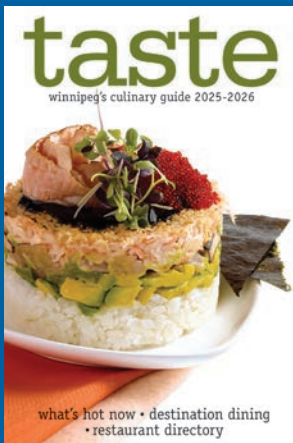
40,000

Total circulation - Annually

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

Digitally available
via Joomag on

ciaowinnipeg.com &
peguru.ca



'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, 2026

Ciao! 35,000 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	\$2,595	\$2,170	\$1,675	\$1,300	\$770
	3 times	2,450	1,985	1,550	1,225	715
	4 times	2,285	1,840	1,425	1,140	645
Ciao! Special Editions 70,000 per issue - Summer - Holiday	1 time	2,115	1,720	1,340	1,050	590
	2 times	\$3,875	\$3,105	\$2,515	\$1,940	\$1,160
Taste	1 time	3,495	2,795	2,265	1,750	1,045
	2 times	\$2795	\$2235	\$1960	\$1390	\$920

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 2026 - January 2027

Publication 2026	Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
Ciao! Feb/Mar	6-Jan	7-Jan	15-Jan	30-Jan
Ciao! April/May	4-Mar	6-Mar	13-Mar	27-Mar
Taste Magazine	25-Mar	27-Mar	25-Mar	30-Apr
Ciao! Summer	7-May	8-May	15-May	29-May
Ciao! Aug/Sep	9-Jul	10-Jul	15-Jul	31-July
Ciao! Oct/Nov	3-Sep	4-Sep	15-Sep	25-Sep
Ciao! Holiday	5-Nov	9-Nov	13-Nov	27-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.

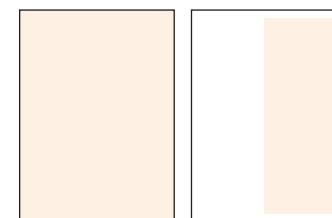
ACCEPTABLE FORMATS FOR CAMERA READY ADS

- 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

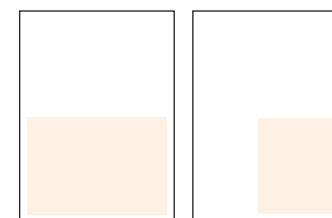
- Please submit press-ready PDFs by email if smaller than 9MB
- Files larger than 9MB can be sent via dropbox.

Call 204-943-4439 for any questions.



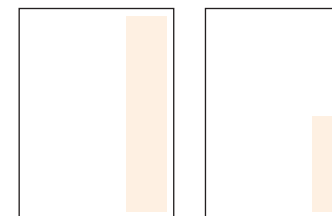
Full Page

2/3 Page



1/2 Page
horizontal

1/3 Page
Square



1/3 Page
vertical

1/6 Page