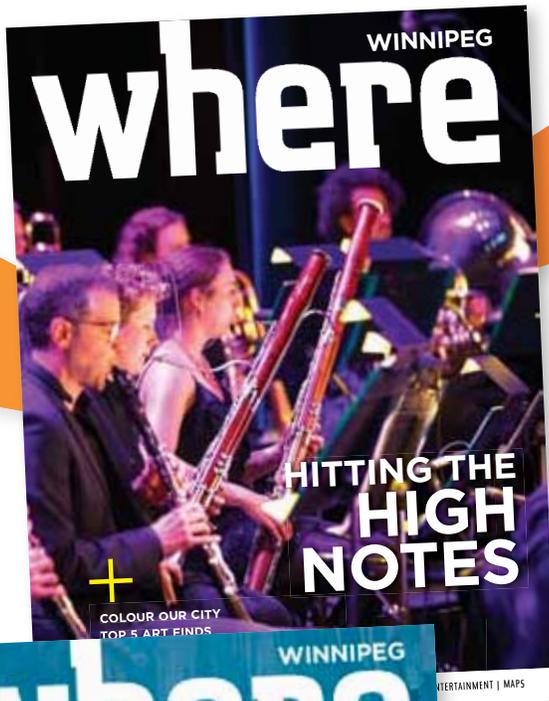


fanfare
magazine group

2018 MEDIA KIT

Fanfare Magazine Group, Phone 204-943-4439, Fax 204-947-5463
400-112 Market Avenue, Winnipeg MB, R3B 0P4



where

WINNIPEG

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.

FAST FACTS

Frequency per year
6 issues printed
6 distribution dates

Average annual readership
745,200

Annual distribution
162,000

Average bi-monthly circulation
27,000

Readers per copy
4.6

INSIDE EACH WHERE WINNIPEG

HERE & NOW

Highlights upcoming months' events and calendar for the current issue.

ART+ANTIQUES

Discover highlight of art exhibitions from the city's top public and commercial art galleries, including special art-related events.

ENTERTAINMENT

A round-up of upcoming must-see attractions, tours, and concerts, plus details on festivals, theatre, music and sporting events.

SHOPPING

Complete list of shopping destinations with highlights of products and services offered with each retail establishment.

DINING

An overview of city's Chef Spotlight, new restaurant openings, and Editor's Top 5 Picks. Includes a detailed listing of categorized restaurants and bakeries in Winnipeg.

COVER FEATURES

A 2-page feature showcasing a highlight of what's happening in Winnipeg.

MAPS

Two maps provide both macro guide to the city's central neighbourhoods, along with a list of Winnipeg hotels.



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

52% 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

3.5 MILLION people visited Winnipeg in 2012. Of those, over 1.4 million stayed overnight.

38% of overnight visits are spent in hotels or motels, with an average stay of 3.8 days

66% the average hotel occupancy in Winnipeg

573,000 people stay in Winnipeg hotels each year

542,000 people visit for business or convention purposes

2,615,000 people visit for leisure purposes

164,000 American tourists visit each year

70,000 International travellers visit each year

TRAVEL NUMBERS

\$181 is the average per person expenditure of all visitors during their visit

\$62 is the average per person expenditure on food and beverages by visitors during their stay. This represents an annual market of **\$219.7 million!**

\$26 is the average per person expenditure on shopping purchases by visitors during their stay. This represents an annual market of **\$91.8 million!**

\$13 is the average per person expenditure on recreation and entertainment by visitors during their visit. This represents an annual market of **\$46.6 million!**

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SEASON OF TRAVEL

20% of overnight visits are Jan-Mar

27% of overnight visits are Apr-Jun

29% of overnight visits are Jul-Sep

24% of overnight visits are Oct-Dec

Source: Statistics Canada, Research Resolutions & Consulting Ltd. (Cities 2012)

WHERE REACHES TRAVELLERS

IN HOTELS (57 locations)

AIRPORT

- Airport Motor Hotel 56
- Best Western Plus Airport Hotel 213
- 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

ROOMS

NORTH

- Canad Inns Garden City 55
- Four Crowns Inn Hotel 24

ROOMS

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

- 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

6800+ hotel rooms

in Winnipeg

4488 occupied

any given night citywide

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

ADDITIONAL WHERE CIRCULATION (14 locations)

Downtown

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

Airport

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

North

- McPhillips Street Station Casino

South

- Arthur Mauro Residence, U of M
- Outlet Collection Mall Customer Info
- St. Vital Centre Info

