



2014 MEDIA KIT

Informed
editorial
opinions
about
the best
of the
city

THE FANFARE PHILOSOPHY

CREDIBLE EDITORIAL OPINION

Readers want recommendations on how to spend their time and money. They are looking for an informed third-party endorsement that they can trust. Unlike many other local magazines, Fanfare's editorial is not influenced by advertisers. It is based on research and experience; meaning that it can be relied upon by readers.

KNOWLEDGEABLE RESTAURANT REVIEWS

Ciao! reviewers have significant restaurant knowledge, visiting over 150 local restaurants each year. Each visit measures the restaurant on eight criteria: food taste, food presentation, menu, table setting, service, welcome, atmosphere and extras. A review is only written after a minimum of three experiences. Those that don't meet our standards are removed from the published database. Reviews are printed in Ciao! and the review is reprinted in WHERE.

DIRECTORIES OF THE BEST PLACES

The editorial and photography team personally visits over 300 hundred stores, restaurants and attractions each year to see and photograph what these establishments have to offer. Locally owned businesses are always given priority consideration for editorial inclusion. A database featuring over 500 listings is maintained and updated monthly. This database allows WHERE, Ciao! and all other Fanfare publications to offer comprehensive, accurate, up-to-date information on Winnipeg's best places.

ESTABLISHED REPUTATION

The city's oldest local magazine publisher, Fanfare Magazine Group was founded in 1984 by Brad Hughes (Editor-in-Chief) who was joined in the business by partner and wife Laurie Hughes (Publisher) in 1989. They lead a team committed to publishing the best magazines in the market.

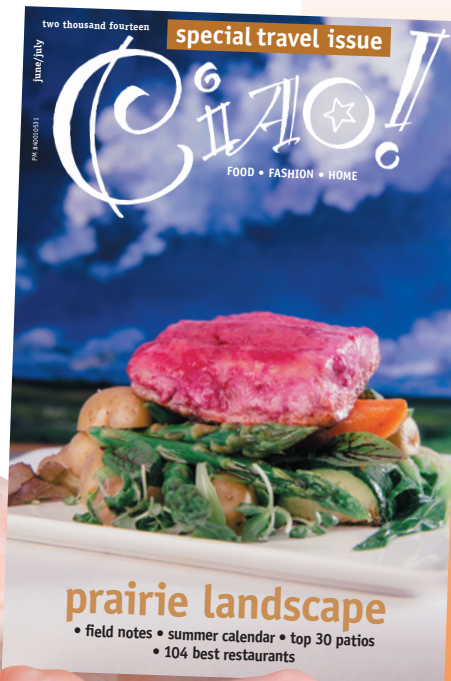
Fanfare Magazine Group has a simple mission statement:

To promote the best
places in Winnipeg
to its readership.



That mission statement has developed a passionate following for the publications produced by the company.

CIAO! REACHES WINNIPEGGERS AT HOME



CIAO!
READERS
ARE
PASSIONATE
AND
ENGAGED!

Ciao! is delivered directly to high market areas in south and west Winnipeg and is available free of charge at Specialty food and wine stores and other restaurants and retailers. Since its inception in 1997 *Ciao!* has established a loyal and growing readership.

CIAO!

- Distributed every second month, with four regular issues and two special issues (Holiday Gift Issue and Culinary Travel Issue)
- 30,000 copies of each issue are delivered to homes in south and west Winnipeg.
- 10,000 copies are available at Specialty food and wine stores, restaurants and retailers at no charge.

CIAO! HOLIDAY GIFT ISSUE

- Distributed annually in December for the holiday shopping season, this special issue builds on the ten year legacy of Holiday Lights, which it incorporates.
- 90,000 copies are printed in total and delivered to homes throughout Winnipeg.

CIAO! CULINARY TRAVEL ISSUE

- Distributed annually in June to kick-off the summer holiday travel season.
- 90,000 copies are printed in total, with city distribution of 45,000 copies the same as other issues of *Ciao!*.
- 45,000 copies are inserted for home subscribers of Grand Forks and Fargo, North Dakota newspapers.

THEY DINE OUT FREQUENTLY ...using the magazine to seek recommendations on different restaurant options and fashion trends.

THEY ENTERTAIN AT HOME

OFTEN ...using the magazine to seek recommendations on recipe and decor ideas.

THEY ARE "EARLY ADOPTERS" ...being the first to try a new restaurant, buy a new product, or experience a new service.

