

media kit 2022

# Culinaire

ALBERTA / FOOD & DRINK / RECIPES



PRINT | WEB | SOCIAL MEDIA | ALBERTA BEVERAGE AWARDS

# 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, tempting tastebuds and engaging appetites.

In 2020 and 2021, the hospitality industry 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 chefs' 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 2021, we produced the largest competition to date, with nearly 1,200 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 can be found at no charge in more than 150 food and beverage outlets of businesses who share our passion for championing the best that Alberta food and drink has to offer.

“My business was included in Culinaire’s 2021 Holiday Gift Guide in their November issue, and I was thrilled to see how many people contacted me after reading about Jolie Pop! in the magazine.

As a new business, it’s often hard to get your name out there to a wider audience, and I loved that it reached so many new customers that I wouldn’t normally have through my usual distribution channels.”

*Kelley Abbey, Owner & Founder, Jolie Pop*

“ 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*

“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,”

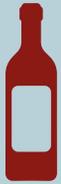
*Jacqueline G, Calgary*

# reader insights

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, and 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**



## 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
- Everything Wine & More, Edmonton

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

## JANUARY/FEBRUARY

Food trends 2022  
Beverage trends 2022  
Value wines  
Comfort food  
Fast, cheap and good

## MAY

Mother's Day  
Celebrating Alberta craft  
Pancakes and galettes  
Okanagan news



## MARCH

Everything Italian!  
Restaurants, cuisine  
Wines, spirits, liqueurs  
Nuts!

## JUNE

Fathers Day  
Summer BBQ  
On the deck  
Alberta yak farms

## APRIL

Vertical Farming  
Spring has sprung  
Step by Step  
Planting gardens

## JULY/AUGUST

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



## SEPTEMBER

Harvest time  
Back to school  
Farmers' markets  
and artisan producers

## NOVEMBER

International cuisine  
Holiday Gift Guide  
Game day snacks  
The food of Africa

## OCTOBER

The results of the  
Alberta Beverage Awards  
Halloween treats  
Thanksgiving

## DECEMBER

All about the holidays  
Holiday food and drinks  
Desserts, pastries,  
chocolate  
Eggnog



# 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

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

AD SIZE	ONE-OFF	3x	5x	7x	10x
Outside Back Cover					
Inside Front Cover					
Inside Back Cover					
Full page	Please contact your sales representative to enquire about 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

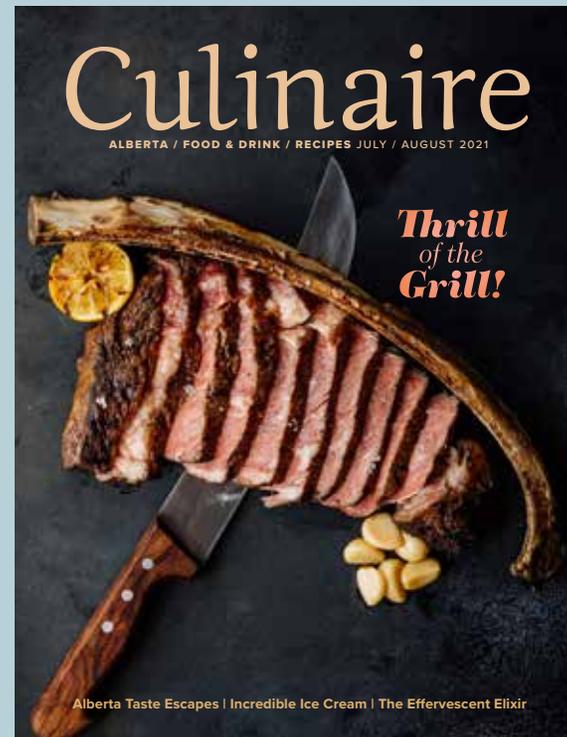
Align your brand with a regular department in *Culinaire* with an exclusive section sponsorship.

Please ask your sales representative for details.

\*Magazines Canada Media Connections Study 2013, BrandSpark International

“ We love working with the team at *Culinaire*. They have amazing writers and content, combined with unique understanding of our business makes it an easy choice to advertise and work with.”

*Stephen Deere, Owner, Modern Steak*



# digital



## LEADERBOARD

1000 x 150 pixels (w x h)  
Maximum file size - 40kb

## BIG BOX website

250 x 250 pixels (w x h)  
Maximum file size - 40kb

## BIG BOX newsletter

250 x 250 pixels (w x h)  
Maximum file size - 40kb

## SPONSORED SOCIAL MEDIA

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

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.

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

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

\*Maximum 2x sponsored social 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 designers can 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 how Culinaire can help 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.



“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*

ADVERTISING RATES - 6/PAGE	
1x each	
3x each	Please ask
5x each	for rates
10x each	
ADVERTISING RATES - 10/PAGE	
1x each	
3x each	
5x each	
10x each	

Ask how we can adjust the layout to suit your needs!