East

- Club Regent Casino

West

- Assiniboine Park Conservatory

WHERE DISTRIBUTION

TOTAL NUMBER

162,000 Annually

27,000 Average per issue

6,800+ Rooms

4,488 Occupied
any given night
citywide

57 HOTELS

14 OTHER
LOCATIONS

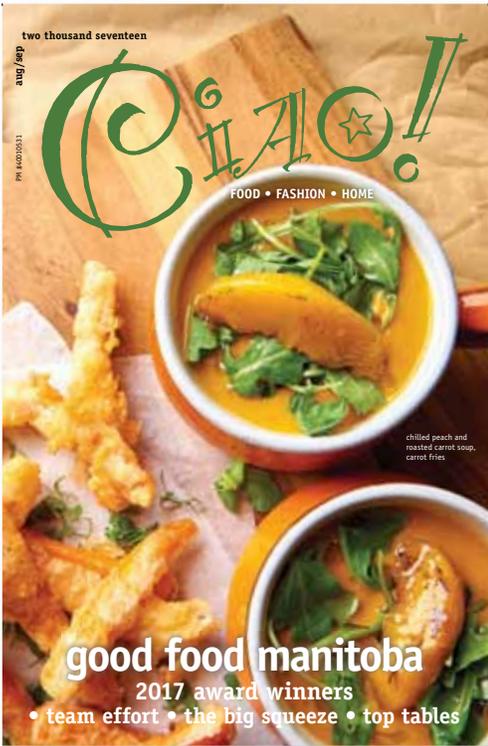
71 LOCATIONS

85%

Distributed in
hotels

15%

Distributed
locally



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. Since its inception in 1997 **CIAO!** has established a loyal and growing readership.

SPECIAL ISSUES:

CULINARY TRAVEL ISSUE

Distributed annually in June to kick-off the summer holiday travel season.



FAST FACTS

Distributed **every second month, with four regular issues and two special issues** (Holiday Issue and Culinary Travel Issue)

35,000 copies of each issue are delivered to homes in south and west Winnipeg.

10,000 copies are available at Specialty food and wine stores at no charge.

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.

CIAO! reaches WINNIPEGGERS at home

INSIDE EACH CIAO! ISSUE

IN THE KITCHEN

A special editorial feature (6-7 pages) showcases the story of a reputable local chef and restaurant beauty pics. Highlight four distinct dishes with accompanying recipes.

CIAO! COOKS

In this special multi-page feature, Ciao! highlights two local chefs, along with two of their signature dishes and recipes.

CIAO! NEWS

Editorial department highlights current restaurant related news, restaurant openings, culinary events along with an editor's pick/topic.

CIAO! REVIEWS

Also known as Top Tables (6-7 pages), Ciao! editors review 4-5 new and/or outstanding local restaurants. This department highlights the best restaurants that Winnipeg has to offer and details the dining experience, a variety of appetizers, entrees, and desserts, including decor and customer service.

BEST LIST

A detailed directory for all categorized restaurants and retail establishments within Winnipeg.

SPECIALTY FOOD LIST

A complete list of all specialty food and wine stores in the city.

LAST BITE

This new back page Q & A features Winnipeg people who make the city better. They share their passion for food and the community.

inthekitchen



all in the family

At Corrientes, happiness is shared like pizza between friends.

By Shel Zokewich

Chief Alfonso Mery waves his arm across the exposed brick wall of his Exchange District restaurant, where a collection of photographs tells the story of his family. This is a bit show Mery with rock salt the story of his family. This is a bit show Mery with rock salt the story of his family. This is a bit show Mery with rock salt the story of his family.

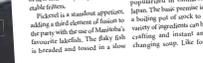


inthekitchen



Chief Alfonso Mery's menu:

- Macaroni Pie
- Spinach Pizza
- Spinach Pasta
- La Fama Empanada
- Alfajores



ciao!news

New openings, food and retail news

New Flavour
A new locally sourced restaurant is set to open in the Exchange District. The restaurant will feature a menu of locally sourced ingredients, including organic meats and locally grown produce.

all in the family
A new family-friendly restaurant is set to open in the Exchange District. The restaurant will feature a menu of family-friendly dishes, including pizzas, pasta, and sandwiches.

Grass is greener
A new organic restaurant is set to open in the Exchange District. The restaurant will feature a menu of organic dishes, including salads, soups, and sandwiches.

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ciao!reviews

top tables

This issue we review:

- Clay Oven
- Asan Hot Pot
- Bison Berry Restaurant
- Blifish
- Khao House



Ciao! reviewers visit each restaurant several times unannounced and always pay for their own meals.

ciao!reviews

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editorial page

Best Finesse Eat!

Best Finesse Eat! features the elements of a true winter dining experience in one, or all, of the finest spots.

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ciao!cooks

Power Bowl

Power Bowl is a nutritious and delicious dish that is perfect for anyone looking to eat healthy. It features a variety of fresh ingredients, including organic meats, locally grown produce, and whole grains.

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What do you love about...

What do you love about...? This is a question that we often hear from our readers. We love the fact that we have a community of people who are passionate about food and the community.

