

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 9 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



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



- **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

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 9 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



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

JUNE/JULY

Father's Day
Summer BBQ
Al fresco dining

APRIL

Afternoon tea
Imperfect produce
Spring has sprung!

AUGUST/SEPTEMBER

Harvest time
Farmers' markets
Back to school



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

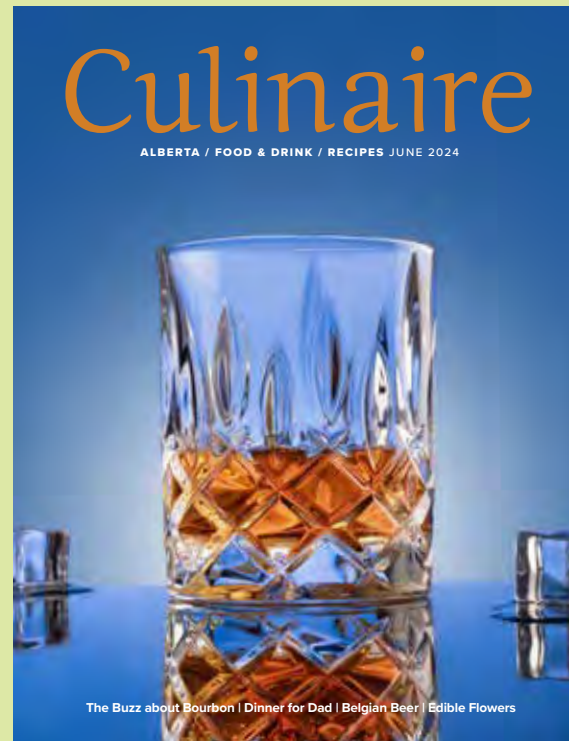
Align your brand with a regular department in *Culinaire* with an exclusive section sponsorship. Please ask your sales representative for details.



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*

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 an 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.

Diony Distillery:

From art to top shelf whisky, it's more than a passion project

BY LUCY HAINES



WHEN STEPHANE PILOS decided he wanted to open a business a few years ago, he couldn't have known the search would take him from Canada to Seattle to New Zealand for ideas that went from cheese making to distilling—and what would eventually be a micro distillery in a Red Deer County industrial park that even includes whisky tasting parties that even include whisky tasting educational sessions and art galleries.

““

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

From Brazil with Love: LEAD FOODS



When Leonardo and Adriana had a job begging problems in 2016 the couple faced serious challenges with their newborn son born with Down Syndrome. “It was a huge blow with Down Syndrome. It was a huge blow to me and the family,” says Adriana. As they prepared for the birth of their son Oliver, Leonardo was faced with choosing between staying home to care for their son while Adriana worked. It was not long after that Leonardo hung those two pieces of meat to make his family’s recipe for carne seca and bring a taste of Brazil to their new life.



Food is memory. It's the places we've been and the people we meet, the calculation of life experiences that tell the story of who we are. When we share those memories it's more than sharing a recipe or a meal; we allow a piece of ourselves into another space to see us for who we are. When Leonardo Barboza hung two pieces of meat in the kitchen at a Calgary apartment to make the Brazilian carne seca, he opened a door to his past and created a foundation that was to become Lead Foods.

Leonardo and his wife Adriana are the people behind Lead Foods, the first commercial producers of carne seca in North America. Originally from Pernambuco, Brazil, the Barbosas moved to Canada in search of a better quality of life. Leonardo was an agronomist and Adriana a graphic designer. Their early days in Canada weren't easy with the couple working to learn and adapt while making a living for themselves in ways they hadn't anticipated. Lead Foods was still very in their future.

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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!

““

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!

