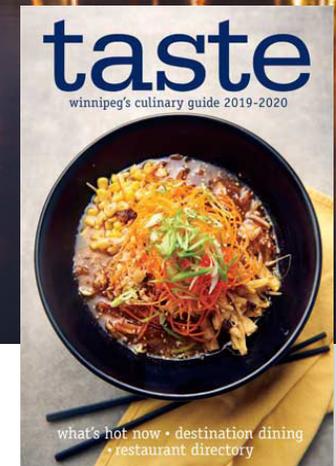
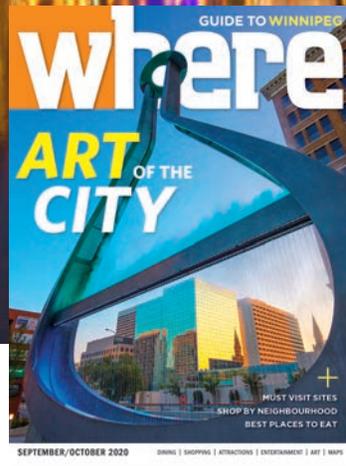


MEDIA KIT 2021



WE PROMOTE WINNIPEG'S BEST PLACES

where
WINNIPEG

Ciao!
FOOD • FASHION • HOME

taste
winnipeg's culinary guide

PEGuru

Fanfare's unique media properties, which include **magazines** and **websites**, are highly sought after by those who want the best.

For three decades we have been helping consumers **find** the most notable shops, restaurants and leisure activities our city has to offer.

The Fanfare Philosophy

CREDIBLE EDITORIAL OPINION

Readers want recommendations on how to spend their time and money and are seeking out informed third-party endorsement they can trust. Unlike many other local magazines, Fanfare's editorial is not influenced by advertisers. All editorial is based on research and experience. It delivers precisely what readers need.

KNOWLEDGEABLE RESTAURANT REVIEWS

Ciao! reviewers have significant restaurant knowledge, visiting over 150 local restaurants each year assessing the local food scene. Restaurants are measured on:

- **FOOD TASTE**
- **FOOD PRESENTATION**
- **MENU**
- **TABLE SETTING**
- **SERVICE**
- **WELCOME**
- **ATMOSPHERE**
- **EXTRAS**

A review is only written after a minimum of three experiences. Those that don't meet quality standards are removed from the published database. Reviews that run in *Ciao!* are repurposed in *WHERE* and *Taste* for the benefit of visitors to Winnipeg.



Fusion Grill

DIRECTORIES OF THE BEST PLACES

Each year, our editorial team and contributors personally visit over 300 stores, restaurants and attractions and locally owned businesses are always given priority consideration for editorial inclusion in our editorial recommendations.

ESTABLISHED REPUTATION

Since 1984, Fanfare Magazine Group has been committed to publishing magazines with the best local content in the market. Today, President and Publisher Laurie Hughes continues to draw inspiration from her late husband (and founder) Brad Hughes to celebrate local flavour in the new media landscape.

Informed editorial opinions about the best of the city

where

WINNIPEG

The overnight travel market represents over **1.3M visitors/year**, compared to the local population of 800,000.

WHERE reaches travellers when they need information, resulting in **actionable results for your business.**



NATIONAL READERSHIP STUDY 2020

Nationally, compared to all magazines, *WHERE* delivers the **2nd largest audience**:

AVERAGE ISSUE READERSHIP
3,682,000
 vs. Reader's Digest = 3.7 million

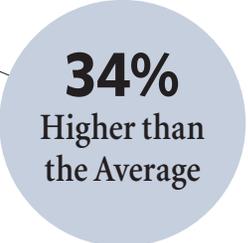
Locally, compared to other publications, *WHERE* Winnipeg delivers the **3rd largest audience**:

AVERAGE ISSUE READERSHIP
196,000
 vs. WPG Free Press (Saturday) = 258,000
 CAA Manitoba = 209,000

WHERE delivers an **affluent audience**, concentrated to those with a household income of \$100,000+:

AVERAGE HOUSEHOLD INCOME
\$112,437
 62% more likely to have a household income of \$200,000+

Male **50%**
 Female **50%**
 Average Age **55**



Strategic Content Labs SOURCE: *WHERE* 2020 Readership Study, 1,252 Respondents, Random Representative Sample, Stayed Overnight at a Canadian Hotel Within Past 12 Months, +/- 2.8% 19 times out of 20



