

# Culinaire

ALBERTA / FOOD & DRINK / RECIPES



# 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.

Since 2020, the hospitality industry has faced unprecedented challenges, and Culinaire has 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. It is now the largest and most meaningful beverage competition in Western Canada, with products 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.



Beam Suntory has been advertising with Culinaire for years, featuring a number of brands across our portfolio. Linda and the team are always very helpful and insightful when it comes to when and where certain categories fit best, and highlighting new opportunities for our brands to shine. I love flipping through the issues, especially reading through the spirit round up reviews on new launches in Canada.



*Rebecca Heit-Shepherd, Marketing Manager,  
Beam Suntory*



Once wine fans see and then taste our wines, we win. Advertising in Culinaire has been an integral part of introducing our family wines to new customers.

*Joseph Lange, International Sales  
Director, LangeTwins Family Winery  
and Vineyards*



Just a quick note to say thank you for helping us in the organization of the Simply The West! World Hunt Taste Tour on the weekend! It was by any measure a tremendous success, all the participants were having a wonderful time, and the costumes were amazing! People were so stoked about it, as well as the participating vendors. You did an excellent job of getting word out about it, which contributed greatly to its success. Thanks again, and let's do it again sometime!"

All the best,



*Chris Schlemm, Going Nuts*

# readers insight

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



- 3 in 4 readers are female.
- 76% of our readers have a completed post-secondary education or better, 21% have a postgraduate degree.
- 2 in 3 readers dine out at least once per week

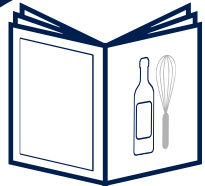


**4 IN 5**

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

**1 IN 2**

readers purchase craft or imported beer



85% of our readers describe themselves as "FOODIES" or DRINKS ENTHUSIASTS

\* In-house survey, 2022



**4 IN 5**

READERS REGULARLY SHOP AT FARMER'S MARKETS

AND MORE THAN **3 IN 4** READERS REGULARLY SHOP AT SPECIALTY GROCERS

- 3 in 4 readers read most or all issues of *Culinaire*
- 2 in 3 readers keep their copies of *Culinaire* at least one month or more, 29% keep their copies 6 months or more
- 2 in 5 readers are planning home renovations in the next 12-18 months



- 9 in 10 readers own their own home
- Over half our readers report a net household income of \$100,000 or more, 1 in 4 readers have a net household income of \$150,000 or more
- **3 IN 4 READERS** visited a restaurant or bought a product or service that they saw in *Culinaire* magazine in the past year

**150+**  
LOCATIONS  
IN ALBERTA



Culinaire Magazine 2024

# 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 Farmers' Market Edmonton
- The Fairmont Hotel Macdonald Edmonton
- Blush Lane Organic Market Calgary and Edmonton

A full list of our distribution outlets can be found at [culinairemagazine.ca](http://culinairemagazine.ca)

# editorial highlights

## JANUARY/FEBRUARY

Dim Sum  
Ukrainian Christmas  
Alcohol-Free Drinks  
Food and drink in Alberta

## MAY

Mother's Day Brunch  
Celebrating Alberta craft  
The seven signature foods of Albertas



