

Food &

WINE TRAILS

2018 MEDIA KIT

www.winetrails.ca
British Columbia

Found at
wineries, Tourist
Information
Centres, Wine
& Liquor Stores,
Restaurants,
Coffee shops,
Hotels, &
Airports in wine
country.



15% OFF

WHEN YOU
BOOK 4
CONSECUTIVE ADS
PLUS A Free Online Ad

Food & WINE TRAILS

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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. Free copies can be found at Wineries, Tourist Information Centres, Wine & Liquor Stores, Restaurants, Coffee shops, Hotels, Airports in wine country.
- 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.

NOW A Larger Format (10.25" x 13.25") Tabloid Sized Magazine!

- Ads are all now 30% larger, for the same prices as past issues!
- Printed on electrobrite high grade stock.
- 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 issuu!

For Online & Print Advertising Inquiries Contact:

250.763.3212

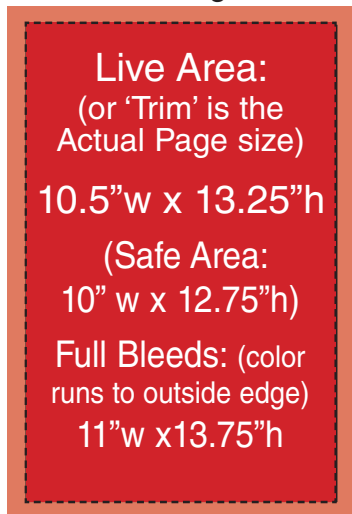


Food & WINE TRAILS

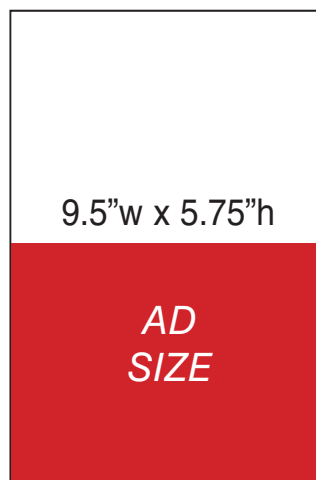
www.winetrails.ca | British Columbia

AD SIZER

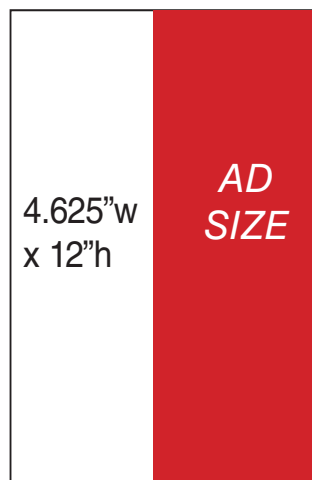
Full Page



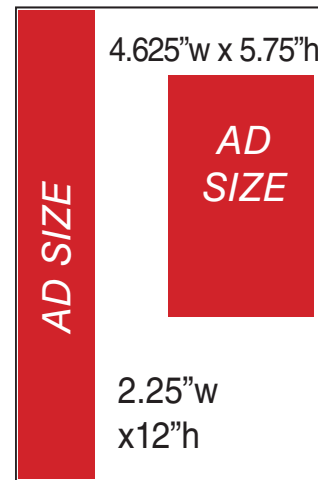
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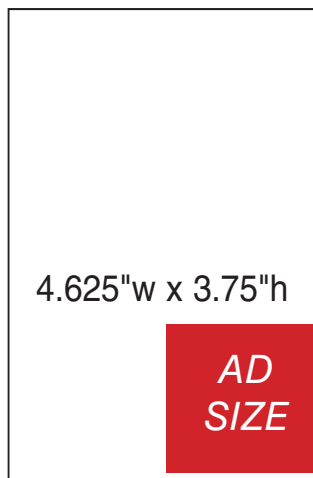
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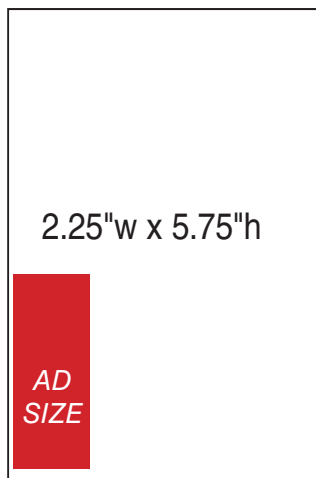
1/4 Vertical or Banner



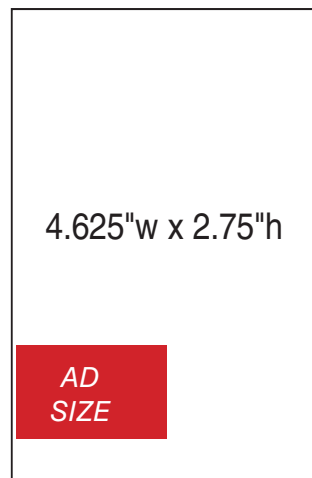
1/6 Page Horizontal



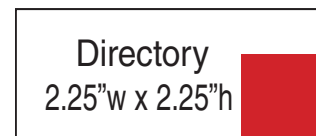
1/8 Page Vertical



1/8 Page Horizontal



Marketplace



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:

Mar/April Issue 2018

Booking & Copy
Deadline Feb. 1, 2018

May/June Issue 2018

Booking & Copy
Deadline April 1, 2018

July/August Issue 2018

Booking & Copy
Deadline June. 1, 2018

September/October Issue 2018

Booking & Copy
Deadline Aug. 1, 2018