INSIDE EACH ISSUE

- **COVER FEATURE**
Highlights a site, attraction, festival or event that enriches the Winnipeg experience.
- **HERE & NOW**
The best events and festivals each month.
- **HOT ART/SHOPPING/DINING**
Spotlights new openings, editor's picks and profiles.
- **ART+ANTIQUES**
Art exhibitions from the city's top art galleries and special art-related events.
- **ENTERTAINMENT**
Tours and concerts, plus details on festivals, theatre, music and sporting events.
- **SHOPPING**
Worthy shopping destinations with highlights of products and services offered.
- **DINING**
Editors recommended restaurants by cuisine and neighbourhood.
- **MAPS**
Two maps guide to the city's central neighbourhoods and Winnipeg hotels.

FAST FACTS

162,000
Total circulation

6 issues a year

27,000
Average bi-monthly
circulation

745,000
Annual readership

4.6
Readers per copy

Digitally available
via Calaméo on

**where.ca &
peguru.ca**

WHERE REACHES HOTEL GUESTS & STAYCATIONERS

AIRPORT

Best Western Plus Airport Hotel	213 ROOMS
Canad Inns Polo Park	114
Comfort Inn Airport	81
Country Inn & Suites	77
Courtyard Winnipeg Marriott Airport	132
Days Inn & Suites Winnipeg Airport	90
Fairfield Inn & Suites	115
Four Points Winnipeg Airport	132
Hampton Inn By Hilton	135
Hilton Suites Winnipeg Airport	160
Holiday Inn Winnipeg Airport Polo Park	151
Homewood Suites by Hilton	113
MainStay Suites	100
Sandman Hotel	210
The Grand by Lakeview Hotel and Resorts	101
Victoria Inn	300

DOWNTOWN

Alt Hotel	160
Best Western Plus Charter House Hotel	91
Canad Inns Health Sciences Centre	191
Colony Square	32
Delta Winnipeg	393
The Fort Garry Hotel	244
Fort Garry Place	69
The Fairmont	350
Humphry Inn & Suites	128

Holiday Inn Downtown	160
Inn at the Forks	116
Mere Hotel	67
Marlborough	148
Radisson Hotel Winnipeg Downtown	272

NORTH

Canad Inns Garden City	55
Four Crowns Inn Hotel	24

SOUTH

Best Western Plus Pembina	104
Canad Inns Fort Garry	107
Capri Motel	69
Comfort Inn South	79
Econo Lodge Winnipeg South	25
Four Points Winnipeg South	76
Hilton Garden Inn	126
Holiday Inn South	169
Quality Inn	69

WEST

Boulevard Motel	22
Clarion Hotel	139
Holiday Inn Airport West	228
Howard Johnson Express	155
Kirkfield Motor Hotel	28
Super 8 Motel West	65
Viscount Gort	139
Winnipeg Thriftlodge	79

EAST

Best Western Premier	141
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Canad Inns Club Regent	146
Canad Inns Transcona	53
Canad Inns Windsor Park	54
New Cavalier Inn	27
Norwood Hotel	52
Super 8 Motel East	60
Travelodge Winnipeg East	75

ADDITIONAL CIRCULATION* DOWNTOWN

Tourism Winnipeg
Manitoba Museum
Portage Place Customer Service
Red River College
Travel Manitoba at The Forks
RBC Convention Centre Winnipeg
The Legislative Building

AIRPORT

Winnipeg Airport Authority
Guest Services/ Tourism Info
Polo Park Customer Care Centre

NORTH

McPhillips Street Station Casino

SOUTH

Outlet Collection Mall
Customer Info
St. Vital Centre Info

EAST

Club Regent Casino

WEST

Assiniboine Park Pavillion



DID YOU KNOW

Winnipeg has
6800+
hotel rooms
of which
4488
are occupied on any
given night

NATIONAL READERSHIP STUDY 2020

READERS AGREE...