## SEPTEMBER

Harvest time  
Back to school  
Farmer's markets  
Indigenous cooking

## NOVEMBER

International cuisine  
Holiday Gift Guide  
Game day snacks  
Warming food

## OCTOBER

The results of the Alberta Beverage Awards  
Family time  
Halloween treats

## DECEMBER

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

## MARCH

Everything Mexican!  
Restaurants, cuisine  
Tequila and mezcal

## JUNE

Fathers Day  
Summer BBQ  
Bubble tea

## APRIL

Spring has sprung  
Step by Step  
Earth Day

## JULY/AUGUST

Celebrating Canada  
Exploring farmlands  
Summer dining



Culinaire Magazine 2024

## 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

# advertising rates alberta

MAGAZINES REACH **PREMIUM**  
AUDIENCES IN **HIGH-INCOME**  
HOUSEHOLDS

The Association of Magazine Media  
Factbook 2021

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

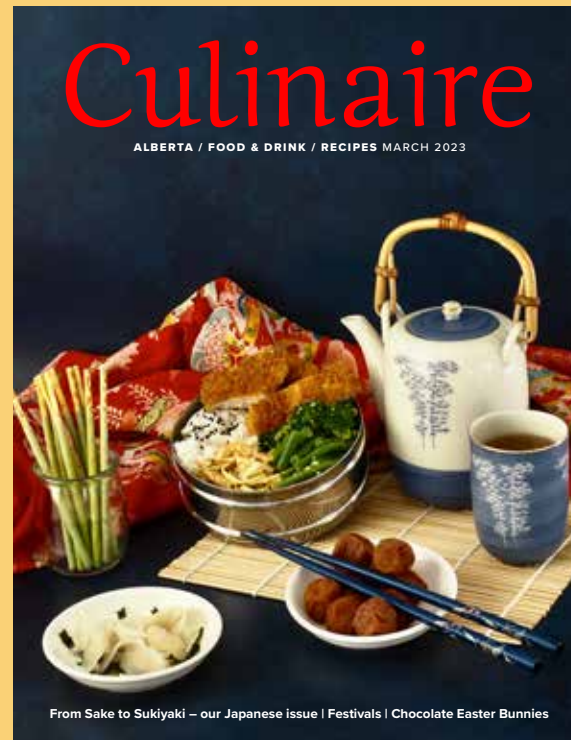
Please ask your sales representative for details.



Your work is so excellent. It is a great way for us busy people to have access to your recommendations. I cannot wait to try these restaurants. Stay cool.



Elaine E, Calgary



From Sake to Sukiyaki – our Japanese issue | Festivals | Chocolate Easter Bunnies

Culinaire Magazine 2024

# digital



## LEADERBOARD

\$300 per month  
1000 x 150 pixels (w x h)  
Maximum file size - 40kb

## SPONSORED SOCIAL MEDIA

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

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

## BIG BOX AD website

\$275 per month  
250 x 250 pixels (w x h)  
Maximum file size - 40kb

## BIG BOX AD newsletter

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

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

# telling your story

## ADVERTORIALS AND SPONSORED CONTENT

Have you a story to tell that can't be easily explained in an advertisement, and summed up in a headline and a few words with a striking photograph? Or an anniversary to celebrate?

Our team will work with you to create narrative concepts sharing your story in a effective way to attract our loyal readers' attention. Our team of writers and designers will create your page/s to reflect your brand and values in a way that fits seamlessly with Culinaire's editorial content to be a part of the magazine.

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.

# co-op ads

## co-operative advertising

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 page can be split over several smaller advertisements, and each advertiser shares the cost equally. The background is then customized to suit your businesses, or a theme if it's specific to an area or season.

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.

**WHISKY WORTH SHARING**

Celebrating 100 years of whisky, we've chosen to share the spirit with you. This is the whisky world, where the ingredients are grain, peat, water, and wood. The regional differences come from the details. SE Eleven Canadian whisky from Black Fox Farm and Distillery in Saskatchewan, Saskatchewan produces from Canadian craftsmanship.

At Black Fox, our sole purpose is to create exceptional whisky in a rain, sun, and snow. It's a journey like no other of very few. Type 1 craft distilleries. The result is that all alcohol we produce is from 100% new ingredients, rather than the common practice of purchasing or importing alcohol from other sources. Although our process is far more complex, it is necessary to create small class whisky.

As the tastest and cleanest, we pay attention to EVERY detail from the time we plant the seeds to the final drop into your glass. We carefully select the grain varieties we grow based on flavor, showcasing our terroir. Throughout our distillation we meticulously monitor the process.

masterfully choosing only the finest spirit to share into the cask. This is the whisky world, where the ingredients are grain, peat, water, and wood. The regional differences come from the details. SE Eleven Canadian whisky from Black Fox Farm and Distillery in Saskatchewan, Saskatchewan produces from Canadian craftsmanship.

This distillation process is an art of expression of the elements from which it was crafted. To follow the whisky journey of your bottle, every detail is documented on a Certificate of Provenance, unique to every bottle, accessed by the case placed on top of the bottle.

For us, sustainability is not just a concept but an action. With the environment top of mind, we incorporate ingredients, high-efficiency methods including solar temperature practices, solar hot water for heating, and recycling 95% of our water. Our goal is to improve the land for future generations to carry on our whisky legacy.