# 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 can be 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.



# production specifications

PLEASE MAKE SURE  
YOUR ARTWORK IS  
300 DPI RESOLUTION  
AND INCLUDES TRIM  
MARKS



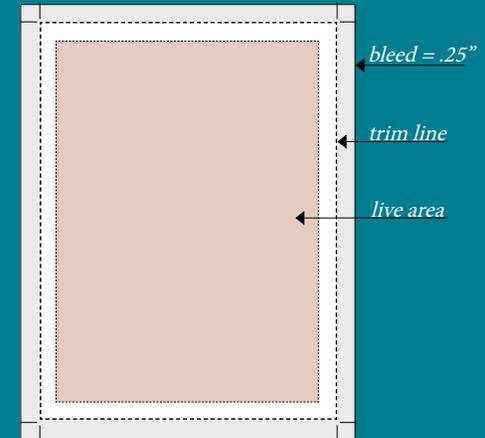
## PRODUCTION SPECIFICATIONS

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"	223 x 286mm
2/3 page (V)	4.75" x 9.75"	120 x 247mm	5.75" x 11.25"	146 x 286mm
1/2 page (V)	3.5" x 9.75"	89 x 247mm	4.5" x 11.25"	114 x 286mm
1/2 page (H)	7.5" x 4.75"	184 x 120mm	8.75" x 5.75"	223 x 146mm
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
1/3 page (V)	2.3" x 9.75"	58 x 247mm	3.3" x 11.25"	84 x 286mm
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".

# 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

	space	artwork
January/February	December 8	December 13
March	January 28	February 4
April	February 25	March 4
May	April 1	April 8
June	April 29	May 6
July/August	June 3	June 10
September	July 29	August 5
October	September 2	September 9
November	September 30	October 7
December	October 29	November 5

# special events



## ALBERTA BEVERAGE AWARDS

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

Over three days in July, we bring together a panel of around 20-25 qualified beverage experts from across the province to evaluate nearly 1,200 different products, each tasted blind.

The results are grouped into categories with the top performing product awarded "Best in Class", and other high performing products 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 our website, [culinairemagazine.ca](http://culinairemagazine.ca), as well as select trade and media partners.

Over its nine years, the Alberta Beverage Awards has grown such that 2021 was the biggest year yet, and it has established itself as a reputable, meaningful competition – reaching and influencing consumers across Alberta and beyond.



## CULINAIRE TREASURE HUNTS

Now in our 8th 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!

"It's a great opportunity for us to reach customers in both the Edmonton and Calgary markets - and we're always happy to see our ads beside high-quality imagery and editorial in *Culinaire!*"

*Peter Keith, Meuwly's Ltd.*

"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!"