- *WHERE* is a valuable resource provided by hotels **96%**
- Have dined at a restaurant that I saw advertised in *WHERE* **77%**
- I have visited an attraction that I saw advertised in *WHERE* **71%**
- Advertisements in *WHERE* provide useful and relevant information **92%**
- I have shopped at a store that I saw advertised in *WHERE* **58%**
- I carried a copy of *WHERE* with me while travelling/ touring and believe it is a valuable resource provided by hotels **36%**

CONTENT IS KING: THE PREFERRED CHOICE

WHERE Magazine vs. Favourite Online Source For Travel Information

■ Trusted information	39%	vs.	12%
■ “Insider” Local Info	56%	vs.	14%
■ In-Depth Research on Destinations	33%	vs.	27%
■ Dining Recommendations	66%	vs.	9%
■ Shopping Guides	59%	vs.	9%
■ Info on Different Neighbourhoods	57%	vs.	16%
■ Info Not Found from Other Sources	46%	vs.	16%
■ Engaging Stories	39%	vs.	16%
■ Photography	50%	vs.	14%
■ Event Listings	62%	vs.	5%

 **Strategic Content Labs** SOURCE: *WHERE* 2020 Readership Study, 1,252 Respondents, Random Representative Sample, Stayed Overnight at a Canadian Hotel Within Past 12 Months, +/- 2.8% 19 times out of 20

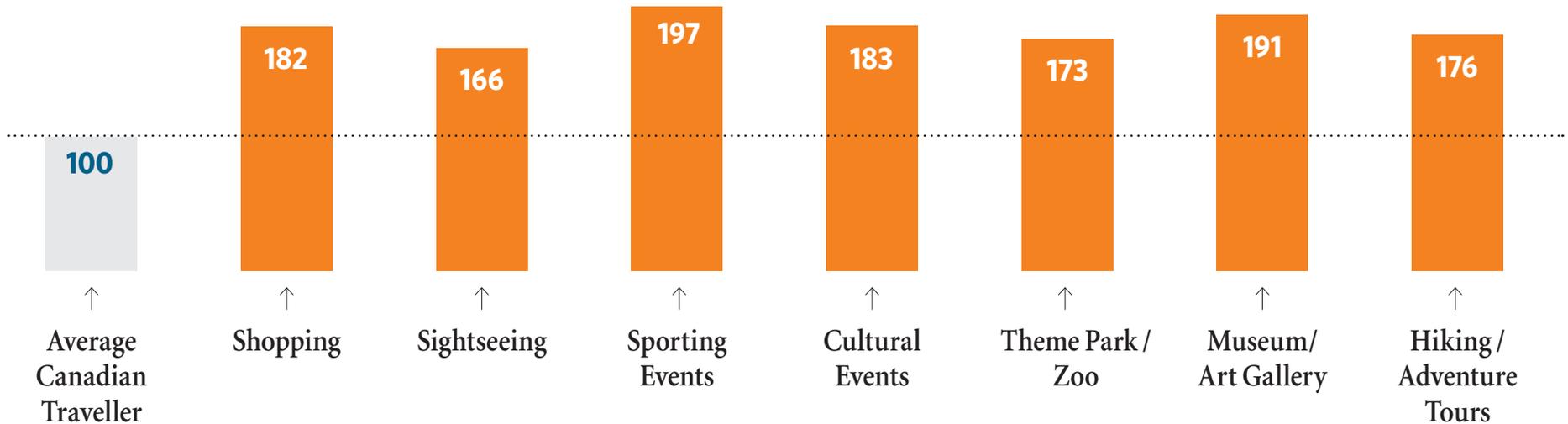
ACTIVITIES WHILE ON VACATION

Compared to the average Canadian traveller, *WHERE* Magazine readers are more likely to pack more activities in their vacations.

44%
more likely than the average Canadian adult to share vacation experiences online

- **82%** more likely to go on specific shopping excursions
- **73%** more likely to visit theme parks / zoos
- **66%** more likely to sightseeing
- **91%** more likely to visit museums / art galleries
- **97%** more likely to attend sporting events
- **76%** more likely to take hiking adventure tours
- **83%** more likely to attend cultural events

