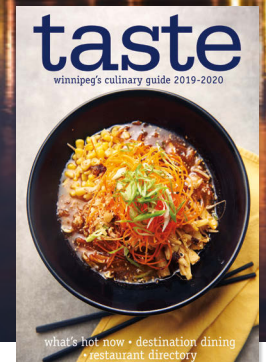
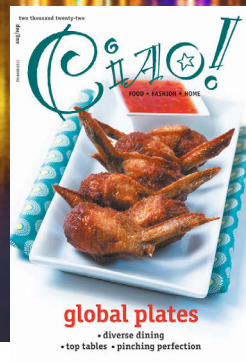
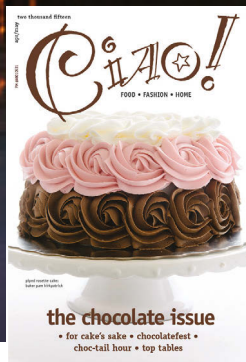


MEDIA KIT 2023



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

40,000

Circulation - bi-monthly

2 Specialty issues

Holiday Issue & Culinary Travel Issue

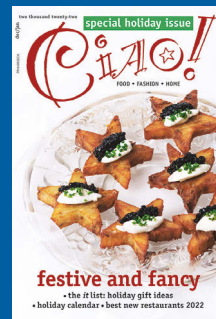
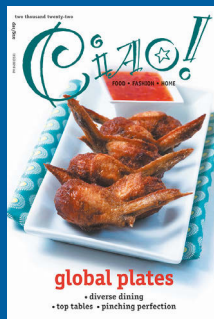
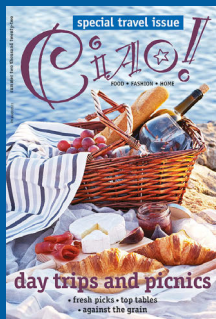
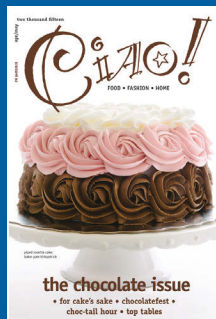
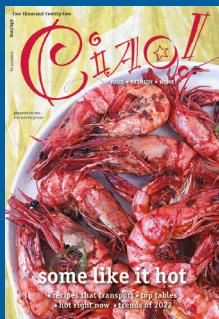
160,000

Circulation (÷2)

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.

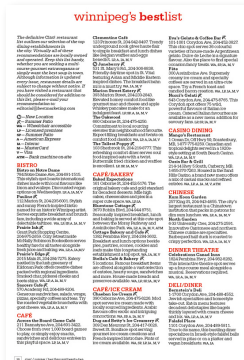
■ FOOD SOURCES

Manitoba is a robust food growing/producing region. Food Sources spotlights local producers contributing to the region's vibrant food scene.



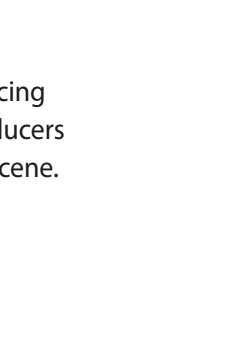
■ CIAO! COOKS

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.



BEST OF WINNIPEG ISSUE
40,000 copies delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores.

Digitally available via Joomag on ciaowinnipeg.com

▼ 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-fixé 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

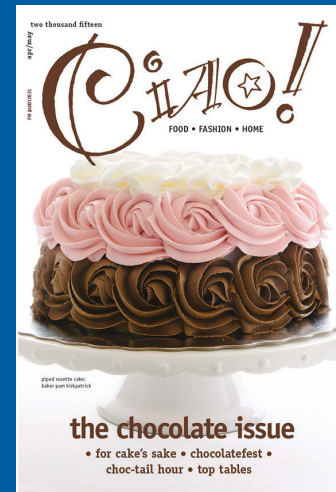
Highlights

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
40,000 copies delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores.

