

Culinaire

ALBERTA / FOOD & DRINK / PEOPLE / RECIPES

media kit 2026



PRINT | WEB | SOCIAL MEDIA | EVENTS | ALBERTA BEVERAGE AWARDS



Culinaire 2026

ABOUT CULINAIRE

Since 2012, Culinaire Magazine has become the leading voice of food and beverage-related journalism in Alberta, with a focus on the interests of Albertans who enjoy the finer things in dining and beverage culture, and lifestyle. Culinaire highlights businesses new and old, trends and happenings, events, and the people whose stories make food and drink exciting for people in the know.

Alberta's food and beverage industry is dynamic – it's ever-evolving and changing, and Culinaire readers look to us to know what matters, what's happening, where they should go or what they should look for, when guiding their beverage purchases, when finding a restaurant, or finding the best ingredients to make a memorable meal.

Sharing the stories from Alberta makers and producers, to tips from top and up and coming chefs, along with beverage trends, recipes, and recommendations, every issue of Culinaire is packed with lifestyle content that speaks to readers interests, and guiding their decision-making.

Culinaire also produces the Alberta Beverage Awards, launched in 2013 to celebrate the incredible beverage selection available to us in the province. It is now the most meaningful beverage competition held in Western Canada, featuring products from around the world and those 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.

"Culinaire has been a trusted advertising partner for several years. Their expertly crafted food and wine content allows us to reach our ideal audience, and their team is a pleasure to work with."

- Carolyn Thorpe, Marketing Manager, International Cellars Inc.



The Dafoe family, ChopValue

"Culinaire understands Calgary's food scene and celebrates it beautifully. We're proud to advertise with them – it's a partnership that continues to deliver value and visibility."

- Stephen Deere, Owner, Modern Steak





CULINAIRE READERS

Based on market research, the average Culinaire reader is highly educated, someone of influence, affluence and passion.

2 in 3
readers regularly shop at farmers' markets or specialty grocers

over 80%
visited a restaurant or bought a product or service that they saw in Culinaire magazine within 3 months of reading about it.

4 in 5
of our readers enjoy wine regularly at home, more than half regularly enjoy premium wine

4 in 5
readers **read all or most** issues of Culinaire

9 out of 10
readers prefer to dine out regularly,

40%
of our readers have a net household income of \$150,000 or more

25%
of our readers enjoy going out for breakfast regularly, and nearly half enjoy happy hour or early evening dining

7 out of 10
readers enjoy upscale or fine dining on a regular basis

95%
of our readers describe themselves as **"FOODIES"** or **DRINKS ENTHUSIASTS**

76%
of our readers have completed post-secondary education, 21% have a postgraduate degree.

Nearly half our readers regularly purchase directly from a local brewery/ distillery



more than **40%**
of readers keep their copies of Culinaire 6 months or more

Culinaire 2026

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
- Blush Lane Organic Market, Calgary and Edmonton
- The CORE Shopping Centre Calgary
- Calgary Co-op Wine Spirits Beer
- Central Alberta Co-op Stores
- Crowfoot Liquor Stores, Calgary
- Highlander Wine & Spirits Calgary
- Willow Park Wines & Spirits, Calgary
- Calgary Farmers' Market
- Sherbrooke Liquor Store, Edmonton
- Loblaws City Market, Edmonton
- Old Strathcona Farmers' Market, Edmonton
- The Fairmont Hotel Macdonald, Edmonton
- Freson Bros, Terwilligar

EDITORIAL HIGHLIGHTS

JANUARY/FEBRUARY

Apres-Ski
Celebrating Love
Hot Drinks
Whisky

Deadlines

Space: Dec 2 2025
Artwork: Dec 9 2025

MARCH

Everything Italian!
Recipes, Books, Stories,
Beverages, Salumi

Deadlines

Space: Feb 6 2026
Artwork: Feb 13 2026

APRIL

Events and Culture
Beverage Touring
Spring Has Sprung!
Golf Season

Deadlines

Space: Mar 6 2026
Artwork: Mar 13 2026

MAY

Treat Yourself
Beyond the Kitchen
Fruit Trees

Deadlines

Space: April 3 2026
Artwork: April 10 2026

JUNE

Father's Day
Straight from the Ranch
Out and About
Picnics

Deadlines

Space: May 1 2026
Artwork: May 8 2026

JULY/AUGUST

Beyond the Kitchen
Canada Food Day
BBQ
Spritz

Deadlines

Space: June 5 2026
Artwork: June 12 2026

SEPTEMBER

Harvest time
Events and Culture
Learning to Cook
Food Tech

Deadlines

Space: Aug 7 2026
Artwork: Aug 14 2026

OCTOBER

The results of the Alberta
Beverage Awards
Apples
Family time

Deadlines

Space: Sept 2 2026
Artwork: Sept 9 2026

NOVEMBER

Indoor Entertaining
Celebrating Grey Cup
Cellaring at Home
Custom Spirits

Deadlines

Space: Oct 2 2026
Artwork: Oct 9 2025

DECEMBER

Holiday gift guide
All about the holidays
Desserts, pastries, baking
The Best of Alberta
Philanthropy