THEY ARE PRIMARILY FEMALES

...representing a very influential demographic group that is looking for good restaurant and entertainment advice.

THEY TRY NEW RESTAURANTS ...using the magazine to keep up-to-date when seeking new dining ideas.

THEY TRY NEW RECIPES ...referencing current and past issues when entertaining at home.

THEY TRY NEW TRENDS ...seeking local sources for current design, decor and fashion ideas.

THEY TRY NEW ADVERTISERS ...visiting businesses that advertise in *Ciao!*, trusting the recommendations in each issue because they focus on places that excel at their craft.

DISTRIBUTION

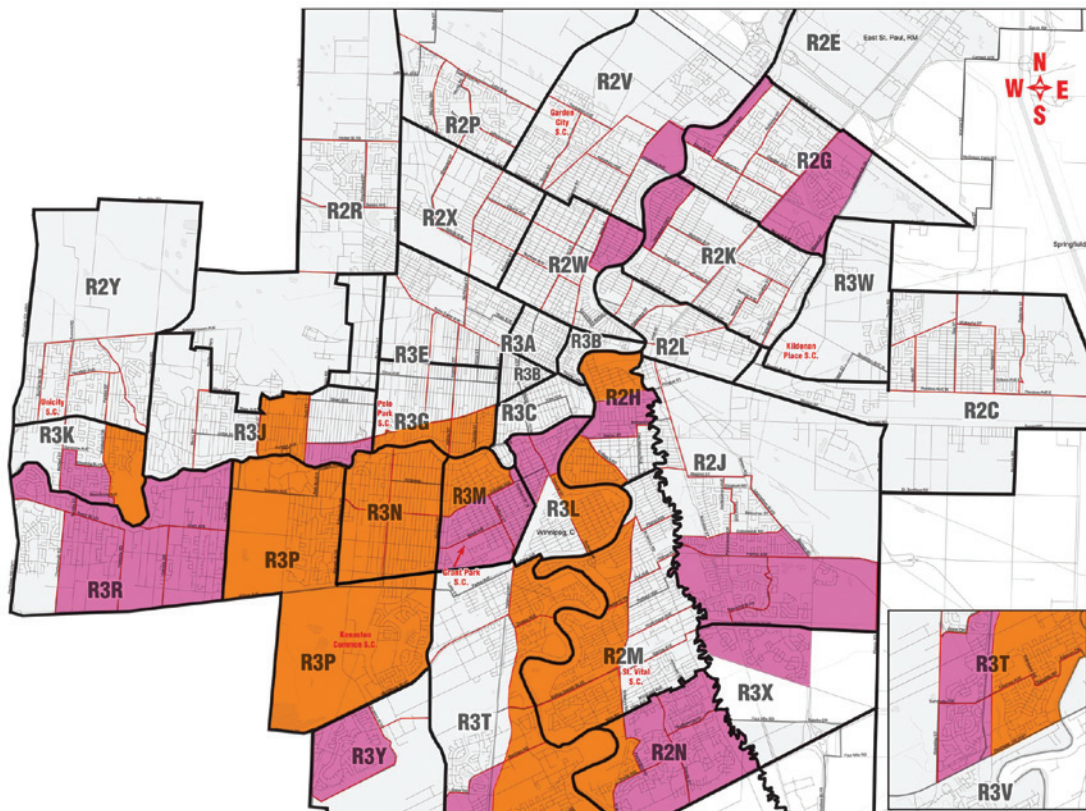
The distribution philosophy for Ciao! magazine promotes Winnipeg's best places by distributing in local specialty food and wine stores across the city. We encourage our readers to be vocal, buy local because entrepreneurial businesses are the ones that give the city its flavour.

PRIVATE WINE AND SPECIALTY FOOD STORE DISTRIBUTION LOCATIONS (8,000 copies)

