

Culinaire

ALBERTA / FOOD & DRINK / RECIPES :: MEDIA KIT :: 2017



PRINT :: WEB & SOCIAL MEDIA :: ALBERTA BEVERAGE AWARDS

ABOUT US

Culinaire is an award-winning food and beverage magazine tempting tastebuds, engaging appetites, and celebrating Alberta's Cuisine. We're highlighting local people and learning from their experience and success. Sharing their secrets are chefs, sommeliers, brewers, mixologists, restaurateurs, and local food and beverage experts.

Culinaire serves up features on dining in, dining out, wine, beer, spirits and cocktails across Alberta including Calgary, Edmonton, and the mountains. *Culinaire* also produces the Alberta Beverage Awards, celebrating the incredible beverage selection in the province-identifying Best in Class, Judges Selection and Top Value winners.

With a guaranteed 20,000 printed copies published 10x times a year across Alberta, *Culinaire* can be found free to pick-up in the food and beverage outlets of businesses who share our passion for championing the best that Alberta food and drink has to offer.



Print magazine advertising captures and holds attention better than TV, direct mail, social media and web*

*Source: Magazines Canada Media Connections Study 2013, BrandSpark International



DISTRIBUTION



Culinaire publishes 20,000+ copies 10x per year and is free to pick up at over 150 locations across Alberta, within Calgary, Edmonton, Canmore and more.

Key locations include:

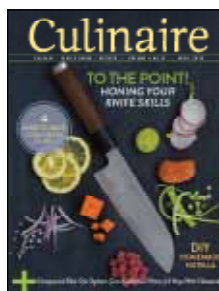
- Co-op Wine Spirits Beer
- Hotel Arts, Calgary
- Crowfoot Liquor Stores, Calgary
- Highlander Wine & Spirits, Calgary
- Calgary Farmers Market
- The CORE Shopping Centre, Calgary
- Crossroads Market, Calgary
- Willow Park Wines & Spirits, Calgary
- Springbank Cheese, Calgary
- Italian Centre Shop, Calgary and Edmonton
- Knifewear, Calgary and Edmonton
- Sherbrooke Liquor Store, Edmonton
- Duchess Bake Shop, Edmonton
- Crestwood Fine Wines & Spirits, Edmonton
- Old Strathcona Farmer's Market, Edmonton
- The Fairmont Hotel Macdonald, Edmonton
- City Market Downtown, Edmonton

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

Who we target*:

- 2 in 3 readers are female
- 7 in 10 readers are between 31 – 59 years of age
- 8 in 10 readers have a Bachelor's degree or higher
- 6 in 10 readers have a NET household income of \$100,00 or more
- 8 in 10 readers own their own home

* In-house survey results 2013.



ALBERTA BEVERAGE AWARDS



Alberta's largest wine, beer and spirits competition. Over three days in July, we assemble an esteemed panel of Alberta beverage experts to taste and judge well over 750 different products (wines, beers and spirits), pouring over 5,000 blind samples sorted into flights of similar products.

The results are grouped into categories, and in some cases into regional groupings. In each category there is a "Best in Class", which is the top performing product,

followed by "Judges' Selection", which are other high performing products in the category. We often identify a "Top Value", which is a high performing product that also provides exceptional value.

The results are published in the October issue of *Culinaire*, on culinairemagazine.ca, as well as select trade and media partners. In just four years, the Alberta Beverage Awards has established itself as a reputable, meaningful competition - reaching and influencing consumers.

THE JUDGES



Tom Firth

Judging blind is tough work; our judges work hard, tasting for about eight hours a day swirling, sipping, and yes, spitting. We look

for people that can draw on years of experience, but also shake off some of those biases that can creep into our palates whether about certain countries, certain producers, or even certain price ranges, to find the products that stand head and shoulders above their peers.

Our judges are selected from among the best and brightest in Alberta covering some of the finest liquor stores and restaurants, and commentators on wine in the land.

