

# 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.

In 2020, the hospitality industry has faced – and continues to face - 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 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.



We've partnered with Culinaire for several years, and they've been an outstanding advertising partner. Their professionalism, quality, and value in reaching our target audience are unmatched.



*Mackenzie Scott, Marketing Manager, International Cellars Inc.*



Love your magazine - I live in Red Deer so love finding places in Calgary and Edmonton to visit.



Very well done magazine. Quality of stories, information and paper quality of magazine - exceptional. I share with condo neighbours also. Well done.



We want to thank you once again for the fabulous wine and culinary tour you organized. We are still raving about it!



# readers insight



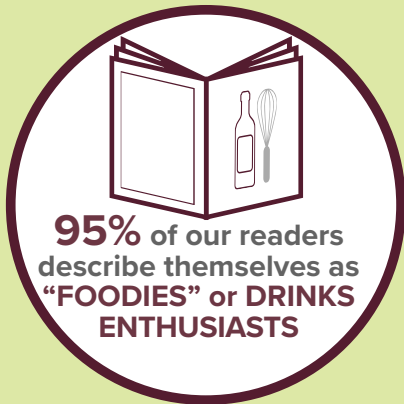
- 4 in 5 readers are female.
- 76% of our readers have completed post-secondary education, 21% have a postgraduate degree.



## 4 IN 5

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

Nearly half our readers regularly purchase alcohol from specialty liquor vendors or direct from the brewery/distillery



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

- **25%** of our readers enjoy going out for breakfast regularly, and nearly half enjoy happy hour or early evening dining
- **9 out of 10** readers prefer to dine out, and approximately 10% enjoy takeout most often
- **7 out of 10** readers enjoy upscale or fine dining on a regular basis
- **2 in 3** readers dine out at least once per week for pleasure



## 2 IN 3

READERS REGULARLY SHOP AT FARMERS' MARKETS OR SPECIALTY GROCERS

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



- **4 in 5 readers** read all or most issues of Culinaire
- Over 40% of readers keep their copies of Culinaire 6 months or more



- 9 in 10 readers own their own home
- **3 IN 4 READERS** visited a restaurant or bought a product or service that they saw in *Culinaire* magazine in the past year
- Over half our readers report a net household income of \$100,000 or more, 40% of our readers have a net household income of \$150,000 or more



**150+ LOCATIONS IN ALBERTA**

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



Culinaire Magazine 2025

# 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, Terwillegar

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

# editorial highlights

## JANUARY/FEBRUARY

Latte art  
Alcohol-free drinks  
Dishes made with love

## MAY

Dining in the mountains  
Rye whiskey  
Local Alberta



## SEPTEMBER

Harvest time  
Farmers' markets  
Back to school

## NOVEMBER

International cuisine  
Holiday gift guide  
Spice

## OCTOBER

The results of the Alberta  
Beverage Awards  
Family time

## DECEMBER

All about the holidays  
Holiday food and drinks  
Desserts, pastries, baking

## MARCH

Everything Spanish!  
Gluten-free  
People's choice

## JUNE

Father's Day  
Summer BBQ  
Al fresco dining

## APRIL

Afternoon tea  
Imperfect produce  
Spring has sprung!

## JULY/AUGUST

Celebrating Canada  
Exploring farmlands  
Summer dining



# 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	9x
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

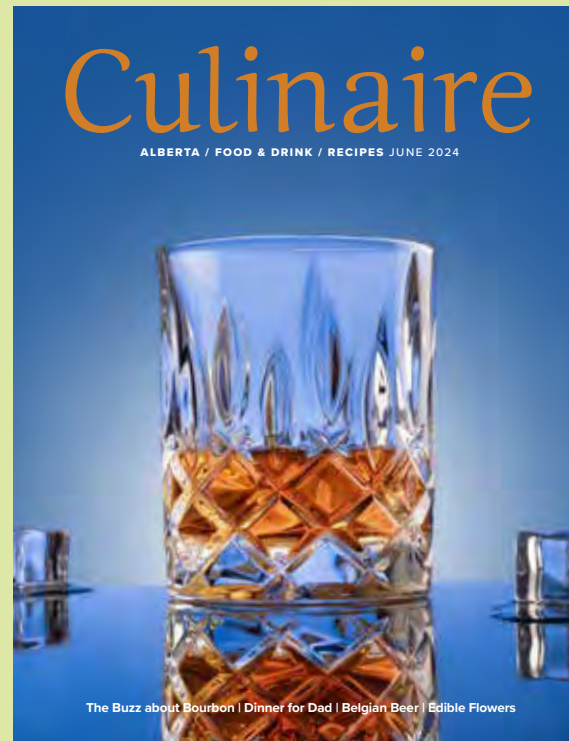
Align your brand with a regular department in *Culinaire* with an exclusive section sponsorship. Please ask your sales representative for details.



Culinaire's loyal, local readership connects us with food lovers who appreciate quality food. The magazine works hard to create compelling and interesting food storytelling for Alberta's food lovers. Highly recommend to anyone in the culinary scene!