Digitally available via Joomag on ciaowinnipeg.com



DINE ABOUT WINNIPEG
 at these exciting restaurants

- Bailey's
- Café Carlo
- Café Ce Soir
- Chop
- Fusion Grill
- Inferno's Bistro
- Little Goat
- Loft 180
- Nicola's
- The Nook Diner
- North Garden
- The Oakwood
- Promenade Café & Wine
- Saddlery On Market
- Tuxedo Village

All restaurants offer alternative menu options

For a complete list of menus, visit www.ciaowinnipeg.com

spice it up

Local brands make it easy to give bland dishes a flavor bang. These flavor boosters are not just for hot heads—even wintery palates can enjoy big flavors with the right spice blend. Dig into the Manitoba-made sauces, spices and powders that are putting a little zip in our culinary spots.

KOREAN BARBECUE

Combining garlic, a sweet component of Korean cuisine, is characterized by its bright and colorful and sweet hot profile that comes from fermented daikon. This sweet-hot ingredient gives Bae Yoon's spicy Korean stir-fry (BBQ) sauce its full-bodied flavor. The sweet sauce is perfectly poised to keep up with the heat, but try a few dashes in an stir-fry or freshly made pasta bowl and there's a new turning point in your week.

NOT IN BUFFALO

Local producer Spice World may have blended the world's hottest buffalo spice by adding ghost peppers to its Electric Buffalo mixture, a little goes a long way for those without tongues of steel. Of course the burning sensation doesn't really subside, but the local spice company practices respect for sustainable farming and that's true beyond the kitchen lines.

DON'T BE CHICKEN

Butter chicken—the revered dish of Indian cuisine beloved by even tentative culinary adventurers—can be credited to the recipe introduced to Winnipeg in the early 1970s by the founders of East India Company. The popular yet complicated sauce is bottled and sold at retail for convenience, but no matter the how, the sauce delivers all the love and packs a little more punch than the recipe served at the restaurant.

CUTTING THE MUSTARD

Mustard seed, inherently bitter in the raw, is a transformational ingredient when processed and often revealed to be the secret ingredient in the sauce or dressing where a chef's personal Smak Dab! Hot Honey Jalapeno is our not-so-secret favourite dollop for green beans with eggs or roasted Brussels sprouts, asparagus or a smothered with steaks.

HOT RUB

Spice blends take away some cooking guesswork and boost confidence for those who are not kitchen alchemists. Chef-turned food processor Peter Fehr's Smak Dab! Smoke & Spice rub is his Gourmet ingredients sauce line and the results are in. This is a beautifully balanced mix of salty, sweet, spice and coffee and requires no depth of manual mess, quickly becoming a favourite all-purpose spice.

CHILE CRISP

While not always referred to by this name in Chinese restaurants in Winnipeg, this ubiquitous condiment of dim sum devotees is an oil-based concoction of crushed peppers, spices, soybean and dried shrimp working together to deliver an unusual burst of flavor. Tasty Heat's chili powder is lively, but most and offers a slow burn that doesn't overpower mild steamed dumplings.

Firecracker Chocolate Bar

Each bite of this bar bursts with the heat and the spice of chili—but the real magic happens when Cello's Crystal rocks and pop on the palate.

INGREDIENTS
 1 bottle colored cocoa butter
 3 chocolate bar molds
 2 1/2 cup dark chocolate
 1/2 cup soy milk
 1/4 cup chili powder
 2 tsp peppermint popping candy (Cello's Crystal)

METHOD
 1. Melt colored cocoa butter in the microwave at 15 second intervals, shaking the bottle in between each interval until completely melted.
 2. Dip tip of a knife into cocoa butter and gather into three chocolate bar molds. Allow cocoa butter to set (approximately 5 minutes).
 3. Break dark chocolate into small, even size pieces into a microwaveable bowl. Melt in 10 second intervals stirring each time until chocolate is melted and at 32°C.
 4. Stir in soy milk, chili powder and popping candy until evenly distributed throughout chocolate.
 5. Pour chocolate mixture into molds without spilling over the sides, gently tap mold on the counter to remove air bubbles. Place molds in fridge until chocolate has set. Turn the bar out of the molds and enjoy.

Yield 3 chocolate bars

ciao!chocolate the choco-it list

Five out-of-the-box ways to snazz some cocoa into your diet.