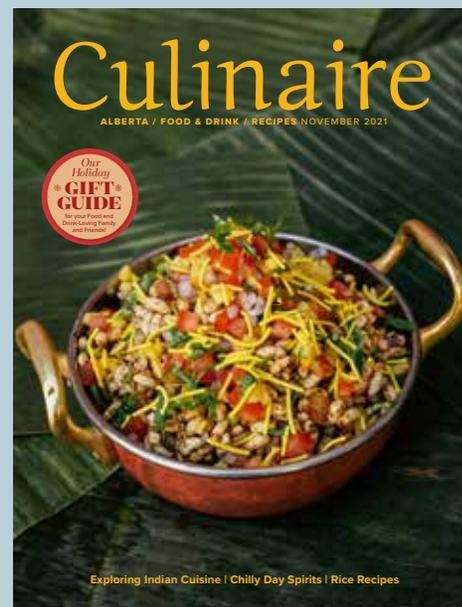
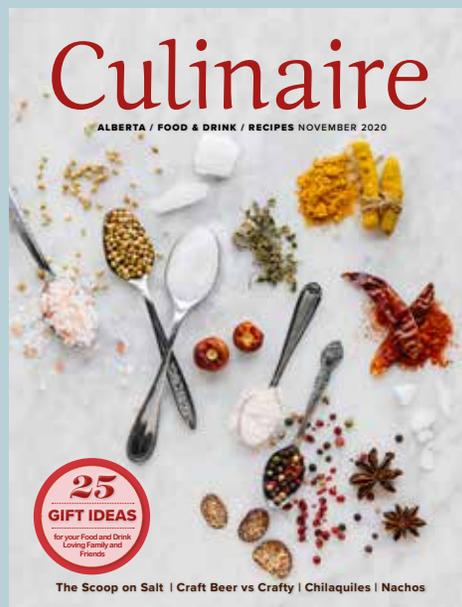
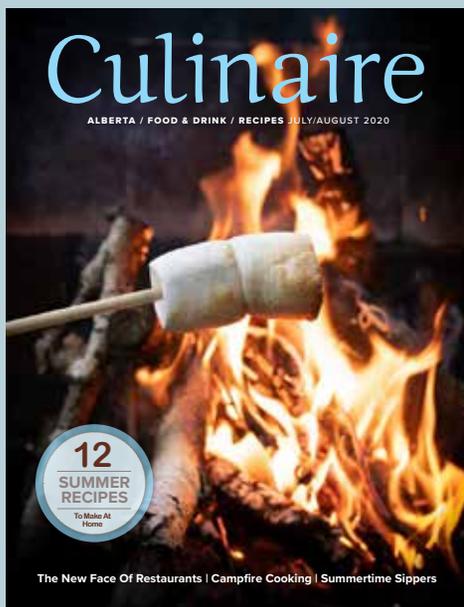
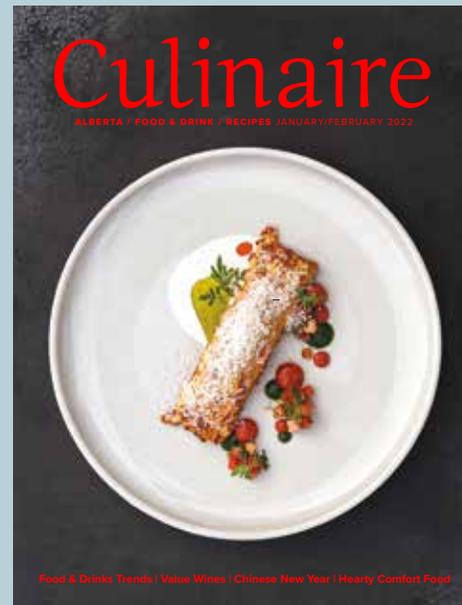
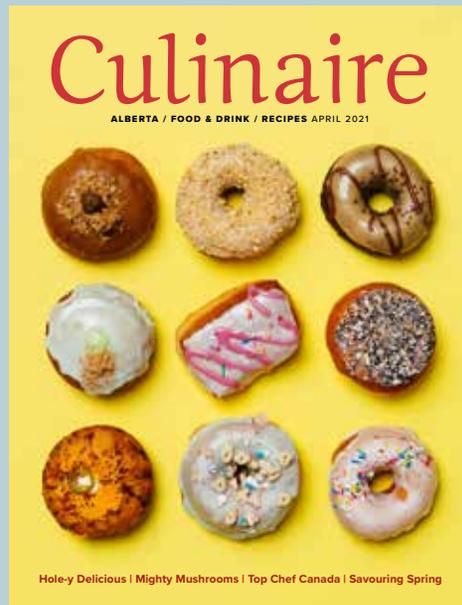
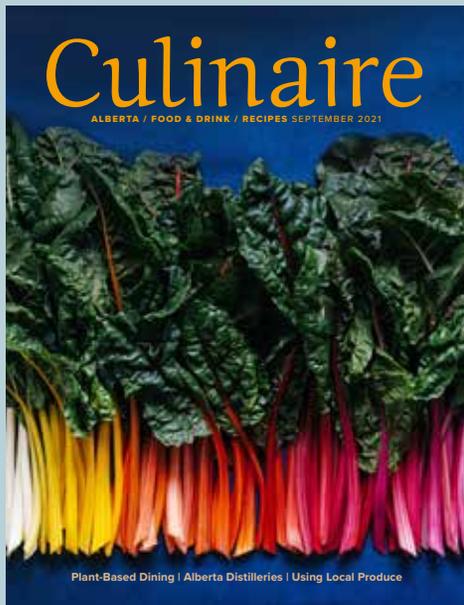
*Rocking R Guest Ranch*

ASK ABOUT SPONSORSHIP OPPORTUNITIES FOR THE ALBERTA BEVERAGE AWARDS AND OUR CALGARY AND EDMONTON TREASURE HUNTS!



"Setting up a campaign with *Culinaire* is easy and they work hard to find a program that works best for you. *Culinaire* is a great way to get featured in a magazine that highlights the local food and beverage community and we've been very happy with the results."

*Scott Wegener, Foothills Creamery*



# contact us

## FOR ADVERTISING:

### Northern Alberta:

**James Jarvis**

780-231-7511

[james@culinairemagazine.ca](mailto:james@culinairemagazine.ca)

### Southern Alberta:

**Denice Hansen**

403-828-0226

[denice@culinairemagazine.ca](mailto:denice@culinairemagazine.ca)

## FOR EDITORIAL:

**Linda Garson**

Editor-in-Chief/Publisher

403-870-9802

[linda@culinairemagazine.ca](mailto:linda@culinairemagazine.ca)

**Tom Firth**

Managing Editor

403-818-5304

[tom@culinairemagazine.ca](mailto:tom@culinairemagazine.ca)

**Keane Straub**

Multimedia Editor

[keane@culinairemagazine.ca](mailto:keane@culinairemagazine.ca)

**Canada**

ALBERTA-  
MADE  
MAG

Alberta

 [info@culinairemagazine.ca](mailto:info@culinairemagazine.ca)

 @culinairemag

 @culinairemag

 [facebook.com/CulinaireMagazine](https://facebook.com/CulinaireMagazine)

Culinaire serves up features on dining in, dining out, wine, beer, spirits and cocktails. With a guaranteed 20,000+ printed copies 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.