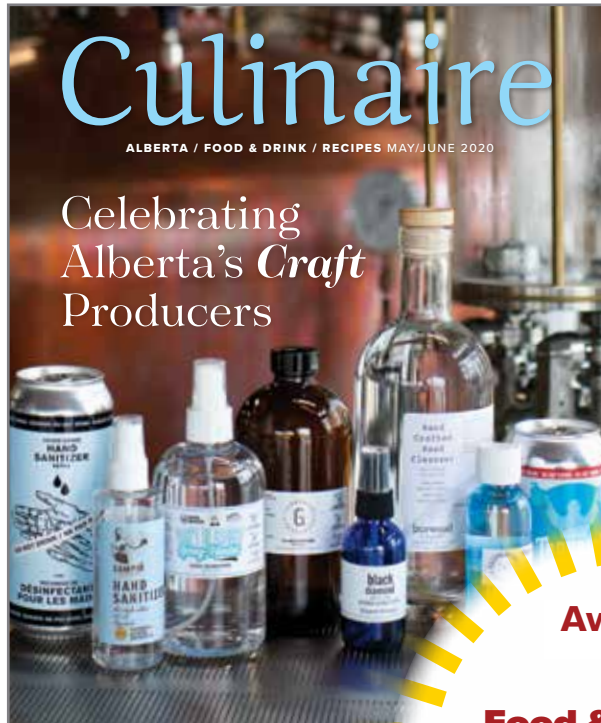


Culinaire

ALBERTA / FOOD & DRINK / RECIPES

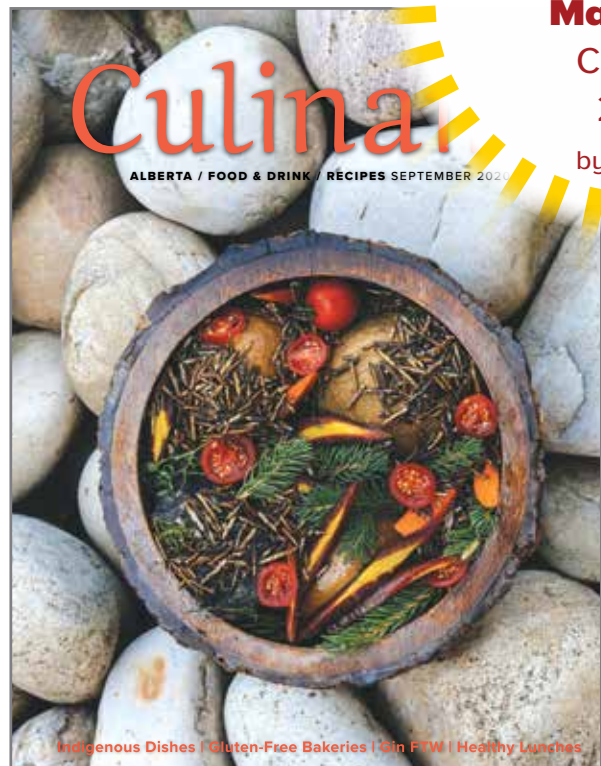
MEDIA KIT 2021



**Awarded
Best
Food & Beverage
Magazine**

Canada
2020

by LUX Life



PRINT / WEB / SOCIAL MEDIA / ALBERTA BEVERAGE AWARDS

Culinaire

ABOUT US

Since its launch in 2012, Culinaire Magazine has quickly emerged as Alberta's leading, and most widely read food and beverage-focused special interest or lifestyle publication.

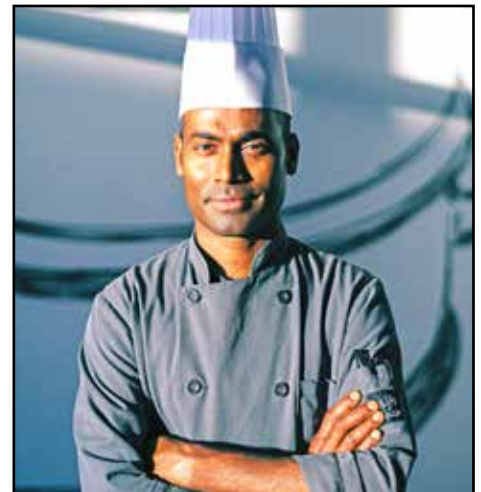
Culinaire is tempting tastebuds and engaging appetites. In 2020, the hospitality industry faced unprecedented challenges due to COVID-19, and Culinaire proudly continued publishing and focusing on the local food and beverage community by telling their stories and sharing their contributions to Alberta. From Alberta producer stories, to chef's tips, along with beverage trends, recipes, and recommendations, every issue of Culinaire is packed with content that speaks to our readers' interests.