CREAMED HONEY WITH CHOCOLATE AND BANANA
 Creamed honey with chocolate and banana packs two servings into one jar, by John Russell Honey Co. (\$3.49, Vita Health Market (p. 42))

LET THE HEAVY ARMS OF CAMERON CASAI
 In a mug of dark chocolate house hot tea, cascade you between delectable, 120 per 100 grams, Amsterdam Tea House (p. 40)

START THE DAY OFF ON A CHOCOLATE NOTE
 With freshly-brewed Sumatra "Café Espresso" coffee, \$17 per lb, Black Pearl Coffee (p. 42)

PEPPERY STRAWBERRY CHOCOLATE
 Creamed honey with chocolate and banana packs two servings into one jar, by John Russell Honey Co. (\$3.49, Vita Health Market (p. 42))

THE SMOOTH CHOCOLATEY FLAVOR OF STR
 Stout coffee-infused beer is absolutely intoxicating. 55-56 per 44 oz granier, Half Pints Brewing Co. (p. 42)

inthekitchen

Double Chocolate Chip Cookies

With crisp edges and a chewy center, this cookie holds up well to early morning tea time.

INGREDIENTS:
 1 cup butter
 1 1/2 cups sugar
 2 eggs
 1 cup cocoa
 2 1/2 cups flour
 1 tsp salt
 1 cup baking powder
 2 1/2 cups chocolate chips

METHOD:
 1. Cream together butter and sugar.
 2. Beat in eggs.
 3. Mix in cocoa until well blended.
 4. Add other dry ingredients and mix well.
 5. Scoop onto cookie sheets and bake at 350°F for approx. 10-12 min.

Yield 1 dozen cookies



▼ 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

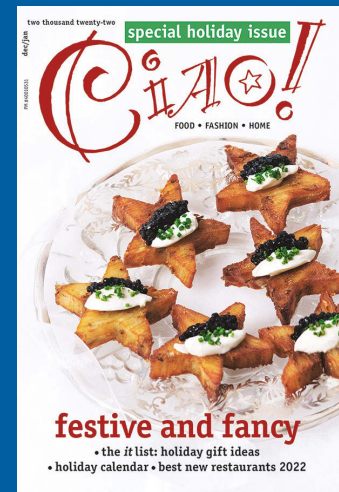
▼ DECEMBER/JANUARY

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

80,000 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



***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.

February 10-26, 2023

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.

April 1-30, 2023

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.

August 1-31, 2023

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.

October 20-30, 2023



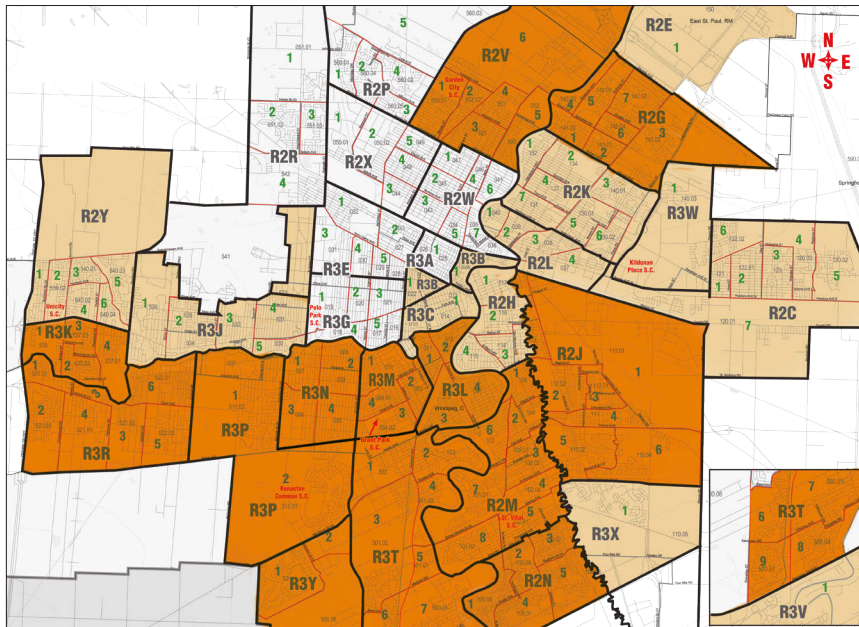


Ciao! reaches Winnipeggers at home & where they buy local

Home delivery in high income areas by Canstar & Canada Post (to Winnipeg Free Press subscribers & non-subscribers)

Regular Issues (Bi-monthly)
40,000 copies

Special Holiday Issues
80,000 copies



PRIVATE WINE & SPECIALTY FOOD STORE DISTRIBUTION LOCATIONS

Ciao! promotes Winnipeg's best places with distribution at these local specialty food and wine stores across the city to encourage readers to be vocal and buy local.