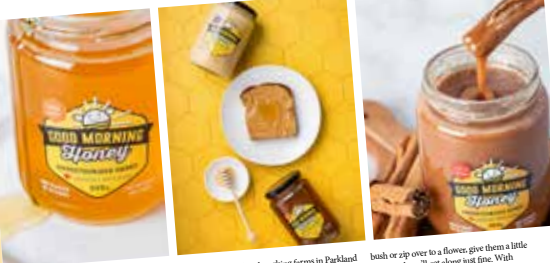
These efforts and attention to detail have earned SE Eleven a spot on the world's whisky stage, gaining Canadian and international acclaim for its premium quality and flavor. Our three whiskeys, SE Eleven Single Grain, SE Eleven Cask Finish, and SE Eleven Blend have been awarded numerous gold and medal medals, listed as one of the Top 20 Whisky Blenders, and earned 95 points in the Ben Murray Whisky 5000.

Why do we do this? We do it for the smiles, the warm feelings, and the bonds that are embraced when special friends share time together. We take great pride in fostering a connection between the land, the farmer, the craftsman, and you. Please savor a sip with us and enjoy the moment.

**SE ELEVEN**  
WHISKY WORTH SHARING

BlackFoxFarmDistillery.com

## MADE IN ALBERTA A-Buzz About Honey



a six-week period, typically between June and August. The average honey yield per hive in Canada is twice the world's average, thanks to our long warm summers and agricultural crops.

Carefully hand-harvested from their beehives, Good Morning Honey products are 100% Canadian unpasteurized honey prized for color and a silky-smooth texture. With honey an obvious backbone, they also produce honeycomb, bee pollen, blueberry and dandelion, the Ozeo family also produces honeycomb, bee pollen, and beeswax products like lip balms and candles. All are certified organic, allergen-free, dairy-free, and gluten free.

Good Morning Honey is also a member of BeeMaid Honey, a Canadian company started in the 1950s by a group of beekeepers with the intention of producing, packing, and distributing their own honey. Today, BeeMaid has two facilities: in the origin city of Winnipeg and the other in Spruce Grove. BeeMaid members are committed to beekeeping in Canada, supplying a 100% pure product and caring for the bees that provide us with their honey. This dedication to local agriculture and food production resonates with Good Morning Honey.

"Our focus here is really on the power of community and the importance of supporting local," says Amber Ozeos. "Being part of Made in Alberta makes all the difference for us, as farmers and producers. We work hard to contribute to the local economy and are so grateful for the community's support in return." Owing and operating a small business can be challenging, especially in agriculture, but local customers and a supportive business community like Made in Alberta helps keep the Ozeos motivated.

Working the business as a family also means having the ability to build operations in a way that represents their family's values.

"Our focus here is really on the power of community and the importance of supporting local," says Amber Ozeos. "Being part of Made in Alberta makes all the difference for us, as farmers and producers. We work hard to contribute to the local economy and are so grateful for the community's support in return."

Bees are irreplaceable contributors to a healthy environment and key players in the success of our food ecosystems. How we care for our bees - and we have a serious responsibility for every one of them - speaks to who we are as people. This means that one point there must have lived among us some spectacularly beautiful human beings to recognize the sweet results of bees' labours, and introduce to us the magic that is honey. For the family at the heart of Good Morning Honey, life is all about our bees and this delicious magic.

Amber and Richard Ozeos started beekeeping in 2011 with 420 hives, quickly growing that to 3,200. They now have more than 4,000 hives. Alberta produces the most honey in Canada and we're so proud to be part of this strong beekeeping community," says Amber. The family aparies at Good Morning Honey cover a diverse area of natural land and working farms in Parkland County, just west of Edmonton. Their bees collect pollen from a variety of wildflowers, clover, alfalfa, and canola to produce some of the world's finest honey. When honeybees are used as pollinators, crop yields can be increased by up to 300%. That's good farming and helps maintain a healthy ecosystem.

