

Food & WINE TRAILS

BRITISH COLUMBIA

www.winetrails.ca

2016 MEDIA KIT

15% OFF
WHEN YOU BOOK
4 CONSECUTIVE
ADS

PLUS A Free Online Ad



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: NOW A Large Format Non-Glossy Magazine!

- Ads are all now 30% larger, for the same prices as past issues!
- We are also 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 & Print Advertising Inquiries Contact:

Jennifer Schell, Editor-In-Chief & Sales

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

Email: jennifer.schell@blackpress.ca





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: 250-494-5453 OR EMAIL TO: liza.simpson@blackpress.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

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

SEND AD MATERIALS OR FINAL PDF'S

TO: jennifer.schell@winetrails.ca

4 Issues Annually:

Check Issue(s)

July/Aug. Issue 2016

Booking & Copy Deadline June. 1

Sept./Oct. Issue 2016

Booking & Copy Deadline Aug. 1, 2016

Mar/April Issue 2017

Booking & Copy Deadline Feb. 1, 2017

May/June Issue 2017

Booking & Copy Deadline April 1, 2017

***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: 250-494-5453 OR EMAIL TO: liza.simpson@blackpress.ca

ONLINE ADS

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

BILLING OPTIONS (PLEASE CHOOSE ONE):

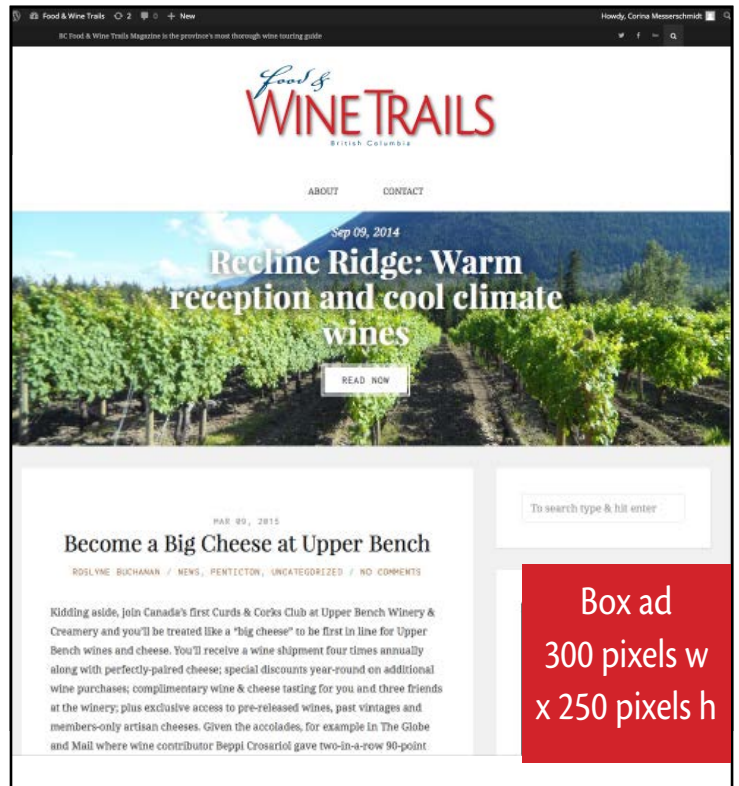
- I would like to set up an account with Black Press
- I would like to Authorize Payment by Credit Card, request Credit Application.

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Jennifer Schell, Editor-In-Chief & Sales

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

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Full Page

Live Area:
(or 'Trim' is the Actual Page size)
10.5"w x 13.25"h

(Safe Area:
10" w x 12.75"h)

Full Bleeds: (color runs to outside edge)
11"w x 13.75"h

1/2 Page Horizontal

9.5"w x 5.75"h

AD SIZE

1/2 Page Vertical

4.625"w x 12"h

AD SIZE

1/4 Vertical or Banner

4.625"w x 5.75"h

AD SIZE

2.25"w x 12"h

1/6 Page Horizontal

4.625"w x 3.75"h

AD SIZE

1/8 Page Vertical

2.25"w x 5.75"h

AD SIZE

1/8 Page Horizontal

4.625"w x 2.75"h

AD SIZE

Marketplace

Directory
2.25"w x 2.25"h

**SEND AD MATERIALS
OR FINAL PDF'S TO:**
jennifer.schell@winetrails.ca
& cc ads@winetrails.ca

CORRECT AD SUBMISSION:

- BC Food & Wine Trails is printed on uncoated book stock on a web press*.
- We require all ads to be submitted 20% LIGHTER than they are to appear in print, due to absorption of ink in the uncoated off-white paper. Increase brightness of all images and colors 20-30% for best printing results. Your ad will appear dark if unadjusted. We will contact you to lighten overall if we feel it will print too dark however we cannot guarantee color.
- RICH BLACKS:20c 20m 0y and 100k. Use 100% K for text on a light background.
- Always use vector type.
- PRINT QUALITY CMYK 300 DPI pdf's with no crop marks and border added.

*Web presses are not on registration 100% of the time, some shifting occurs, please make all fonts bold, or not less than 8 pt size.

ANNUAL DEADLINES:

4 Issues
Annually

July/Aug. Issue 2016
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Deadline June. 1, 2016

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