CITY CENTRE

MORDEN'S OF WINNIPEG

674 Sargent Ave

TALL GRASS PRAIRIE

202-1 Forks Market Rd

VITA HEALTH OSBORNE

1 - 166 Osborne Ave

POLO PARK/WEST

THE CHEESEMONGERS

839 Corydon Ave

CORNELIA BEAN

417 Academy Rd

D.A NIELS

485 Berry St

DECADENCE CHOCOLATES

70 Sherbrook St

DE LUCA SPECIALTY FOOD

950 Portage Ave

FRESCOLIO

2-929 Corydon Ave

HIGH TEA BAKERY

2103 Portage Ave

KENASTON WINE MARKET

1855-A Grant Ave

KOZAK FOODS

2082 Ness Ave

MILLER'S MEAT

1867 Grant Ave

THE POURIUM

942 Portage Ave

ROBLIN QUALITY MEATS

5606 Roblin Blvd

TALL GRASS PRAIRIE

859 Westminister Ave

VITA HEALTH TUXEDO

180 - 2025 Corydon Ave

VITA HEALTH WESTWOOD

3500 Portage Ave

NORTH KILDONAN

MILLER'S MEAT

7-925 Headmaster Row

NORTH MAIN

GIMLI FISH MARKET

596 Dufferin Ave

GUNN'S BAKERY

247 Selkirk Ave

TENDERLOIN MEATS

1515 Main St

VITA HEALTH GARDEN CITY

20 - 2188 McPhillips St

SOUTH

BERNSTEIN'S MEATS & DELI

1-1700 Corydon Ave

CALABRIA MARKET & WINE

139 Scurfield Blvd

COTTAGE BAKERY

1382 Pembina Hwy

DE LUCA'S TRATTORIA

66 South Landing Dr

FRESCOLIO

1604 St Mary's Rd

GIMLI FISH MARKET

625 Pembina Hwy;

1083 St. Mary's Rd

GREEK MARKET

1440 Corydon Ave

MARCELLO'S MEAT

9-200 Meadowood Dr

MILLER'S MEAT

590 St. Mary's Rd;

2-2425 Pembina Hwy

PIAZZA DE NARDI

1360 Taylor Ave

VITA HEALTH LINDEN RIDGE

2-1751 Kenaston Blvd

VITA HEALTH ST. VITAL

19 - 845 Dakota St

THE WINEHOUSE

110-1600 Kenaston Blvd

EAST

BOULEVARD MEATS

1A-49 Vermillion Road

THE CARVER'S KNIFE

29-1530 Regent Ave W

CONSTANCE POPP

180 Provencher Blvd

FRESCOLIO

1-1530 Regent Ave W

FROMAGERIE BOTHWELL

136 Provencher Blvd

LA BELLE BAGUETTE

248 Cathedrale Ave

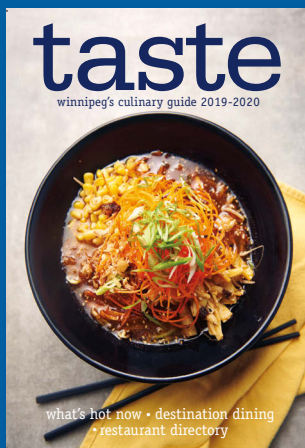
VITA HEALTH

KILDONAN CROSSINGS

710-1615 Regent Ave W

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

Digitally available
via Joomag on
**ciaowinnipeg.com &
peguru.ca**



... 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

winnipeg's best list

[illegible]

TAPOOMS

Barn Hazzner Brewing Co.
100 W. 2nd St., Lawrence, KS 66044
style: light, luscious, aged in the 1980s
evoked this welcoming taproom. L.P. A, M, V.

Black Horse Brewing Co.
505 Henderson St., 204-632-9377
Four flagship beers and seasonal offerings on tap, but the taproom is a special sight or thought, or fill a glass. Free brewery tours in Lawrence, MO. L.P. A, M, V.