””

Bianca Parsons, Executive Director of AFPA

production specifications

PLEASE MAKE SURE YOUR ARTWORK 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" trim size: 8.25" x 10.75" / 210 x 273mm live area: 7.75" x 10.25" / 197 x 260mm	223 x 286mm
2/3 page (V)	4.75" x 9.75"	120 x 247mm	6" x 11.25" trim size: 5.25" x 10.75" / 133 x 273mm live area: 4.5" x 10.25" / 114 x 260mm	152 x 286mm
1/2 page (V)	3.5" x 9.75"	89 x 247mm	4.5" x 11.25" trim size: 4" x 10.75" / 101 x 273mm live area: 3.75" x 10.25" / 95 x 260mm	114 x 286mm
1/2 page (H)	7.25" x 4.75"	184 x 120mm	8.75" x 5.75" trim size: 8.25" x 5.25" / 210 x 133mm live area: 7.75" x 4.75" / 197 x 120mm	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"	184 x 79mm	8.75" x 3.85" trim size: 8.25" x 3.6" / 210 x 91mm live area: 7.75" x 3.1" / 197 x 79 mm	223 x 98mm
1/3 page (V)	2.3" x 9.75"	58 x 247mm	3.3" x 11.25" trim size: 2.8" x 10.75" / 71 x 273mm live area: 2.1" x 10.25" / 54 x 241mm	84 x 286mm
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".

WE'RE CELEBRATING OUR 50th YEAR OF THIS FAMILY AFFAIR and we are reflecting on the people and businesses that have supported three generations of our family business.

We are so filled with appreciation for the enduring relationships we have built and the incredible growth we've both witnessed and have been fortunate to enjoy ourselves.

We are in awe of your unwavering support.

Thank you, Calgary, from every one of us in the IZZO FAMILY.

Chief Kenny Kaschke and his family grew renowned and our family over the years and we couldn't be prouder to introduce you to a special "Kaschke" and a brand that only got our sons, grand and great-grandchildren. Our business and passion have grown over so many exciting years and the years ahead seem to be becoming more and more highly creative and successful in today's world through many of Calgary's finest restaurants. Today, he has my father and I, and I'm excited and inspired to take our sons and our business. He believes "the experience and our business" that they "share" and we have some fun and love the way. **Chief Kenny Kaschke, Owner/CEO of IZZO Family Businesses**

SO YEARS OF COFFEE & FAMILY

WE CARRY AND SERVICE: **LET US SUPPLY YOU WITH:**

403.277.5169 410 25 AVENUE NE, CALGARY CAPPUCCINORIMS.COM

Rumi
HOME SERVICES

Relax, we've got your kitchen covered.
Whatever you need done around the kitchen, Rumi has the right pros for the job.

Plumbing
Appliance Installation
Appliance Protection Plan
Electrical Services

Visit Rumi.ca

NEW! EXCLUSIVE KITCHEN KNIVES!

GREAT GIFTS

SMOKIN' DEALS

COOKWARE

The Fall "Garage Sale" runs November 4 to 10, 2024 in store and on knifeandwear.com
CALGARY: 1118 9 Avenue SE, 403-514-8017 EDMONTON: 10811 Whyte Avenue NW, 587-581-2884

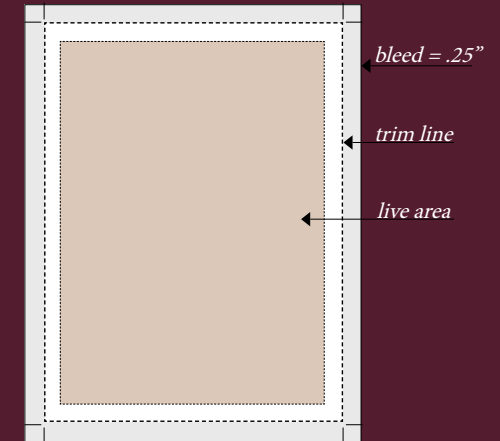
91 POINTS

Heritage always leaves a trace.

Available in all major liquor stores across Alberta.

or directly from the source: spiralblending.com

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	April 4 2025	April 10 2025
June/July	May 2 2025	May 9 2025
Aug/Sept	July 4 2025	July 11 2025
October	Sept 2 2025	Sept 10 2025
November	Oct 3 2025	Oct 10 2025
December	Nov 3 2025	Nov 7 2025
Jan/Feb 2026	Dec 2 2026	Dec 8 2026

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, as well as select trade and media partners.