MARKET INDEX *WHERE* magazine readers **BASE** Travellers in Canada



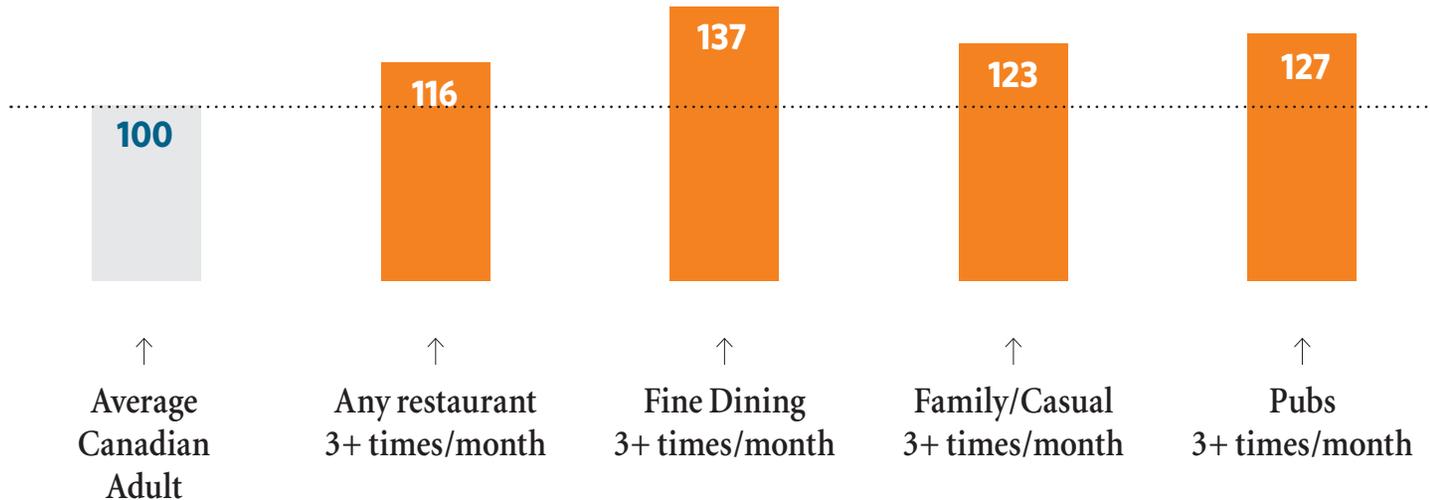
Strategic Content Labs SOURCE: *WHERE* 2020 Readership Study, 1,252 Respondents, Random Representative Sample, Stayed Overnight at a Canadian Hotel Within Past 12 Months, +/- 2.8% 19 times out of 20

DINING ENGAGEMENT

Compared to the Average Canadian Adult, *WHERE* Magazine Readers are:

- **16%** more likely to dine out at restaurants 3+ times per month
- **23%** more likely to visit family / casual restaurants 3+ times per month
- **37%** more likely to visit fine dining restaurants 3+ times per month
- **27%** more likely to visit pubs 3+ times per month

MARKET INDEX *WHERE* magazine readers **BASE** Total Canada, Adults 18+



Strategic Content Labs SOURCE: *WHERE* 2020 Readership Study, 1,252 Respondents, Random Representative Sample, Stayed Overnight at a Canadian Hotel Within Past 12 Months, +/- 2.8% 19 times out of 20

TIME WELL SPENT...

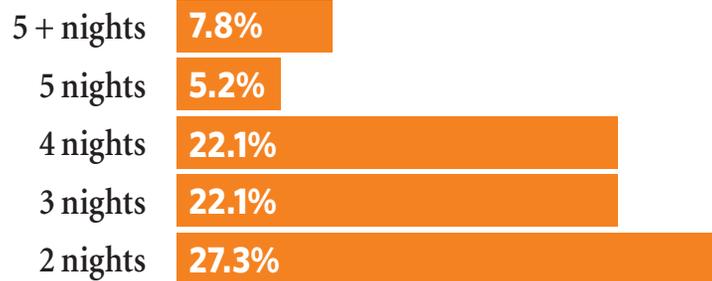
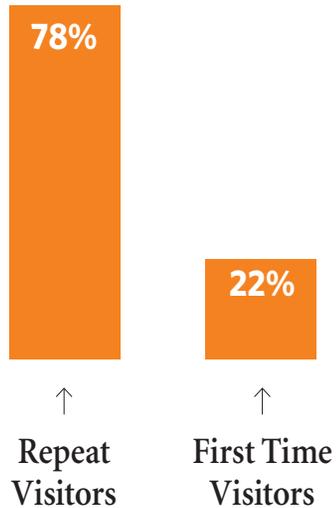
78% of readers are repeat visitors

to the cities in which they read the magazine.

AVERAGE LENGTH OF STAY PER TRIP

4 nights

2+ nights = **84%** 4+ nights = **35%**
 3+ nights = **57%** 5+ nights = **13%**



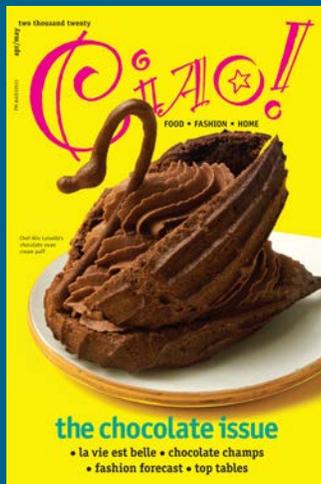
92% more likely than the average Canadian traveller to spend \$3,000+ on most recent trip.