Culinaire also produces the Alberta Beverage Awards, launched in 2013 to celebrate the incredible beverage selection available to us in the province. In July 2020, we produced the largest competition to date, with nearly 850 products available to Albertans from around the world and those proudly made here at home.

Published 10 times a year across Alberta, and an average readership of 75,000+ each issue in print and another 10,000+ reading the magazine online, Culinaire's distribution is controlled. It can be found free in over 150 food and beverage outlets of businesses who share our passion for championing the best that Alberta food and drink has to offer.

“All your issues are great, but the September issue is amazing! Thank you so much for making my coffee break so enjoyable. I'm already picking the restaurants, dishes, cocktails, and wine I will try on the basis of your magazine.”
Well done! Cheers,

Jacqueline G, Calgary



“I have been advertising in Culinaire Magazine for a number of years and find the publication fits perfectly with our luxury and food loving demographic. It continues to be a solid part of our advertising and partnership mix.”

Mike McPhee, Director of Sales and Marketing, Island Lake Lodge



DISTRIBUTION

Culinaire reaches 85,000+ readers 10 times per year, and with carefully controlled distribution, is available at more than 150 partner-locations across the province.

Some key locations include:

- Italian Centre Shop, Calgary and Edmonton
- Knifewear, Calgary and Edmonton
- The CORE Shopping Centre Calgary
- Central Alberta Co-op Stores
- Co-op Wine Spirits Beer
- Crowfoot Liquor Stores, Calgary
- Highlander Wine & Spirits Calgary
- Willow Park Wines & Spirits Calgary
- Calgary Farmers Market
- Color de Vino, Edmonton
- Sherbrooke Liquor Store Edmonton
- Duchess Bake Shop, Edmonton
- Old Strathcona Farmer's Market, Edmonton
- The Fairmont Hotel Macdonald, Edmonton
- Everything Wine & More, Edmonton

A full list of our distribution outlets can be found at culinairemagazine.ca

READER INSIGHTS

- 3 in 4 readers are female
- 25% are 18-40 years old
- 2 in 3 readers are between 31-59 years old
- 78% of have a university degree
- 8 in 10 readers own their own home



OUR READERS

75% FEMALE

80% HOME OWNERS

66% INCOME > \$100K

78% UNIVERSITY DEGREE

66% AGE 31+

25% AGE 18-40



85%
ENJOY
WINE AT
HOME



67%
ENJOY
BEER



67%
SHOP AT
FARMER'S
MARKETS

- Over 60% of our readers dine out at least once per week
- 2 in 3 readers cook at home as least three times per week
- 85% of our readers enjoy wine regularly at home
- 2 in 3 readers enjoy craft or imported beer



**85K+ READERS EACH
ISSUE**



- 2 in 3 readers have a net household income of \$100,000 or more
- 2 in 3 readers shop regularly at farmer's markets
- **Over 84% of our readers visited a restaurant or bought a product or service that they saw in *Culinaire* magazine**

* In-house survey, 2018

**150+ LOCATIONS IN
ALBERTA**



Culinaire

EDITORIAL HIGHLIGHTS

JANUARY/FEBRUARY

Food trends 2021
Beverage trends 2021
Value wines
Comfort food
Fish n' Chips

MARCH

Everything Italian!
Restaurants, cuisine
Wines, spirits, liqueurs
Oil and Vinegar

APRIL

Mushrooms
Spring has sprung
Step by Step
Ukrainian influences
Fresh wines for spring

MAY

Alberta whisky
Mother's Day
Brunch
Celebrating Alberta craft
Okanagan news

JUNE

Fathers Day
Summer BBQ
Smokers and sauces
Tonic water

JULY/AUGUST

Celebrating Canada
Exploring Alberta farmland
Summer dining
Yahoo! Stampede
Food Day Canada

SEPTEMBER

Harvest time
Back to school
Farmer's markets
Alberta cider making

OCTOBER

The results of the
Alberta Beverage Awards
Family time
Thanksgiving
Halloween treats

NOVEMBER

International cuisine
Holiday Gift Guide
Game day snacks/
Day of the Dead
Spice and warming food

DECEMBER

All about the holidays
Holiday drinks
Dessert, pastries, baking
and chocolate

DEPARTMENTS

SALUTES & SHOUT OUTS

The latest news and products

FROM FAR AND WIDE...

