



Food &
WINE TRAILS

BRITISH COLUMBIA

www.winetrails.ca

**2016
MEDIA KIT**

INSIDE

- AD SIZERS
- ADVERTISING SPECIFICATIONS
- ISSUE DEADLINES
- INSERTION ORDERS

**Free Online Ad
When You Book
4 Consecutive Ads**

Food & WINE TRAILS

www.winetrails.ca

British Columbia

2016
MEDIA KIT



BC Food & Wine Trails Magazine is BC's most comprehensive winery guide.

BC Food & Wine Trails Magazine is BC's most thorough wine touring guide, winery source and portal into life inside BC wine country. BC Food & Wine Trails introduces YOU and YOUR business to a huge range of readers - from destination tourists, wine lovers and buyers to a local reader base interested in keeping up with the latest and greatest seasonal news from wine country. Our purpose and focus is to direct customers TO your door. Let us tell your story.

Why Choose Food & Wine Trails Magazine?

- We circulate over 100,000 issues annually to food and wine lovers across BC and Alberta.
- We offer the BEST value for your advertising dollar offering editorial space matching your ad size booking = 2 for 1 space and the lowest cost per thousand!
- We are the original wine guide and the oldest, most trusted brand in our industry.
- We distribute on newsstands from B.C. to Manitoba, have an international subscriber base and are available at wineries across the province, tourist information booths, wine shops plus select restaurants and accommodations.

NEW For 2016, we are offering a non-editorial ad option to wineries and restaurants! Ask for more information! Reduced rates are in the pricing section of our Insertion Order (Page 3).

Included in the price of your ad:

- We **MATCH** the size of your ad with equal space for editorial - giving you **TWO for ONE** value on page exposure.
- **FREE** professionally designed ads.
- **FREE** website exposure (your article is posted on our website each issue with links to your site).
- **FREE** social media exposure.
- **FREE** copies delivered to your door to share with your customers.

Read us online: www.winetrails.ca or go to issue!

www.winetrails.ca

For Online Advertising Inquiries Contact:

Jennifer Schell, Editor-In-Chief & Sales

Cell: 250-469-4549 Fax: 250-492-9843

Email: jennifer.schell@blackpress.ca

4 Issues per year
in 2 month print
cycles
March/April,
May/June,
July/August,
September/
October





PRINT ADVERTISING INSERTION ORDER

Business Name (please print): _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Contact Name (please print): _____

Signed: _____ (date: ____/____/____)

E-Mail Address: _____ Phone: _____

FAX COMPLETED CONTRACT TO: 250-492-9843 OR EMAIL TO: jennifer.schell@winetrails.ca

Check Off Ad Size

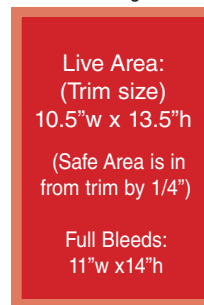
Please CIRCLE Price Option

AD SIZE

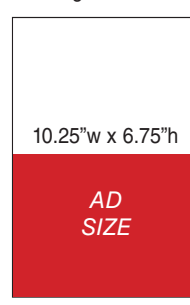
- Back cover
- Inside front cover
- Inside back cover
- Full Page Full Bleed
- 1/2 Page hor. vert.
- 1/4 Page V column rectangle
- 1/6 Page H
- 1/8 Page
- Directory

Single Issue	No Editorial	15% OFF*
\$2,200	\$1,474	\$1,870
\$2,100	\$1,407	\$1,785
\$2,100	\$1,407	\$1,785
\$1,926	\$1,290	\$1,637
\$1,124	\$753	\$955.40
\$617	\$413	\$524.45
\$485	\$325	\$412.25
\$428	\$287	\$363.80
\$99	N/A	N/A

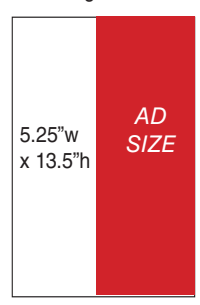
Full Page



1/2 Page Horizontal



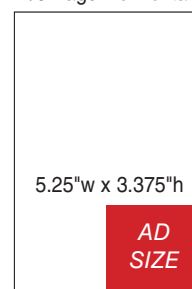
1/2 Page Vertical



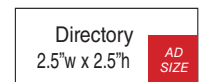
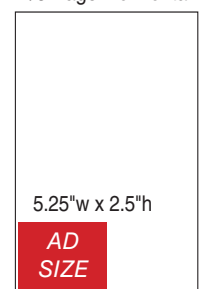
1/4 Vertical or Banner



1/6 Page Horizontal



1/8 Page Horizontal



Editor-In-Chief: Jennifer Schell
 BC Food & Wine Trails Magazine
Address: 2250 Camrose Street, Penticton, B.C. V2A 8R1
Phone: 250-469-4549 **Fax:** 250-492-9843
Email: jennifer.schell@winetrails.ca

Check Issue(s) to Book

May/June Issue 2016
 Booking & Copy Deadline April 1

July/Aug. Issue 2016
 Booking & Copy Deadline June. 1

Sept./Oct. Issue 2016
 Booking & Copy Deadline Aug. 1

Mar/April Issue 2017
 Booking & Copy Deadline Feb. 1

***15% Discount to advertisers who commit to all 4 issues/year** Please check box for discount option

BILLING OPTIONS (PLEASE CHOOSE ONE):

- I would like to set up an account with Black Press
- I would like to Authorize Payment by Credit Card
- Prepay

Note: Should the four insertion contract be cancelled at any time prior to completion, BC Wine Trails Magazine will invoice you for the entire amount discounted previous to cancellation.