Strategic Content Labs SOURCE: WHERE 2020 Readership Study, 1,252 Respondents, Random Representative Sample, Stayed Overnight at a Canadian Hotel Within Past 12 Months, +/- 2.8% 19 times out of 20



Ciao! is delivered directly to **high market areas** and is available free of charge at specialty food and wine stores.

Since its inception in 1997, *Ciao!* has established a **loyal and growing readership** in print and online.



CIAO! READERS ARE PASSIONATE AND ENGAGED!

- **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.



FAST FACTS

4 Regular Issues

40,000

Circulation - bi-monthly

2 Specialty Issues

Holiday Issue & Culinary Travel Issue

160,000

Circulation (÷2)

Delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores

Digitally available via Joomag on

ciaowinnipeg.com



CIAO! REACHES WINNIPEGGERS AT HOME & WHERE THEY BUY LOCAL

Home delivery in high income areas by Canstar & Canada Post (to Winnipeg Free Press subscribers & non-subscribers)

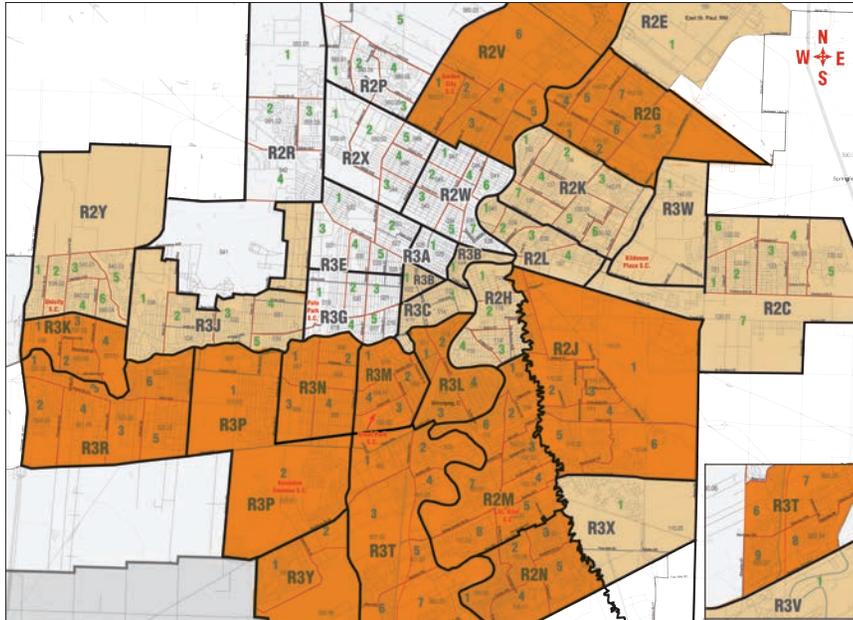
Regular Issues (Bi-monthly)

40,000 copies



Special Holiday Issues

80,000 copies



PRIVATE WINE & SPECIALTY FOOD STORE DISTRIBUTION LOCATIONS



Ciao! promotes Winnipeg's best places with distribution at these local specialty food and wine stores across the city to encourage readers to be vocal and buy local.

CITY CENTRE

- *BEST OF FRIENDS GIFT SHOP**
251 Donald St
- MORDEN'S OF WINNIPEG**
674 Sargent Ave
- *PORTAGE PLACE THE CANISTER**
121 Osborne St
- TALL GRASS PRAIRIE VITA HEALTH OSBORNE**
1 - 166 Osborne Ave

POLO PARK/WEST

- CORNELIA BEAN**
417 Academy Rd
- D.A NIELS**
485 Berry St
- DECADENCE CHOCOLATES**
70 Sherbrook St
- DE LUCA FINE WINES**
942 Portage Ave
- DE LUCA SPECIALTY FOOD**
950 Portage Ave
- FRESCOLIO**
2-929 Corydon Ave
- FUSION GRILL**
550 Academy Rd
- HIGH TEA BAKERY**
2103 Portage Ave
- KENASTON WINE MARKET**
1855-A Grant Ave
- LA BELLE BAGUETTE**
1850 Ness Ave
- MILLER'S MEAT**
1867 Grant Ave
- ROBLIN QUALITY MEATS**
5606 Roblin Blvd

