### media kit 2025



## 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. Love your magazine - I live in Red Mackenzie Scott, Marketing Manager, International Deer so love finding places in Cellars Inc. Calgary and Edmonton to visit. "

### 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.

44

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



- 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

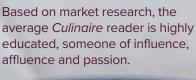


- **4 in 5 readers** read all or most issues of Culinaire
- Over 40% of readers keep their copies of Culinaire 6 months or more



- 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







### 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* 

# **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

#### **OCTOBER**

The results of the Alberta Beverage Awards Family time

#### **NOVEMBER**

International cuisine Holiday gift guide Spice

#### **DECEMBER**

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

#### **MARCH**

Everything Spanish! Gluten-free People's choice

#### **APRIL**

Afternoon tea Imperfect produce Spring has sprung!

#### JUNE

Father's Day Summer BBQ Al fresco dining

#### JULY/AUGUST

Celebrating Canada Exploring farmlands Summer dining



**Culinaire Magazine 2025** 

### 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	<b>5</b> x	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.

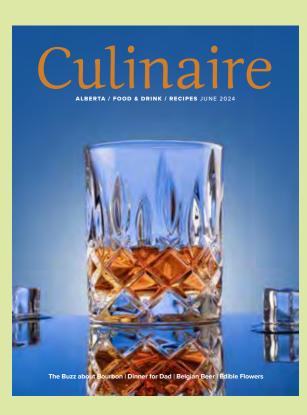
Please ask your sales representative for details.



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

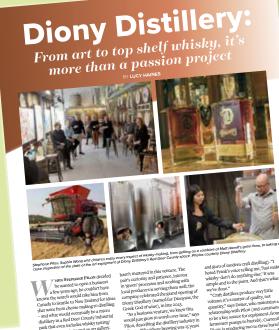
### telling **your** story

#### 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.



We have been honored to work with Culinaire magazine and receive their utmost support with the launch and education of the Cappuccino King and Bridgeland distillery collaboration; Brandy Caffe. Culinaire magazine is a fantastic news and information source that stands behind and highlights local food and beverage businesses, making it the one stop read for all of your culinary curiosities. Not only do they call attention to your local favorites, their support is that of which you would receive from your family. Working with Culinaire has been nothing short of amazing and we look forward to the ongoing, blooming possibilities our relationship holds in the future.

Peter Izzo, President, Cappuccino King



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

Culinaire is a great read. Continue doing what you are already doing.

"

I renewed my subscription Culinaire Magazine through the link on your website. It is great to have the magazine arrive in my mailbox rather than trying to find it around Calgary!



From Brazil with Love:

LEAD FOODS



### production

specifications

PLEASE MAKE
SURE YOUR
ARTWORK
INCLUDES
TRIM
MARKS!!



# Relax, we've got your kitchen covered. Whatever you need done around the kitchen, Rümi has the right pros for the job. Plumbing Appliance installation Appliance Protection Plan Electrical Services Visit Rumical







#### **PRODUCTION SPECIFICATIONS**

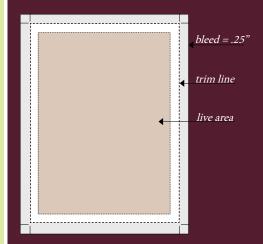
SIZE	WITHOUT BLEED (W X H)		WITH BLEED (W X H)
Full page	7.25" x 9.75"	184 x 247mm	8.75" x 11.25" 223 x 286mm trim size: 8.25" x 10.75" / 210 x 273mm live area: 7.75" x 10.25 / 197 x 260mm
2/3 page (V)	4.75" × 9.75"	120 x 247mm	6" x 11.25" 152 x 286mm trim size: 5.25" x 10.75" / 133 x 273mm live area: 4.5" x 10.25" / 114 x 260mm
1/2 page (V)	3.5" x 9.75"	89 x 247mm	4.5"x 11.25" 114 x 286mm trim size: 4" x 10.75" / 101 x 273mm live area: 3.75" x 10.25" / 95 x 260mm
1/2 page (H)	7.25" x 4.75"	184 x 120mm	8.75" x 5.75" 223 x 146mm trim size: 8.25" x 5.25" / 210 x 133mm live area: 7.75" x 4.75" / 197 x 120mm
1/3 page (square)	4.75" x 4.75"	120 x 120mm	N/A
1/3 page (H)	7.25" x 3.1"	184 x 79mm	8.75" x 3.85" 223 x 98mm trim size: 8.25" x 3.6" / 210 x 91mm live area: 7.75" x 3.1" / 197 x 79 mm
1/3 page (V)	2.3" x 9.75"	58 x 247mm	3.3" x 11.25" 84 x 286mm trim size: 2.8" x 10.75" / 71 x 273mm live area: 2.1" x 10.25" / 54 x 241mm
1/4 page	3.5" x 4.75"	89 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".