LET'S EAT

Alberta's cultural communities
and their influence on our food

OFF THE MENU

Recipes of your favourite
dishes from Alberta's favourite
restaurants

CHEFS' TIPS AND TRICKS

Shortcuts, tips and tricks
from culinary and beverage
professionals

STEP-BY-STEP

How to make the season's
dishes

PRODUCERS' STORIES

Highlighting an Alberta
producer's journey

MAKING THE CASE

Seasonal, themed wine reviews

SPIRITS

Seasonal, themed spirits
reviews

OPEN THAT BOTTLE

Which wine, beer or spirits are
Alberta personalities saving for
a special occasion?

DOUBLE TAKE

One dish - two chefs!

SPICE IT UP

Ideas to turn the ordinary into
the extraordinary!

ALL ON BOARD

Charcuterie for the season

“Culinaire Magazine has been a wonderful outlet to promote our local business. It's a great way to get involved with the local food and beverage community.”

Breanne Kramer, Foothills Creamery Ltd.

“Culinaire is filled with exceptional content, offering an insider's perspective to the local food scene. We can always count on Linda and her team to be professional, flexible, and supportive.”

Lynne Rennie, Cococo Inc

“Culinaire provides one of the best ways to reach consumers interested in food and wine by print. Culinaire also delivers a high quality product for a value driven price.”

Brad Nielsen, Whitehall Agencies

MAGAZINE ADVERTISING GENERATES THE STRONGEST
IMPACT ON PURCHASE PER MEDIA DOLLAR SPENT*

ALBERTA ADVERTISING RATES

2021 PRINT ADVERTISING RATES

AD SIZE	ONE-OFF	3x	5x	7x	10x
Outside Back Cover					
Inside Front Cover					
Inside Back Cover	PLEASE CONTACT YOUR SALES REPRESENTATIVE TO ENQUIRE ABOUT OUR RATES				
Full page					
2/3 page					
1/2 page					
1/3 page					
1/4 page					

15% surcharge for ad placement on editorial pages

2021 PRINT DEADLINES

	SPACE	ARTWORK
January/February 2021	November 30	December 7
March	January 29 ¹	February 5
April	February 26	March 5
May	April 2	April 9
June	April 30	May 7
July/August	June 3	June 10
September	July 30	August 6
October	September 3	September 10
November	October 1	October 8
December	October 29	November 5

INSERTS

To help make your message stand out, we offer the option to insert your own marketing material in *Culinaire*. Available for the whole print run or just for Calgary or Edmonton. To find out more, please contact your sales representative.

SECTION SPONSORSHIP

Align your brand with a regular department in *Culinaire* with an exclusive section sponsorship. Please ask your sales representative for details.

2021 DIGITAL ADVERTISING RATES

LEADERBOARD:

\$275 per month
1000 x 150 pixels (w x h)
Maximum file size - 40kb

BIG BOX AD:

\$250 per month
250 x 250 pixels (w x h)
Maximum file size - 40kb

SPONSORED SOCIAL MEDIA:

Ask your sales person for rates for Twitter, Facebook and Instagram.

Instagram posts include your photograph, message, link, and hashtags of your choice.

For Twitter, you have 140 characters to include your message and link.

For Facebook, include your photograph and message with a link not exceeding 50 words.

All Twitter, Facebook, and Instagram sponsored posts begin with "Sponsored:"

**Maximum 2x sponsored media posts per medium, per month*

ADVERTORIALS AND SPONSORED CONTENT

[illegible]

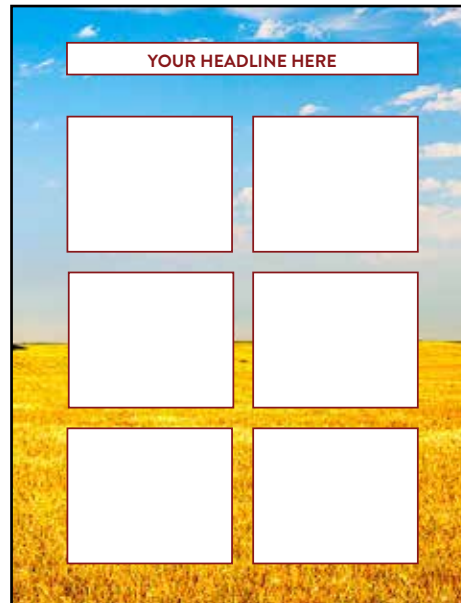
Ask us how Culinaire can assist your business reach our affluent demographic. Bring your story to life - we can help you plan an event following your story sharing, and engage our readers to join an event on location.