Having so many aparies means that Amber and Richard are guardians of a lot of bees. There can be between 20,000 and 80,000 honeybees in one hive as low as 10,000 to 15,000 in spring, increasing exponentially by end of summer. Each hive colony has a queen with the rest made up of workers (females) and drones (male). Worker honeybees are the ones that night sing and they sing, they die. So when you're watching them buzz lazily about a fragrant lavender bush or zip over to a flower, give them a little space and you'll get along just fine. With keeping this many honeybees happy and working, we can easily conclude that the workers, we are passionate about their bees. Ozeos are passionate about their bees.

"The magic that a honey is part of the wonder that is natural science. Honeybees collect the nectar from flowering plants and store it inside their bodies, visible to and along the outside. It takes one hive colony of 1,000 plants each day.

The pollen/nectar from the honeybees is transferred into a beeswax comb where it thickens and becomes honey, and then the bees cap their combs with wax before moving along to the next. One colony of 200,000 bees can produce up to 200 lbs (136 kg) or more of honey over 1,000 plants each day.

Our unique Made in Alberta label quality Standard for packaging Made in Alberta products, this is our signature and trademark. We respect our neighbors and

As the Alberta Food Producers Association (AFPA) we're thrilled to share our positive experience working with Culinaire magazine in promoting "Made in Alberta" producer stories through advertorials. This marketing approach has been amazing for our local producers.

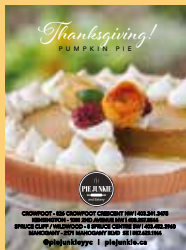
Culinaire's ability to weave the narratives of these producers into engaging content has not only increased their visibility but also fostered a deeper connection with consumers. It's a win-win, as it not only supports our local economy but also educates and inspires readers to appreciate the incredible products right in their backyard. Kudos to Culinaire for their commitment to organic and authentic storytelling and providing an easy to execute experience for partnering with our team!

Bianca Parsons, Executive Director of AFPA

ADVERTISING RATES - 6/PAGE	
1x each	\$600
3x each	\$525
5x each	\$500
ADVERTISING RATES - 10/PAGE	
1x each	\$375
3x each	\$325
5x each	\$300
10x	\$400

# production specifications

PLEASE MAKE SURE YOUR ARTWORK INCLUDES TRIM MARKS!!



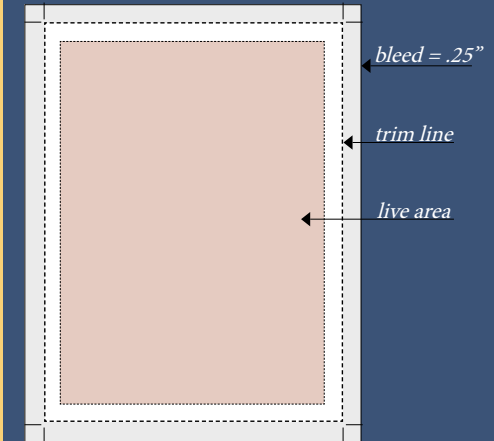
## PRODUCTION SPECIFICATIONS

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" 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

## 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](https://www.dropbox.com) "Culinaire Advertisements".

# specifications



**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.

# print deadlines

edition	space	artwork
March	Feb 2 2024	Feb 7 2024
April	March 4 2024	March 6 2024
May	April 8 2024	April 10 2024
June	May 6 2024	May 8 2024
July/August	June 10 2024	June 12 2024
September	Aug 5 2024	Aug 7 2024
October	Sept 2 2024	Sept 7 2024
November	Oct 7 2024	Oct 9 2024
December	Nov 4 2024	Nov 6 2024
Jan/Feb 2025	Dec 2 2024	Dec 4 2024

# special events



## ALBERTA BEVERAGE AWARDS

Alberta's largest wine, beer, spirits, and non-alcoholic drinks competition, is now in its twelfth 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 results are published in the October issue of Culinaire, on our website, [culinairmagazine.ca](http://culinairmagazine.ca), as well as select trade and media partners.

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 10th 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!