TALL GRASS PRAIRIE

- 859 Westminster Ave
- VITA HEALTH WESTWOOD**
3500 Portage Ave
- VITA HEALTH TUXEDO**
180 - 2025 Corydon Ave

NORTH KILDONAN

- MILLER'S MEAT**
7-925 Headmaster Row

NORTH MAIN

- GIMLI FISH MARKET**
596 Dufferin Ave
- GUNN'S BAKERY**
247 Selkirk Ave
- SUGAR BLOOMS & CAKES**
1020 McPhillips St
- TENDERLOIN MEATS**
1515 Main St
- VITA HEALTH GARDEN CITY**
20 - 2188 McPhillips St
- YOUNG'S MARKET**
1000 McPhillips

SOUTH

- JONES & COMPANY WINE MERCHANTS**
1616 St. Mary's Rd
- BERNSTEIN'S MEATS & DELI**
1-1700 Corydon Ave
- CALABRIA MARKET & WINE**
139 Scurfield Blvd
- DE LUCA'S TRATTORIA**
66 South Landing Dr
- FRESCOLIO**
1604 St Mary's Rd

GIMLI FISH MARKET

- 625 Pembina Hwy;
- 1083 St. Mary's Rd
- MARCELLO'S MEAT**
9-200 Meadowood Dr
- MILLER'S MEAT**
590 St. Mary's Rd;
- 2-2425 Pembina Hwy
- PIAZZA DE NARDI**
1360 Taylor Ave
- GREEK MARKET**
1440 Corydon Ave
- THE WINE HOUSE**
110-1600 Kenaston Blvd
- VITA HEALTH ST. VITAL**
19 - 845 Dakota St

EAST

- BOULEVARD MEATS**
1A-49 Vermillion Road
- THE CARVER'S KNIFE**
29-1530 Regent Ave W
- FRESCOLIO**
1-1530 Regent Ave W
- CONSTANCE POPP**
180 Provencher Blvd
- FROMAGERIE BOTHWELL**
136 Provencher Blvd
- LA BELLE BAGUETTE**
248 Cathedrale Ave
- LE CROISSANT**
258 Tache Ave
- VITA HEALTH KILDONAN CROSSINGS**
710-1615 Regent Ave W

*temporarily closed

ADVERTISING RATES

effective January 1, 2021

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! 40,000 per regular issue - March-April - May-June - Sept-Oct - Nov-Dec	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 80,000 per issue - Summer - Christmas	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 40,000 annually	full pg	2/3 pg	n/a		1/3 pg	1/6 pg		
	1 time	\$2,540	\$2,025		\$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

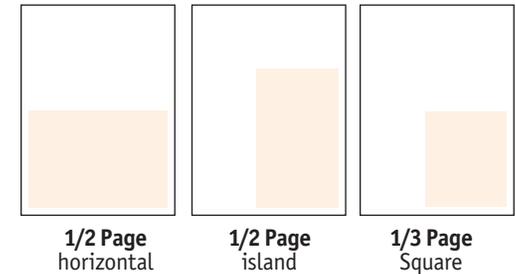
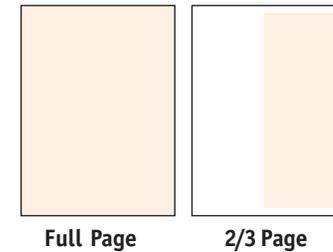
PREMIUMS

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

PUBLICATION SCHEDULE

January 2021 - January 2022

Publication 2021	Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
Ciao! Mar/Apr	22-Feb	24-Feb	1-Mar	17-Mar
WHERE Mar/Apr	Suspended	Suspended	Suspended	Suspended
Ciao! May/Jun	12-Apr	6-Apr	3-May	5-May
WHERE May/Jun	Suspended	Suspended	Suspended	Suspended
TASTE 2021-22	3-May	14-May	14-May	3-Jun
Ciao! Summer	7-Jun	9-Jun	2-July	27-July
WHERE Jul/Aug	7-Jun	9-Jun	30-Jun	29-Jun
Ciao! Sep/Oct	3-Aug	6-Aug	31-Aug	30-Aug
WHERE Sep/Oct	4-Aug	9-Aug	1-Sep	31-Aug
Ciao! Nov/Dec	4-Oct	6-Oct	1-Nov	25-Oct
WHERE Nov/Dec	5-Oct	13-Oct	1-Nov	29-Oct
Ciao! Christmas	2-Nov	8-Nov	1-Dec	25-Nov
WHERE Jan/Feb 2022	2-Dec	13-Dec	31-Dec	30-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