Little Brown Jug
236 Williams Ave., 202-650-0846
In Lawrence, inside a renovated brick building, a large glass display case shows the concept design that came out of the brewery. L.P. A, M, V, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

Stonewall Brewing Co.
100 W. 2nd St., Lawrence, MO 66044
Warehouse-turned-taproom offers a variety of styles like the taproom. Classic on tap and available to take home. L.P. A, M, V.

Stonewall Brewing Co.
100 W. 2nd St., Lawrence, MO 66044
four core beers and a rotating selection of seasonal beers and ciders. Daily. L.P. A, M, V.

Thompson Brewing Co.
100 W. 2nd St., Lawrence, MO 66044
Simple taproom and true believers in a changing selection of varieties. L.P. A, M, V.

Wheat & Water
100 W. 2nd St., Lawrence, MO 66044
The brewery. L.P. A, M, V.

Best All-Day Breakfast

Lingering over coffee and eggs in a rustic cafe, certain, simple pleasure, and Werning is back where it comes to delightful all-daybreakers. The source, gaudy and house-made salsa adds a zest to **Steak & Eggs**'s Mexican breakfast. Two waffles and eggs on soft corn tortillas, accompanied by such housewifery, whisked beans and shredded cheese, is a simple but satisfying breakfast. A full plate of hearty food for the day. Feast your eyes on tempting southern treats at **The Talisman**: fried chicken on Belgian waffles, both sausage and seasoned crust. Several eggs. Berry varieties: the roasted turkey, bacon and cheddar varieties. Hollandaise and egg yolk. Though fatality has been taken care of, the menu is still a little bland and banana peppers, and topped with nutmeg. The mix. **Clementine Café** reimagines bread and creativity with accessibility, in a trendy neighborhood. A bed of hummus, topped with spice paste singing with cilantro and long-bean. Werning Institution **The Original Pancake** House with a bubbling mixture of milk, a dash of fluffy buttermilk, hot cream topped with

ADVERTISING RATES

effective January 1, 2023

Ciao! 40,000 per regular issue - Feb-March - April-May - Aug-Sep - Oct-Nov	1 time 2 times 3 times 4 times	full pg \$2,585 2,415 2,245 2,070	2/3 pg \$2,070 1,915 1,770 1,605	1/2 pg \$1,675 1,550 1,425 1,290	1/3 pg \$1,215 1,120 1,030 935	1/6 pg \$770 715 645 590
Ciao! Special Editions 80,000 per issue - Summer - Holiday	1 time 2 times	full pg \$3,875 3,495	2/3 pg \$3,105 2,795	1/2 pg \$2,515 2,265	1/3 pg \$1,825 1,640	1/6 pg \$1,160 1,045
Taste		full pg \$2795	2/3 pg \$2235	1/2 pg \$1960	1/3 pg \$1260	1/6 pg \$840

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 2023 - January 2024

Publication 2023	Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
Ciao! Feb/Mar	22-Dec	29-Dec	15-Jan	2-Feb
Ciao! April/May	24-Feb	27-Feb	15-Mar	30-Mar
Ciao! Summer	24-Apr	27-Apr	15-May	1-Jun
Ciao! Aug/Sep	26-Jun	29-Jun	15-Jul	3-Aug
Ciao! Oct/Nov	29-Aug	1-Sep	15-Sep	5-Oct
Ciao! Christmas	23-Oct	27-Oct	15-Nov	30-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!	
	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.
1/6 Page	2.25	4.875

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

SUBMITTING CAMERA READY ADS

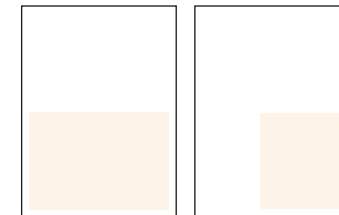
- Please submit press-ready PDFs by email if smaller than 9MB
- Files larger than 9MB can be sent via dropbox.

Call 204-943-4439 for any questions.



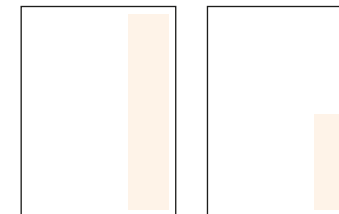
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