Banville & Jones	1616 St. Mary's Rd	Organza Foods	230 Osborne St
Bernstein's Meats & Deli	1-1700 Corydon Ave	Piazza de Nardi	1360 Taylor Ave
Casa Bella	202-1 Forks Market Rd	Goodies Bake Shop	1124 Ellice Ave
Constance Popp	1853 Portage Ave	High Tea Bakery	2103 Portage Ave
De Luca Fine Wines	942 Portage Ave	Scoop 'n Weigh	1770 Taylor Ave
De Luca Specialty Food	950 Portage Ave	Morden's of Winnipeg	674 Sargent Ave
Dutch Meat Market	245 Marion St	Desserts Plus	1795 Corydon Ave
Fusion Grill	550 Academy Rd	Tall Grass Prairie	202-1 Forks Market Rd
Gimli Fish Market	596 Dufferin Ave	Tenderloin Meats	1483 Main St
Gimli Fish Market	625 Pembina Hwy	The Greek Market	1440 Corydon Ave
Gimli Fish Market	1604 St. Mary's Rd	The Canister	106 Osborne St
Gunn's Bakery	247 Selkirk Ave.	The Carver's Knife	29-1350 Regent Ave
Kenaston Wine Market	1855-A Grant Ave	The Wine House	110-1600 Kenaston Blvd
Le Croissant	258 Tache Ave	Young's Market	397 William Ave
Mariner Neptune	472 Dufferin Ave	Young's Market	1000 McPhillips
Mise	842 Corydon Ave		

Bi-monthly Door to Door
(45,000 copies)
Distributed door to door in high income areas by CanStar and Canada Post

Special Holiday Issue
(90,000 copies including orange)
Distributed door to door in high income areas by Canstar and Canada Post



GENERATING RESTAURANT TRAFFIC through special events



Dine ABOUT Winnipeg -Every February

- for Ciao! advertisers only

A celebration of culinary excellence that has become the city's top restaurant event, generating over 10,000 visits over ten days in 2006—this during what is traditionally one of the slowest periods of the year. It offers an exciting opportunity for diners to try a new restaurant or a new dish while visiting a restaurant that is alive with activity. Taste magazine is distributed prior to Dine About Winnipeg to Grand Forks and Fargo newspaper subscribers to reach the North Dakota market. This event allows diners to enjoy a three-course prix-fixe menu, priced at \$25 or \$35, at participating fine dining restaurants .



Chocolate Festival - Every April

- for Ciao! advertisers only

A spring chocolate festival that features one of the world's favourite foods, this event allows diners to try many different chocolate desserts, all priced at \$5, at participating casual restaurants.



Taste the World for Lunch - Every August

- for Ciao! and WHERE advertisers only

An ethnic food festival each summer that salutes the global tastes of Winnipeg restaurants. This event allows diners to try different traditional meals at lunch time, all priced at \$8, at participating ethnic restaurants.



Good Food Manitoba Awards

Producer, RETAILER and CHEF of the Year

In 2004 Fanfare created the annual Ciao! Good Food Manitoba Awards to recognize the three key sectors in the creation and development of Manitoba food products. The awards are given out for producer, supplier and chef of the year in the creative use and promotion of Manitoba foods.



Kitchen Design Competition

Kitchen Designs of the Year

In 2005 Fanfare created the annual Ciao! Kitchen Design Competition to recognize creativity in the kitchen by honouring top new and renovated kitchens. The awards are given out for creative use of material, space and colour.



SILVER PLUME AWARDS

Presented by **where**

Silver Plume Awards

Hotel Employees of the Year

In 1992 Fanfare created the annual WHERE Silver Plume Awards to recognize Hotel Employees of the Year. Awards are presented each year at a gala reception in the spring. This event is always held at a local attraction to celebrate the top hospitality people from each department.

where

READERS MEAN BUSINESS

More people visit Winnipeg than live here. The overnight travel market represents over **1.3 million visitors a year**, compared to the local population of 700,000. Fanfare publications reach travellers at every stage of both their planning and their visit, so you can be sure to make these numbers mean business for you.

WHERE READERS SURVEY

- 99% say *WHERE* is somewhat or very useful
- 66% carry *WHERE* with them while exploring the city
- 56% have read *WHERE* previously
- 4.6 times is the average number of times readers refer to each issue
- 50% of travellers go shopping in the city they are visiting
- 90 million is the number of worldwide *WHERE* readers annually
- 65 years of trust-building since *WHERE* started publishing.