Deadlines

Space: Nov 6 2026
Artwork: Nov 13 2026



Culinaire 2026

departments

SALUTES & SHOUT OUTS

The latest news and products

OFF THE MENU

Recipes of your favourite dishes from Alberta's favourite restaurants

CHEFS' TIPS AND TRICKS

Shortcuts, tips, tricks, and recipes 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?

BOOKS

The latest cookbooks, beverage and cocktail book reviews

SPECIAL EVENTS

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ALBERTA BEVERAGE AWARDS

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

Over three days in July, we bring together an panel of around 20-25 qualified beverage experts from across the province to evaluate nearly 1,200 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".

The Alberta Beverage Awards are the only drinks competition in Canada where the results are published in full, complete with product shots, in print and online.

Since its beginning in 2013, the Alberta Beverage Awards has grown to be the biggest beverage awards in western Canada, and it has established itself as a reputable, meaningful competition – reaching and influencing consumers across Alberta and beyond.



CULINAIRE TREASURE HUNTS

Now in our 12th year in Calgary and our 7th in Edmonton,...

With more than twenty culinary treasure hunts across Calgary and Edmonton, these fun events connect food- and drink-based businesses at markets, vibrant neighbourhoods, and shopping districts, with passionate foodies who taste, sip, and learn, while taking home treats and winning great prizes.

"Alberta Beverage Awards has helped us establish credibility in the very competitive Alberta marketplace. Having won multiple awards has allowed us to be present on Alberta Liquor store shelves many times over."

– Jacques Tremblay, Distiller & Co-Founder, Bridgeland Distillery

"In terms of value, the Alberta Beverage Awards provide us insight on how our products stack up against others in the market. This helps us bring feedback to our producers."

– Brad Nielsen, Managing Director, Whitehall Agencies

Ask us about sponsorship or partnership opportunities for the Alberta Beverage Awards, Treasure Hunts, and other events or programming!



"The Alberta Beverage Awards are a vital bridge between producers and the public. They celebrate the incredible innovation happening in our province and directly drive consumer curiosity and sales."

– Jordan Ramey, co-founder and Chief Executive of The Burwood Group

ADVERTISING RATES

AD SIZE	ONE-OFF	3x	5x	7x	10x
Outside Back					
Inside Front					
Inside Back					
Full page	Please ask for details				
2/3 page					
1/2 page					
1/3 page					
1/4 page					

Double page

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.

"Culinaire has a devoted, local audience that really cares about great food, which makes it a great way to reach people engaged in the Alberta F&B scene. The magazine consistently delivers well-crafted stories for Alberta's food community. I'd recommend it to anyone working in the hospitality space."

- Ryan von Eschen, Sales & Marketing Manager, Italian Centre Shop

PRINT DEADLINES

edition	space	artwork
Jan/Feb:	Dec 2 2025	Dec 9 2025
March:	Feb 6 2026	Feb 13 2026
April:	Mar 6 2026	Mar 13 2026
May:	April 3 2026	April 10 2026
June:	May 1 2026	May 8 2026
July/Aug:	June 5 2026	June 12 2026
September:	Aug 7 2026	Aug 14 2026
October:	Sept 2 2026	Sept 9 2026
November:	Oct 2 2026	Oct 9 2026
December:	Nov 6 2026	Nov 13 2026

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2026

digital



LEADERBOARD

\$300 per month
1000 x 150 pixels (w x h)

SPONSORED SOCIAL MEDIA

Ask your sales representative for rates for Instagram, Facebook, X, and Threads.

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

BIG BOX AD website

\$275 per month
600 x 600 pixels (w x h)

BIG BOX AD newsletter

\$250 per month
600 x 600 pixels (w x h)

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

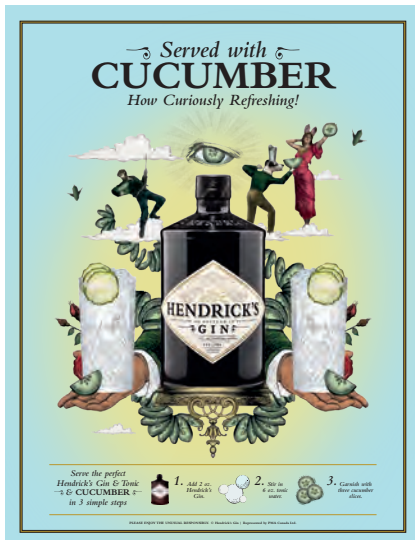
All Facebook, Instagram and X sponsored posts begin with "Sponsored:"