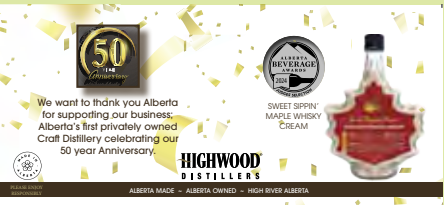
Since its beginning in 2013, the Alberta Beverage Awards has grown to be the biggest beverage awards in western Canada, and it has established itself as a reputable, meaningful competition – reaching and influencing consumers across Alberta and beyond.



CULINAIRE TREASURE HUNTS

Now in our 11th year in Calgary and our 6th in Edmonton,...

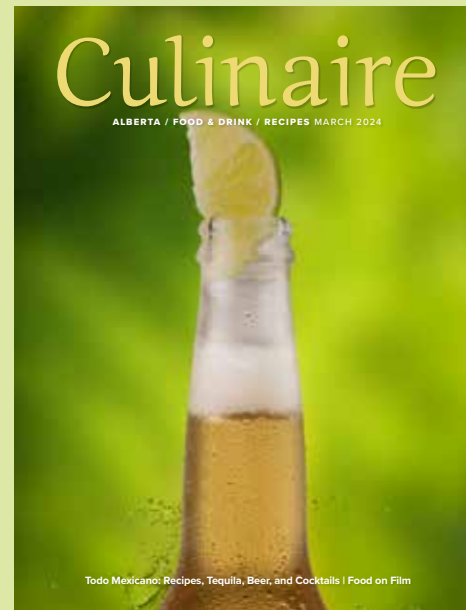
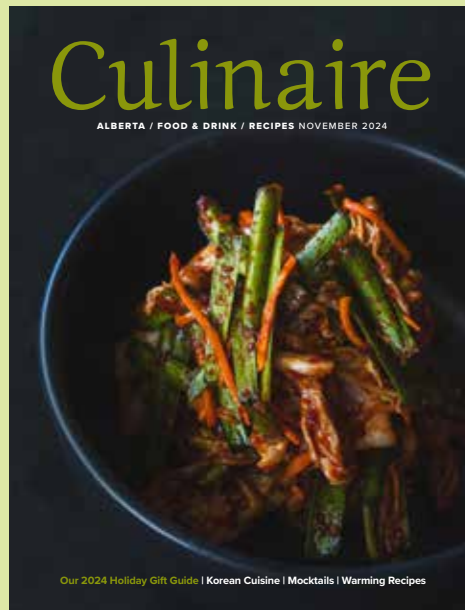
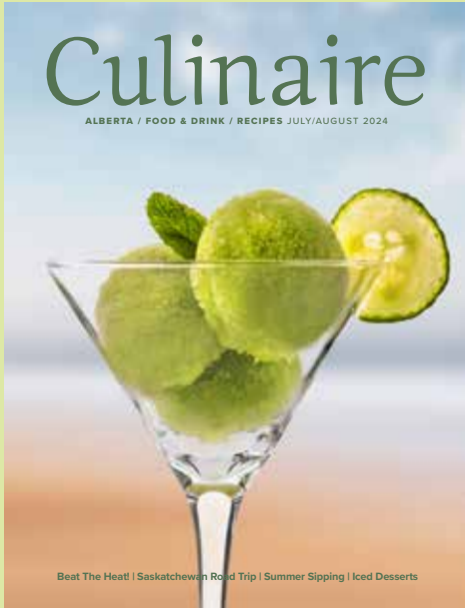
Created to thank our advertisers and supporters, 50 teams of two people will visit your premises over the course of one fun Saturday, for you to showcase your location and give them a reason to come back. Every edition of Culinaire's Treasure Hunts has sold out!



“
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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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.