You can now share a full page in *Culinaire Magazine* with other businesses in your area or location - and share the cost of the page too to make it more economical for everyone!

Each advertiser then supplies press ready artwork, or we can have our designer build it for you for a small charge.

Or you can co-ordinate a photo shoot and share a full page photograph with each business showing their specialty and your business name and contact details by your dish/ingredient/drinks etc.

- Please submit your advertisement as a high-resolution .PDF file or as a collected InDesign file. Illustrator files are acceptable with text converted to outlines.
- Please submit your advertisement in CMYK to avoid colour shifting from RGB.
- Minimum resolution for advertisements and all supporting images is 300dpi at 100%.



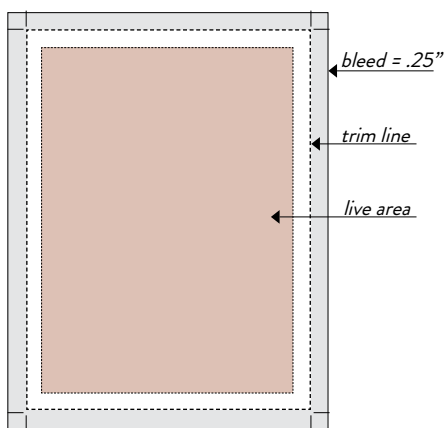
If 6 to a page, each individual advertisement is 2.92" wide x 2.4" high, 74.25 mm wide x 60.96 mm high.

ADVERTISING RATES - 6/PAGE	
1x	\$550
3x	\$475
5x	\$450

ADVERTISING RATES - 10/PAGE	
1x	\$330
3x	\$288
5x	\$270

Culinaire

ADVERTISING



Bleed: The excess image area that extends past the trim dimensions to avoid having the image border accidentally print.

Trim: Where the page itself will be cut.

Live: The area where your main typographic elements should be placed. This area ensures that your typography and main graphics will be seen.

PRODUCTION SPECIFICATIONS

SIZE	WITHOUT BLEED (W X H)		WITH BLEED (W X H)	
Full page	7.25" x 9.75"	184 x 247mm	8.75" x 11.25"	223 x 286mm trim size: 8.25" x 10.75" / 210 x 273mm live area: 7.75" x 10.25" / 197 x 260mm
2/3 page (V)	4.75" x 9.75"	120 x 247mm	5.75" x 11.25"	146 x 286mm trim size: 5.25" x 10.75" / 133 x 273mm live area: 4.75" x 10.25" / 121 x 260mm
1/2 page (V)	3.5" x 9.75"	89 x 247mm	4.5" x 11.25"	114 x 286mm trim size: 4" x 10.75" / 102 x 273mm live area: 3.5" x 10.25" / 89 x 260mm
1/2 page (H)	7.5" x 4.75"	184 x 120mm	8.75" x 5.75"	223 x 146mm trim size: 8.25" x 5.25" / 210 x 133mm live area: 7.75" x 4.75" / 197 x 120mm
1/3 page (square)	4.75" x 4.75"	120 x 120mm	N/A	
1/3 page (H)	7.25" x 3.1"	190 x 79mm	8.75" x 3.85"	222 x 98mm trim size: 8.25" x 3.6" / 210 x 91mm live area: 7.75" x 3.1" / 197 x 79mm
1/3 page (V)	2.3" x 9.75"	58 x 247mm	3.3" x 11.25"	84 x 286mm trim size: 2.8" x 10.75" / 71 x 273mm live area: 2.3" x 10.25" / 58 x 260mm
1/4 page	3.525" x 4.75"	90 x 120mm	N/A	