Culinaire Magazine is our go-to source for professional insights of local restaurants and alcohol beverages in Alberta. Always elevating local dining and libations with expertise and warmth"

Eileen Lewis, Charton Hobbs Trade Marketing Manager Alberta

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



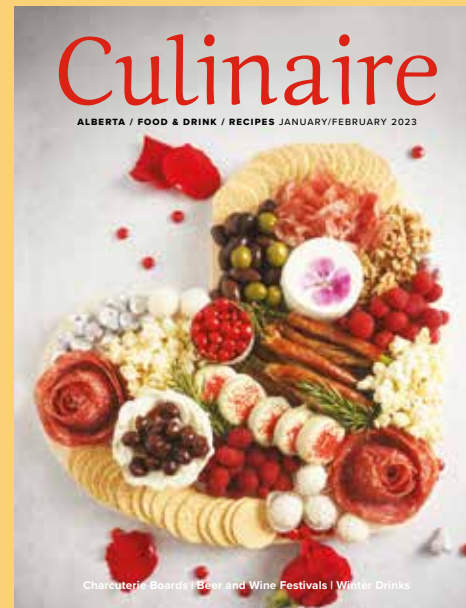
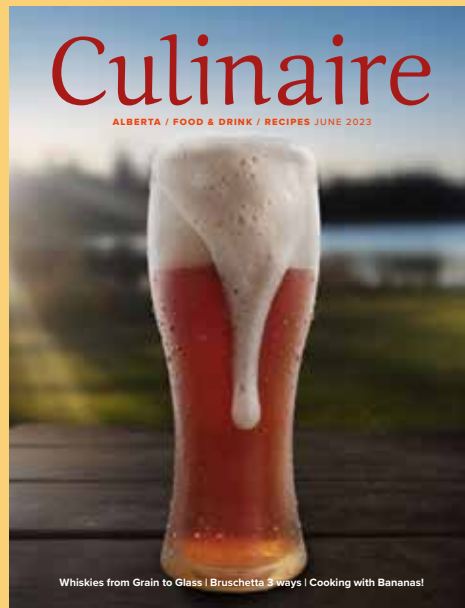
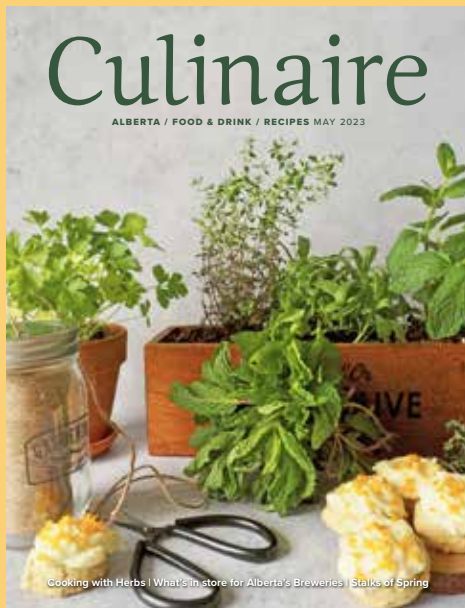
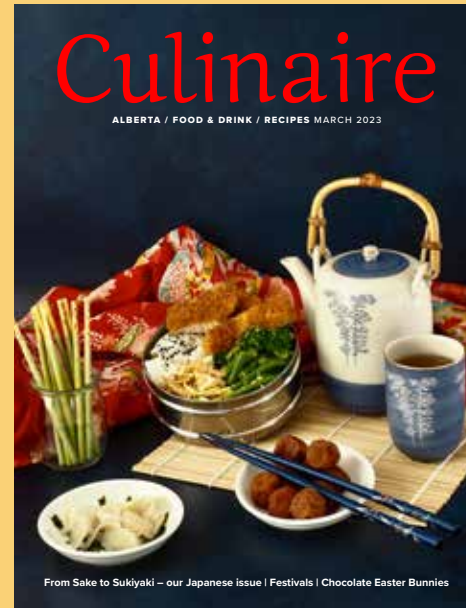
Greg and I would like to thank you for a truly amazing evening. You do such a splendid job of putting together magical evenings where good food and wine sparks lively conversation...you definitely have a knack for relaying information and for sowing the seeds of curiosity and enjoyment! We could tell how much people enjoyed all your efforts. So, just wanted to say Bravo and thank you!

Elaine H

Just want to thank you again for a lovely evening yesterday. Our little group enjoyed the meal and wine pairings. We could tell a lot of thought and effort went into the event planning. We look forward to attending another Vine and Dine evening soon!

Heidi D





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.

## contact us

FOR ALL ENQUIRIES:

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