Ryan Von Eschen, Sales & Marketing Manager, Italian Centre Shops



# digital



## LEADERBOARD

Please ask for our rates  
1000 x 150 pixels (w x h)  
Maximum file size - 40kb

## 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

Please ask for our rates  
600 x 600 pixels (w x h)  
Maximum file size - 40kb

## BIG BOX AD newsletter

Please ask for our rates  
600 x 600 pixels (w x h)  
Maximum file size - 40kb

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*





# special events



## ALBERTA BEVERAGE AWARDS

Alberta's largest wine, beer, spirits, and non-alcoholic drinks competition, is now in its thirteenth 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, [culinairemagazine.ca](http://culinairemagazine.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 11th year in Calgary and our 6th in Edmonton,...

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!



Working with Linda on our Culinaire ads has been a pleasure. Not only does the exposure from the magazine provide an impact on our brands reputability in the province, but Linda is also such a compassionate partner.



*Hayley Hall, AB & National Suntory Global Spirits*



Culinaire Magazine raised the bar for local dining and entertainment periodicals in Alberta. Editor-in-Chief Linda Garson is travelled and worldly, but she keeps it down-to-earth and real.



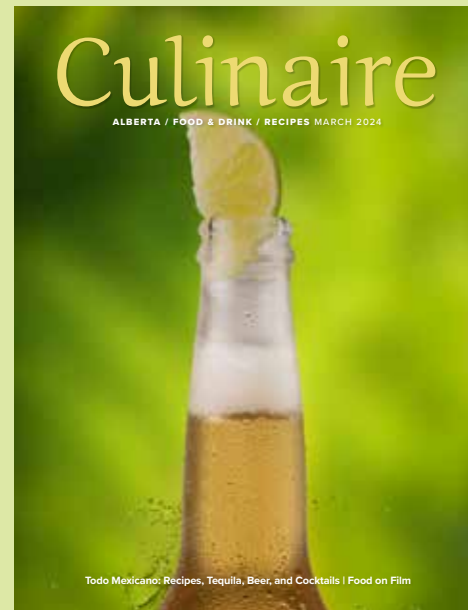
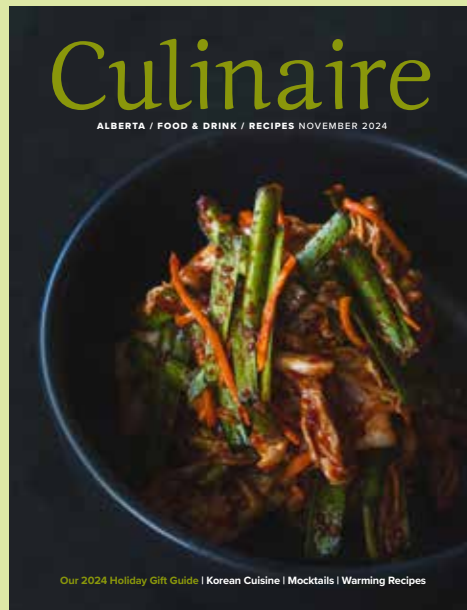
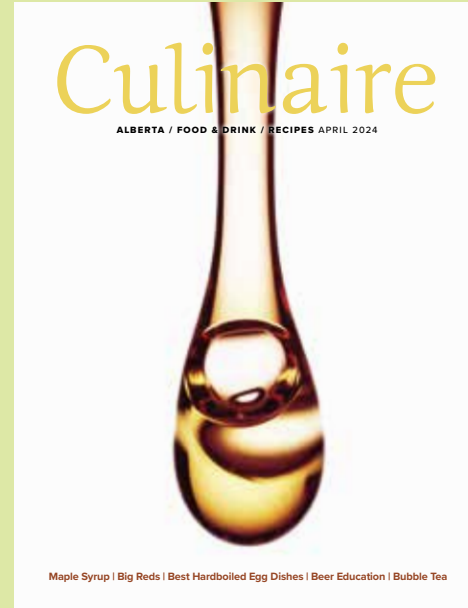
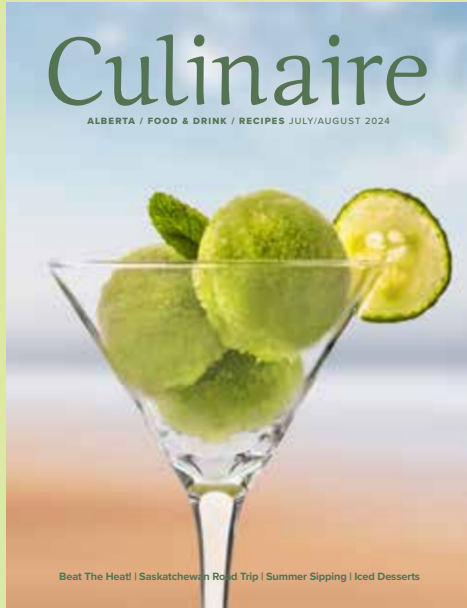
*Remo Trotta, Sales & Marketing Manager  
Spolumbo's Fine Foods & Deli*



I love Culinaire. I enjoy reading about new restaurant and craft brewery openings. I enjoy reading recipes and learning about new products and stores, especially local ones.







## contact us

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Canada



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Culinaire serves up features on dining in, dining out, wine, beer, spirits and cocktails. Published nine 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.