For information contact:
Tom Firth, Competition Director
tom@culinairemagazine.ca

Darren Fabian
Alloy Restaurant
2016 Panel Captain

Brad Royale
Canadian Rocky Mountain Resorts
2016 Panel Captain

Kurt DaSilva
Teatro Group

Adrian Bryksa
YYC Wine.com

Marcia Hamm
Hicks Fine Wine

Nathalie Gosselin
Vine Styles

Mel Priestley
Freelance Journalist,
Edmonton Food Council

Jackie Cooke
Avec Bistro
2016 Panel Captain

Mike Roberts
Calgary Coop Wines Spirits Beer
2016 Panel Captain

Steve Goldsworthy
Britannia Wine Merchants

Margaux Burgess
Alberta Liquor Store Association, Lingua Vina

Bruce Soley
River Café

Matt Leslie
Fine Vintage,
Metrovino

John Papavacilopoulos
Oak and Vine Craft Beer, Wine & Spirits
2016 Panel Captain

Mary Bailey
The Tomato (Edmonton)
2016 Panel Captain

Dave Gingrich
Willow Park Wines & Spirits

Kirk Bodnar
Beers N' Such Consulting

Dave Nuttall
Alberta Beer Festivals,
Epicurious Calgary

Darren Oleksyn
Calgary Herald

EDITORIAL HIGHLIGHTS

JANUARY/FEBRUARY

Food and Beverage Trends
Tea and Tea Sommeliers
Value Dining
Romantic Getaways

MARCH

Beer and Brewers
Barley – The Prairie Story
Pubs Kicking It Up A Notch
Whisky and Whisky Bars

APRIL

Gadgets - What's New
Apps for Food and Beverages
Easter Eats and Drinks
Coffee Roasters

MAY

Making Brunch Special
Mother's Day
BBQ Restaurants
Smokers and Smoked Foods

JUNE

Canada's 150 Birthday
Summer Drinks
Dining Al Fresco
Patio Party

JULY/AUGUST

Farm Tours
Camping/Road Trip Food
French Revolution
Happy Hour and Oysters

SEPTEMBER

Utilising Home Produce
Back to School
Cooking Classes
Veggie Restaurants

OCTOBER

Alberta Beverage Awards
Thanksgiving
Halloween
Personal/Private Chefs

NOVEMBER

Gift Guide
Spices
Hunkering Down
International Food and Drinks

DECEMBER

Celebrating the Holidays
Stylish New Years
Let It Snow
Warming Food and Drinks

DEPARTMENTS

SALUTES & SHOUT OUTS

The latest news and products

SOUP KITCHEN

Soups for every season and ingredient

OFF THE MENU

Recipes of your favourite dishes from Alberta's favourite restaurants

TRICKS OF THE TRADE

Shortcuts, tips and tricks from culinary and beverage professionals in the city

STEP-BY-STEP

How to make the season's dishes

OPEN THAT BOTTLE

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

#BEYOND ALBERTA

By car or air, a look at the best culinary destinations outside Alberta

FIND YOUR BEST

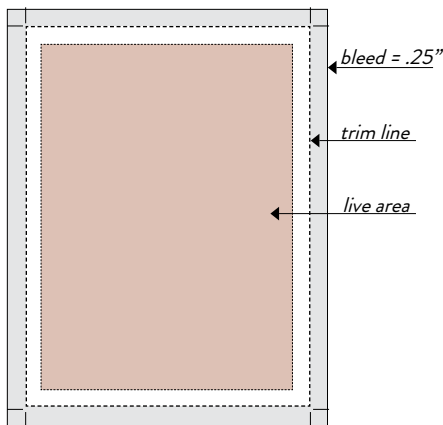
Answer our questions to help navigate Alberta's gastronomical labyrinth

SPICE IT UP

Ideas to turn the ordinary into the extraordinary!



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.