ONLINE ADVERTISING INSERTION ORDER

Business Name (please print): _____

Mailing Address: _____

City: _____

Province: _____

Postal Code: _____

Contact Name (please print): _____

E-Mail Address: _____ Phone: _____

FAX COMPLETED CONTRACT TO: 250-492-9843 OR EMAIL TO: ads@winetrails.ca

ONLINE ADS

Rotating Box Ad
\$119.⁰⁰/per issue (runs 3 mo.)

BC Food & Wine Trails Magazine

2250 Camrose St., Penticton, B.C. V2A 8R1

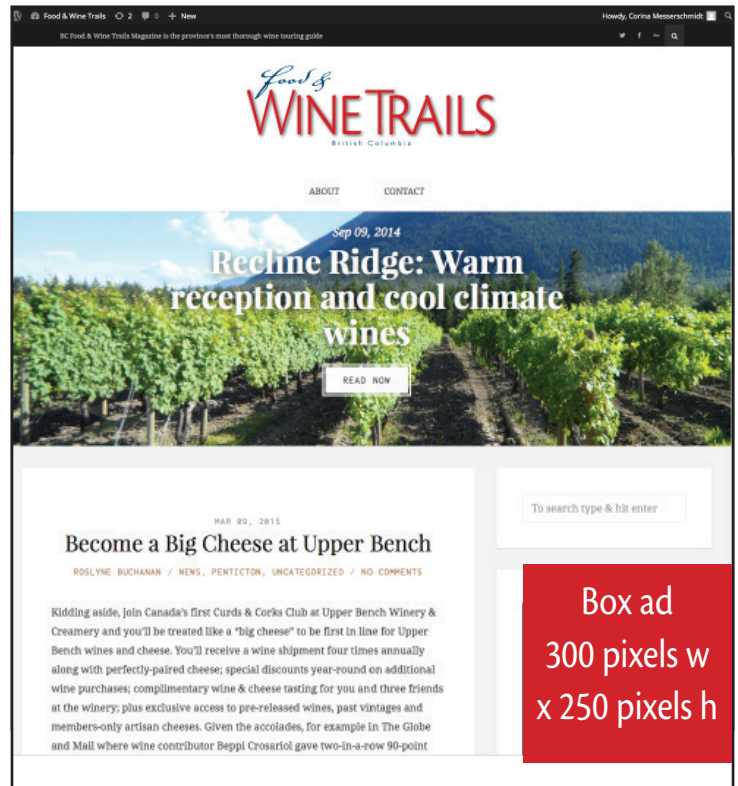
Jennifer Schell, Editor-In-Chief & Sales

Cell: 250-469-4549 Fax: 250-492-9843

Email: jennifer.schell@winetrails.ca

BILLING OPTIONS (PLEASE CHOOSE ONE):

- I would like to set up an account with Black Press
- I would like to Authorize Payment by Credit Card, see page 11.



Note: Should the four insertion contract be cancelled at any time prior to completion, BC Wine Trails Magazine will invoice you for the entire amount discounted previous to cancellation.

Food & WINE TRAILS

www.winetrails.ca

British Columbia

2016
MEDIA KIT



PROFESSIONAL
GRAPHIC DESIGN
INCLUDED

FREE
WITH ALL AD
BOOKINGS

AD REQUIREMENTS

We will be pleased to assist you with the design of your ad and produce it with your approval.

Food & Wine Trails now prints on uncoated bookstock so please review the list of Submission Requirements below if supplying artwork.

- Electronic files should be saved in PDF format, with fonts and graphics embedded, 300 dpi resolution and CMYK colour.
- Save PDF as editable, so our production staff can make changes if needed.
- Rich black; if your ad is predominately black, your colour mix should be **20%c, 20%m, 100%**.
- Fonts reverse (white) on a black or dark background should be bold and at least 10 point in size.
- Contact info and logo should be as large as possible for best reproduction.
- Borders/frames to be added by clients in supplied PDF format.

Ad Submission Questions, email: ads@winetrails.ca

Ad Production Direct: 250-492-6036 Fax: 250.492.9843

AD BOOKING DEADLINES

May/June 2016 Issue

Publication date May 1, 2016

Advertising & Copy deadline April 1, 2016

July/August 2016 Issue

Publication date July 1, 2016

Advertising & Copy deadline June 1, 2016

September/October 2016 Issue

Publication date September 1, 2016

Advertising & Copy deadline August 1, 2016

March/April 2017 Issue

Publication date March 1, 2017

Advertising deadline February 1, 2017



Ad booking reminders are emailed to existing customers three weeks prior to advertising deadline.

Please contact us if you wish to have your name added to our mailing list: ads@winetrails.ca