

ADVERTISING RATES

effective January 1, 2017

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 regular 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	
- Feb-Mar	2 times	2,300	1,825		1,475	1,065	680	
- Apr-May	3 times	2,140	1,685		1,355	980	615	
- Aug-Sept	4 times	1,970	1,530		1,230	890	560	
- Oct-Nov								
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	
- Jun-July	2 times	3,325	2,660		2,155	1,560	995	
- Dec-Jan								
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 5% 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 2017 - January 2018

Publication 2017	Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
Ciao! Feb/Mar	2-Jan	3-Jan	1-Feb	25-Jan
WHERE Mar/Apr	6-Feb	9-Feb	1-Mar	28-Feb
Ciao! Apr/May	1-Mar	3-Mar	31-Mar	22-Mar
WHERE May/Jun	6-Apr	10-Apr	1-May	28-Apr
TASTE 2017-18	6-Apr	12-Apr	3-May	3-May
Ciao! Jun/Jul	2-May	5-May	1-Jun	24-May
WHERE Jul/Aug	6-Jun	9-Jun	30-Jun	30-Jun
Ciao! Aug/Sep	4-Jul	7-Jul	1-Aug	26-July
WHERE Sep/Oct	8-Aug	11-Aug	1-Sep	31-Aug
Ciao! Oct/Nov	4-Sep	7-Sep	29-Sep	27-Sep
WHERE Nov/Dec	11-Oct	13-Oct	1-Nov	31-Oct
Ciao! Dec/Jan	1-Nov	3-Nov	1-Dec	22-Nov
WHERE Jan/Feb 2018	7-Dec	11-Dec	29-Dec	29-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 sent via dropbox.

FTP ACCESS Call 943-4439

ACCEPTABLE FORMATS FOR CAMERA READY ADS

- Adobe Acrobat PDF press-ready
- 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