2017 PRINT Deadlines

	Space	Materials
January/February 2017	November 18 th	December 2 nd
March	January 22 nd	January 27 th
April	February 17 th	February 24 th
May	March 24 th	March 31 st
June	April 21 st	April 29 th
July/August	May 19 th	May 26 th
September	July 21 st	July 27 th
October	August 25 th	September 1 st
November	September 22 nd	September 30 th
December	October 20 th	October 27 th
January/February 2018	November 18 th	November 25 th

Production Specifications

Size	Without Bleed (w x h)		With Bleed (w x h)	
Full page	7.5" x 10"	190 x 254mm	8.75" x 11.25" trim size: 8.25" x 10.75" / 210 x 273mm	222 x 286mm live area: 7.75" x 10.25" / 197 x 260mm
2/3 page (V)	4.865" x 10"	123 x 254mm	5.8" x 11.25" trim size: 5.3" x 10.75" / 135 x 273mm	147 x 286mm live area: 4.8" x 10.25" / 122 x 260mm
1/2 page (V)	3.625" x 10"	92 x 254mm	4.625" x 11.25" trim size: 4.125" x 10.75" / 105 x 273mm	117 x 286mm live area: 3.625" x 10.25" / 92 x 260mm
1/2 page (H)	7.5" x 4.875"	190 x 124mm	8.75" x 5.75" trim size: 8.25" x 5.25" / 210 x 133mm	222 x 140mm live area: 7.75" x 4.75" / 197 x 121mm
1/3 page (square)	4.9" x 4.9"	124 x 124mm	N/A	
1/3 page (H)	7.5" x 3.125"	190 x 79mm	8.75" x 4" trim size: 8.25" x 3.5" / 210 x 83mm	222 x 102mm live area: 7.5" x 3.125" / 190 x 79 mm
1/3 page (V)	2.34" x 10"	60 x 254mm	3.26" x 11.25" trim size: 2.76" x 10.75" / 70 x 273mm	83 x 286mm live area: 2.26" x 10.25" / 57 x 260mm
1/4 page	3.625" x 4.875"	92 x 124mm	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 supporting images is 300dpi at 100%.
- FTP site for uploading artwork: dropbox.com "Culinaire Advertisements". Please request access from your sales representative.



CONTACT US

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Anna Brooks
Managing Editor
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From the moment we began talks with Culinaire, we knew this would be the right team and brand to align with. Fairmont Hotel Macdonald is a first generation enhanced food and beverage destination in Edmonton and we feel it is important to support new members to the Edmonton family within food and beverage whenever we can. Supporting *Culinaire* as they entered the Edmonton market was a no brainer for us and we have been very pleased not only with the publication and the level of brands it aligns with, but also its community engagement. *Culinaire* has been a welcome addition to the food scene family here in Edmonton.

Steven Walton, Director Sales & Marketing, Fairmont Hotel Macdonald

North 53 welcomed *Culinaire* to Edmonton with open arms! Having a reliable culinary publication behind us, as an independently owned business is a huge benefit; especially when the staff are so helpful and easy to get along with. Something that has been important to us since our inception is ensuring that we are supporting both local produce and local business; *Culinaire* provides us with the support we need while encouraging local tourism, dining and readership. It's something we didn't think twice about and are glad that they expanded to include northern Alberta in 2016.

Alex Trann-McEwen, General Manager, Baijiu

"The energy, professionalism of the *Culinaire* team and passion you all carry to foster the local food and drinks industry is second-to-none. I am excited to see how the magazine grows. You can count on my support!"

Michelle T. Sharpe, Vice President, Sales, Pacific Wine & Spirits Inc

We have been advertising Modern Steak with *Culinaire* now for just over 2 years and it has been a great success. Guests walk in holding the magazine saying they saw our ad. Working with *Culinaire* and their team has been a pleasure and we look forward to more success with them.

Stephen Deere, Owner, Modern Steak



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