**Culinaire Magazine 2025** 

### 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 1 2025	Feb 6 2025
April	March 1 2025	March 7 2025
May	<b>April 4</b> 2025	<b>April 10</b> 2025
June	May 2 2025	May 9 2025
July/Aug	June 6 2025	<b>July 13</b> 2025
September	<b>Aug 7</b> 2025	<b>Aug 12</b> 2025
October	<b>Sept 2</b> 2025	<b>Sept 10</b> 2025
November	Oct 3 2025	Oct 10 2025
December	<b>Nov 3</b> 2025	<b>Nov 7</b> 2025
Jan/Feb 2025	<b>Dec 2</b> 2026	<b>Dec 8</b> 2026

### special events







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

#### **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, 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!



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.



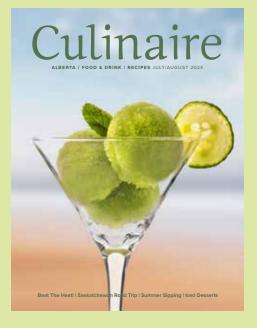
**Remo Trotta,** Sales & Marketing Manager Spolumbo's Fine Foods & Deli ASK ABOUT SPONSORSHIP
OPPORTUNITIES FOR:
THE ALBERTA BEVERAGE
AWARDS,
ALBERTA'S FINEST DRINKS
LISTS AWARDS,
CALGARY'S BEST...
AND OUR
CALGARY AND EDMONTON
TREASURE HUNTS!

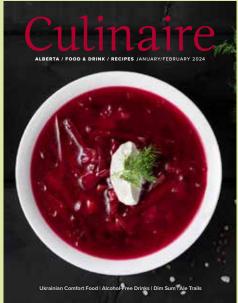


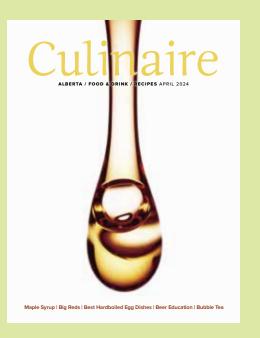


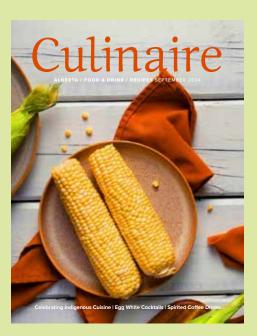
I love Culinaire. I enjoy reading about new restaurant and craft brewery openings. I enjoy reading recipes and learning about new products and stores, especially local ones.

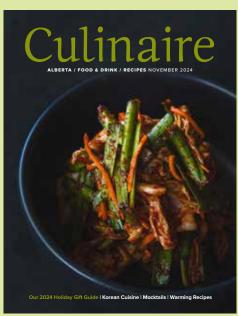


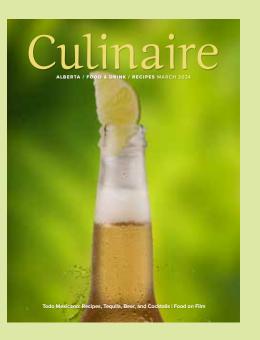












Culinaire serves up features on dining in, dining out, wine, beer, spirits and cocktails. Published nine times per year, Culinaire can be found at no charge across Calgary, Edmonton, Central Alberta, and the mountains in the food and beverage outlets of businesses who share our passion.

### contact us

**FOR ALL ENQUIRIES:** 

**Linda Garson**Editor-in-Chief/Publisher
403-870-9802
linda@culinairemagazine.ca



Contact us at: Culinaire Magazine #1203, 804–3rd Avenue SW Calgary, AB T2P 0G9 403.870.9802

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