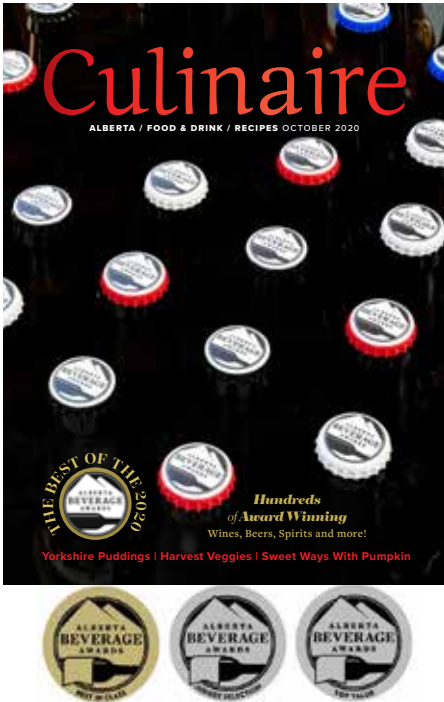
TECHNICAL REQUIREMENTS

- Please submit your advertisement as a high-resolution .PDF file or as a collected InDesign file. Illustrator files are acceptable with text converted to outlines.
- Please submit your advertisement in CMYK to avoid colour shifting from RGB.
- Minimum resolution for advertisements and all images is 300dpi at 100%.
- Please email your artwork to your representative or request access to FTP site for: dropbox.com "Culinaire Advertisements".

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ALBERTA BEVERAGE AWARDS



Alberta's largest wine, beer, spirits, and non-alcoholic drinks competition, is now in its ninth year.

Over three days in July, we bring together an panel of around 20 qualified beverage experts from across the province to evaluate over 800 different products, each tasted blind in flights of like products.

The results are grouped into categories with the top performing product awarded "Best in Class", and other high performing products in the category are awarded "Judges' Selection". We often identify a "Top Value" - a high performing product of exceptional value.

The results are published in the October issue of Culinaire, on culinairemagazine.ca, as well as select trade and media partners.

Over its eight years, the Alberta Beverage Awards has grown such that 2020 was the biggest year yet, and it has established itself as a reputable, meaningful competition – reaching and influencing consumers across Alberta and beyond.

“ Thanks to Culinaire for the comprehensive list of winners at the Alberta Beverage Awards. I will be taking my copy with me to the liquor store! ”

Rocking R Guest Ranch

CULINAIRE TREASURE HUNTS

Now in our 7th year in Calgary and our 5th in Edmonton, Culinaire's annual Treasure Hunts are eagerly awaited by food and drink lovers.

Created to thank our advertisers and

supporters, 50 teams of two people will visit your premises over the course of one fun Saturday, for you to showcase your location and give them a reason to come back. Every edition of Culinaire's Treasure Hunts has sold out!



ALBERTA'S FINEST DRINKS LISTS

We've long believed that Alberta has the best selection of wine, beer, and spirits in the country, and along with access to some of the finest liquids to ever grace a bottle (or can) we also have some of the best sommeliers, beverage directors, and restaurateurs in the country.

These people create a list to complement the menu; highlight regions, countries, or styles that will

help a meal become a masterpiece.

Alberta's Finest Drinks Lists Awards were created to highlight world-class lists. With well over 150 lists submitted in 2019 (our third year), the awards are well received by venues around the province.

COVID halted our 2020 Awards with so many changes for restaurants, but we hope to resume very soon.

ASK ABOUT SPONSORSHIP
OPPORTUNITIES FOR:
THE ALBERTA BEVERAGE
AWARDS,
ALBERTA'S FINEST DRINKS
LISTS AWARDS,
AND OUR
CALGARY AND EDMONTON
TREASURE HUNTS!

Culinaire



“Culinaire is the perfect solution for my marketing needs, allowing me to really zero in on the exact demographics I was looking for, and putting me alongside other great brands in our market.”

Aneta Wrobel, Marketing Manager, Authentic Wine & Spirits Merchants



“The effect of advertising with *Culinaire* has been an investment worth making.”

Ron L. Salverda, Murrieta's Westcoast Bar & Grill

“Working with *Culinaire Magazine* is easy, it feels more like a friendship than a business relationship. We both want each other to succeed.”

Isabell Nilsson, Andrew Peller Import Agency

“Targeted marketing in this day and age is a difficult medium to accomplish. Participating in our advertising campaign with *Culinaire* was extremely organized, easy to do, and offered an excellent return on our investment.”

Laurel O'Leary, Owner Operator, Escoba Bistro & Wine Bar

“The production quality, the content and the reach have made *Culinaire Magazine* a valuable medium for us to communicate with our consumers.”

Jason Myren, Select Wines

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