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

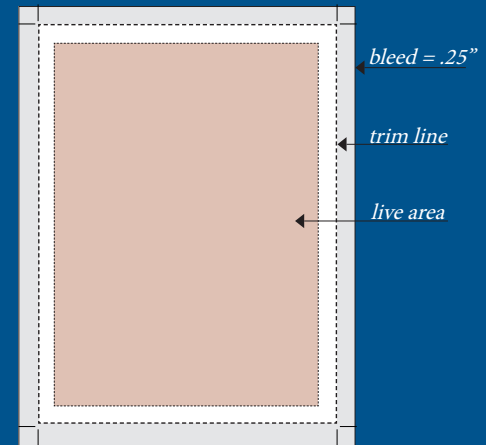
PRODUCTION SPECIFICATIONS

Culinaire
2026

specs



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" trim size: 8.25" x 10.75" / 210 x 273mm live area: 7.75" x 10.25" / 197 x 260mm	223 x 286mm
2/3 page (V)	4.75" x 9.75"	120 x 247mm	6" x 11.25" trim size: 5.25" x 10.75" / 133 x 273mm live area: 4.5" x 10.25" / 114 x 260mm	152 x 286mm
1/2 page (V)	3.5" x 9.75"	89 x 247mm	4.5" x 11.25" trim size: 4" x 10.75" / 101 x 273mm live area: 3.75" x 10.25" / 95 x 260mm	114 x 286mm
1/2 page (H)	7.25" x 4.75"	184 x 120mm	8.75" x 5.75" trim size: 8.25" x 5.25" / 210 x 133mm live area: 7.75" x 4.75" / 197 x 120mm	223 x 146mm
1/3 page (square)	4.75" x 4.75"	120 x 120mm	N/A	N/A
1/3 page (H)	7.25" x 3.1"	184 x 79mm	8.75" x 3.85" trim size: 8.25" x 3.6" / 210 x 91mm live area: 7.75" x 3.1" / 197 x 79 mm	223 x 98mm
1/3 page (V)	2.3" x 9.75"	58 x 247mm	3.3" x 11.25" trim size: 2.8" x 10.75" / 71 x 273mm live area: 2.1" x 10.25" / 54 x 241mm	84 x 286mm
1/4 page	3.5" x 4.75"	89 x 120mm	N/A	N/A



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

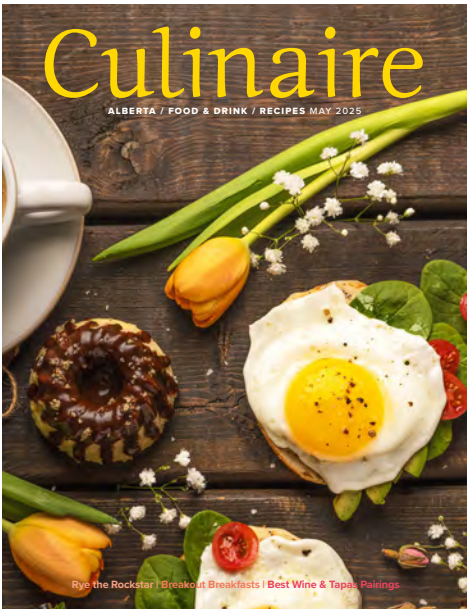
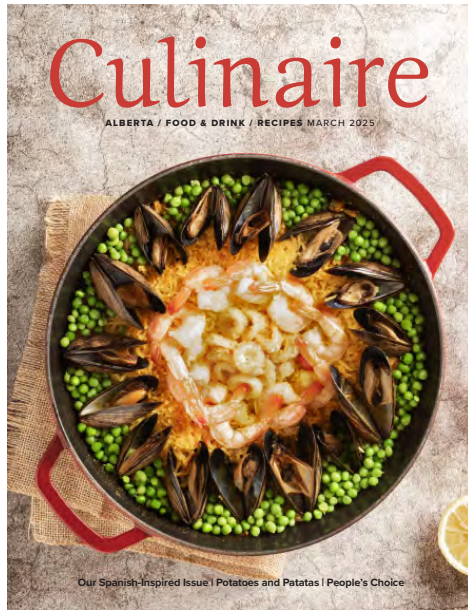
TRIM: Where the page itself will be cut.

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

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".

**DON'T FORGET!
ARTWORK MUST
CONTAIN TRIM
MARKS!**



Culinaire 2026

contact us

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📘 facebook.com/CulinaireMagazine

Culinaire serves up features on dining in, dining out, wine, beer, spirits and cocktails. Published ten times per year, Culinaire can be found at no charge across Calgary, Edmonton, Central Alberta, and the mountains in the food and beverage outlets of businesses who share our passion.