

Food &

www.winetrails.ca | British Columbia

WINE TRAILS

2022 MEDIA KIT

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

**PURCHASE
ALL 4 PRINT
EDITIONS**

**+ receive
the Christmas e-Edition
at no extra charge**



Food & WINE TRAILS

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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.

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

- 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:

CAITY HENRY

Phone: 250.979.7314

Email: caity.henry@kelownacapnews.com



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PRINT ADVERTISING INSERTION ORDER

Business Name (please print): _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Contact Name (please print): _____

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

E-Mail Address: _____ Phone: _____

Check Off Ad Size

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

Please CIRCLE Price Option

Single Issue

No Editorial

\$2,420	\$1,621.40
\$2,310	\$1,547.70
\$2,310	\$1,547.70
\$2,118.60	\$1,302.90
\$1,236.40	\$828.30
\$678.70	\$454.30
\$533.50	\$357.50
\$470.80	\$315.70
\$108.90	N/A

Full Page 	1/2 Page Horizontal 	1/2 Page Vertical 	1/4 Vertical or Banner
1/6 Page Horizontal 	1/8 Page Vertical 	1/8 Page Horizontal 	Marketplace

4 Print Issues Annually:

Check
Issue(s)

Mar/April Issue 2022

☐ Booking & Copy
Deadline Feb. 1, 2022

May/June Issue 2022

☐ Booking & Copy
Deadline April 1, 2022

July/August Issue 2022

☐ Booking & Copy
Deadline June 1, 2022

Sept./Oct. Issue 2022

☐ Booking & Copy
Deadline July 30, 2022

*Commit to all 4 print editions + receive the Christmas e-Edition at no extra charge ☐ 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.

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BUSINESS CONTINUITY PACKAGES

PLATINUM PACKAGE

What's Included:

- Increased exposure across our platforms
- Improved Share of Voice

Audience Tactics:

- Social Media Advertising
- O&O: Digital Display ads, 55k views
- Print equivalent 2 pages linage
- Outstream Carousel Display Advertising, 12k views
- Programmatic Advertising, 45k views
- 1-Impress Branded Content

Monthly Investment: \$1,669*

GOLD PACKAGE

What's Included:

- Increased exposure across our platforms
- Improved Share of Voice

Audience Tactics:

- Social Media Advertising
- O&O: Digital Display ads, 45k views
- Print equivalent full page linage
- Outstream Carousel Display Advertising, 12k views

Monthly Investment: \$834*

SILVER PACKAGE

What's Included:

- Increased exposure across our platforms
- Improved Share of Voice

Audience Tactics:

- Social Media Advertising
- O&O: Digital Display ads, 35k views
- Print equivalent ½ page linage

Monthly Investment: \$476*

Full KPI Reports:

Analytics: Complete
transparency of all
metrics

*All Tactics outlined are
for one month

*Must commit to a
minimum of 4 months

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Full Page

1/2 Page Horizontal

1/2 Page Vertical

1/4 Vertical or Banner

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

(Safe Area:
7.4Col 9.5" w
x 12"h)

Full Bleeds: (color runs to outside edge)
11"w x13.75"h

7.4Col 9.5"w
x 5.75"h

**AD
SIZE**

3.7Col
4.72"w
x 12"h

**AD
SIZE**

3.7 Col 4.72"w
x 5.75"h

**AD
SIZE**

1.8 Col
2.24"w x12"h

**AD
SIZE**

1/6 Page Horizontal

1/8 Page Vertical

1/8 Page Horizontal

3.7 Col 4.72"w
x 3.75"h

**AD
SIZE**

1.8 Col 2.24"w
x 5.75"h

**AD
SIZE**

3.7 Col 4.72"w
x 2.75"h

**AD
SIZE**

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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 2022	May/June Issue 2022	July/August Issue 2022	September/October Issue 2022	Digital Christmas Issue 2022
Booking & Copy Deadline Feb 1, 2022	Booking & Copy Deadline April 1, 2022	Booking & Copy Deadline June 1, 2022	Booking & Copy Deadline July 30, 2022	Booking & Copy Deadline November 1, 2022