TRAVEL NUMBERS

- 43% of overnight visits are spent in hotels or motels, with an average stay of 2.3 days
- 626,000 people stay in Winnipeg hotels each year
- 654,000 people stay in Winnipeg with friends and family each year
- The average hotel occupancy in Winnipeg is 61%
- Of 6000 total rooms, there are 3660 occupied any given night citywide, with an average of 1.1 people per room. Thus 4000 people are resident in hotels any given night
- Of 2350 downtown hotel rooms, there are 1400 rooms occupied in downtown on any given night. Thus 1550 people are resident in downtown hotels any given night
- 423,000 people visit for business or convention purposes
- 243,000 Americans visit each year
- 49,000 International travellers visit each year

TRAVEL EXPENDITURE

- \$282 is the average per person expenditure of all overnight visitors during their visit
- \$71 is the average per person expenditure on food and beverage by overnight visitors during their visit. This represents an annual market of **\$44.5 million!**
- \$68 is the average per person expenditure on shopping purchases by overnight visitors during their visit. This represents an annual market of **\$42.5 million!**
- \$19 is the average per person expenditure on recreation and entertainment by overnight visitors during their visit. This represents a market of **\$12.2 million!**

SEASON OF TRAVEL

- 17% of overnight visits are January-March
- 29% of overnight visits are April-June
- 27% of overnight visits are July-September
- 27% of overnight visits are October-December

Sources: MRI *WHERE* Reader Survey, Statistics Canada 2003 CITIES project

WHERE REACHES TRAVELLERS

IN HOTELS (52 locations)

AIRPORT

• Airport Motor Hotel.....	56
• Canad Inns Polo Park.....	114
• Comfort Inn Airport.....	81
• Country Inn & Suites.....	77
• Four Points Winnipeg Airport.....	132
• Greenwood Inn.....	213
• Hilton Suites Winnipeg Airport.....	160
• Howard Johnson Express.....	155
• Victoria Inn.....	300

ROOMS

SOUTH

• Canad Inns Fort Garry.....	107
• Canad Inns Fort Garry Express.....	36
• Capri Motel.....	69
• Comfort Inn South.....	79
• Dakota Village Hotel.....	24
• Quality Inn.....	69
• Holiday Inn Astoria [Hwy 75].....	40
• Holiday Inn South.....	169
• Super 8 Hotel.....	104

DOWNTOWN

• Carlton Inn.....	108
• Charter House Hotel.....	91
• Colony Square.....	32
• Delta Winnipeg.....	393
• The Fort Garry Hotel.....	244
• Fort Garry Place.....	69
• The Fairmont.....	350
• Humphry Inn & Suites.....	129
• Holiday Inn Downtown.....	160
• Inn at the Forks.....	116
• Place Louis Riel.....	278
• Quest Inn.....	30
• Radisson Hotel Winnipeg Downtown.....	272
• Ramada Marlborough.....	148
• St. Regis Hotel.....	103
• York: The Hotel.....	266

WEST

• Boulevard Motel.....	22
• Canadiana Motor Hotel.....	71
• Clarion Hotel.....	139
• Holiday Inn Airport West.....	228
• Howard Johnson.....	42
• Kirkfield Motor Hotel.....	28
• Super 8 Motel West.....	65
• Viscount Gort.....	139

EAST

• Canad Inns Club Regent.....	146
• Canad Inns Transcona.....	53
• Canad Inns Windsor Park.....	54
• New Cavalier Inn.....	27
• Norwood Hotel.....	52
• Super 8 Motel.....	60
• Travelodge Winnipeg East.....	75

NORTH

• Canad Inns Garden City.....	55
• Days Inn.....	65
• Lincoln Motor Inn.....	24

ROOMS

6000 hotel rooms
in Winnipeg
3660 occupied
any given night citywide

ADDITIONAL WHERE CIRCULATION (15 locations)

Amici Restaurant • Assiniboine Park Conservatory • Canadian Air Division HQ • Club Regent Casino • Destination Winnipeg • Edohei Restaurant • Manitoba Museum • McPhillips Street Station Casino • Polo Park Customer Care Centre • Portage Place Customer Service Centre • St. Vital Centre Info • Travel Manitoba • Travel Manitoba / Explore Manitoba at The Forks • Winnipeg Convention Centre Sales Office

ADVERTISING RATES

effective March 1, 2013

Where 28,000 per issue	Insertions	full pg	2/3 pg	1/2 isle	1/2 pg	1/3 pg	1/6 pg	1/12 pg (b&w)
	1 time	\$2,900	\$2,380	\$2,130	\$2,075	\$1,400	\$895	\$440
	3 times	2,460	2,030	1,800	1,750	1,220	765	370
	6 times	2,155	1,800	1,590	1,525	1,050	675	330
Ciao! 45,000 per issue		full pg	2/3 pg	n/a	1/2 pg	1/3 pg	1/6 pg	n/a
	1 time	\$2,460	\$1,970		\$1,595	\$1,155	\$735	
	2 times	2,300	1,825		1,475	1,065	680	
	3 times	2,140	1,685		1,355	980	615	
	4 times	1,970	1,530		1,230	890	560	
Ciao! Special Editions 90,000 per issue		full pg	2/3 pg	n/a	1/2 pg	1/3 pg	1/6 pg	n/a
	1 time	\$3,690	\$2,955		\$2,395	\$1,735	\$1,105	
	2 times	3,325	2,660		2,155	1,560	995	
Taste 65,000 annually		full pg				1/3 pg	1/6 pg	
	1 time	\$2,540				\$1,140	\$780	

DISCOUNT POLICY

This is a net non-commissionable rate card. Agency commission discounts not applicable

DISCOUNTS FOR WHERE ADVERTISERS

- With a 3 time or greater contract take 5% off Ciao! rates
- With a 3 time or greater contract take 5% off Taste rates

DISCOUNTS FOR CIAO! ADVERTISERS

- With a 4 time contract take 5% off Taste rates (can be combined with WHERE discount)
- With a 2 time or greater contract in Ciao! add 50% to Ciao! rate for Ciao! Special Edition rates

DISCOUNT PAYMENT PLANS

- With a 6 time contract in WHERE or a 4 time or greater contract in Ciao! take 10% off for advance autodebit payment or take 5% for advance credit card payment
- All other publications and frequencies take 5% off for advance credit card payment or take 5% off for advance autodebit payment

PREMIUMS

- COVER POSITIONS: inside covers add 10%, outside back cover add 25%
- SPECIAL POSITIONS: guaranteed position add 10%
- TAXES: add 5% GST

PUBLICATION SCHEDULE

January 2014 - January 2015

Publication 2014	Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
Ciao! Feb/Mar	3-Jan	6-Jan	31-Jan	23-Jan
WHERE Mar/Apr	6-Feb	10-Feb	28-Feb	28-Feb
TASTE 2014-15	1-Mar	3-Mar	13-Mar	21-Mar
Ciao! Apr/May	5-Mar	10-Mar	1-Apr	26-Mar
WHERE May/June	8-Apr	10-Apr	30-Apr	30-Apr
Ciao! Jun/Jul	9-May	12-May	2-Jun	28-May
WHERE Jul/Aug	5-Jun	9-Jun	30-Jun	27-Jun
Ciao! Aug/Sep	4-Jul	7-Jul	1-Aug	23-Jul
WHERE Sep/Oct	8-Aug	11-Aug	29-Aug	29-Aug
Ciao! Oct/Nov	5-Sep	8-Sep	1-Oct	24-Sep
WHERE Nov/Dec	7-Oct	10-Oct	31-Oct	31-Oct
Ciao! Dec/Jan	5-Nov	10-Nov	1-Dec	26-Nov
WHERE Jan/Feb 2015	4-Dec	9-Dec	30-Dec	31-Dec

AD SIZE & PRODUCTION SPECIFICATIONS

Please make document size exactly the same as ad size (add .125" bleed and crop marks ONLY on full page ads)

	WHERE		CIAO!, TASTE	
	Width"	Height"	Width"	Height"
Full Page [with .125" bleed]	8.375	11.125	6.25	9.25
Full Page [trim size]	8.125	10.875	6.	9.
2/3 Page	4.6875	10.	3.625	8.125
1/2 Page [horizontal]	7.125	4.875	5.5	4.
1/2 Page [island]	4.6875	7.375	N/A	N/A
1/3 Page [square]	4.6875	4.875	3.625	4.
1/3 Page [vertical]	2.25	10.	1.75	8.125
1/6 Page	2.25	4.875	1.75	4.
1/12 Page	2.25	2.3125	N/A	N/A

PREFERRED MATERIAL SPECIFICATIONS

- Please submit press-ready PDFs
- Email if smaller than 9MB, if larger than 9MB files can be placed on our FTP site or couriered on disk to: 400-112 Market Ave.

FTP ACCESS Call 943-4439

ACCEPTABLE FORMATS FOR CAMERA READY ADS

- Adobe InDesign CS2 with linked files/fonts
- Adobe Illustrator CS2 or below with linked files, type converted to curves
- Adobe Acrobat PDF press-ready
- Quark 4.11 or below with linked files/fonts
- No Word, Corel or other Microsoft files accepted
- Photos must have minimum resolution of 300 dpi and must be CMYK. No RGB files
- All document colours must be CMYK. No RGB or spot colour