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specialtyfoods

Specialty Foods

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CIAO! 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)

CITY CENTRE

Best of Friends Gift Shop	251 Donald Rd
Morden's of Winnipeg	674 Sargent Ave
Portage Place	393 Portage Ave
The Canister	121 Osborne St
Tall Grass Prairie	202-1 Forks Market Rd
Vita Health Osborne	1 - 166 Osborne Ave

POLO PARK/WEST

De Luca Fine Wines	942 Portage Ave
De Luca Specialty Food	950 Portage Ave
Goodies Bake Shop	1124 Ellice Ave
High Tea Bakery	2103 Portage Ave
Kenaston Wine Market	1855-A Grant Ave
Miller's Meat	1867 Grant Ave
Roblin Quality Meats	5606 Roblin Blvd
Tall Grass Prairie	859 Westminister Ave
Vita Health Westwood	3500 Portage Ave
Vita Health Tuxedo	180 - 2025 Corydon Ave

NORTH MAIN

Gimli Fish Market	596 Dufferin Ave
Gunn's Bakery	247 Selkirk Ave.
Tenderloin Meats	1515 Main St
Vita Health Garden City	20 - 2188 McPhillips St
Young's Market	1000 McPhillips

NORTH KILDONAN

Miller's Meat	7-925 Headmaster Row
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SOUTH

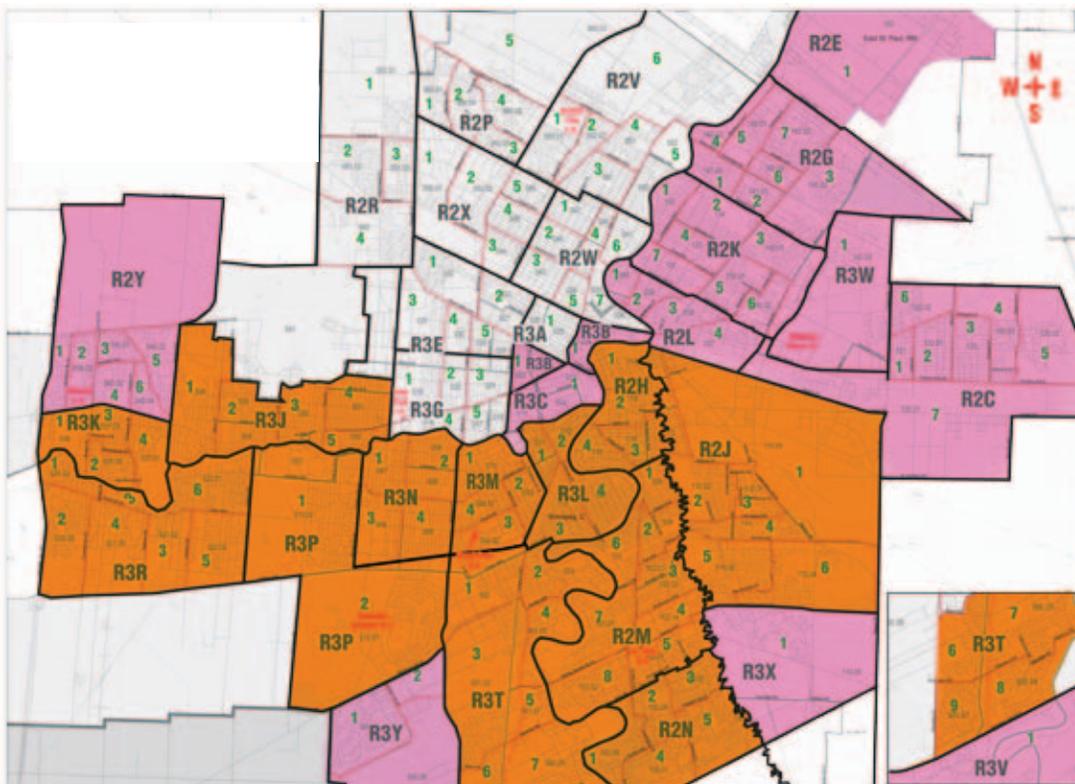
Banville & Jones	1616 St. Mary's Rd
Bernstein's Meats & Deli	1-1700 Corydon Ave
Cornelia Bean	417 Academy Rd
Fusion Grill	550 Academy Rd
Gimli Fish Market	625 Pembina Hwy
Gimli Fish Market	1083 St. Mary's Rd
Marcello's Meat	9-200 Meadowood Dr
Miller's Meat	590 St. Mary's Rd
Miller's Meat	2-2425 Pembina Hwy
Piazza de Nardi	1360 Taylor Ave
Scoop 'n Weigh	1770 Taylor Ave
The Greek Market	1440 Corydon Ave
The Wine House	110-1600 Kenaston Blvd
Vita Health St. Vital	19 - 845 Dakota St

EAST

Constance Popp	180 Provencher Blvd
Gimli Fish Market	6-801 Regent Ave W
Le Croissant	258 Tache Ave
The Carver's Knife	29-1350 Regent Ave
Vita Health Reenders	710-1615 Regent Ave W

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



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 - Feb-Mar - Apr-May - Aug-Sept - Oct-Nov	1 time	full pg \$2,460	2/3 pg \$1,970	n/a	1/2 pg \$1,595	1/3 pg \$1,155	1/6 pg \$735	n/a
	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 - Jun-July - Dec-Jan	1 time	full pg \$3,690	2/3 pg \$2,955	n/a	1/2 pg \$2,395	1/3 pg \$1,735	1/6 pg \$1,105	n/a
	2 times	3,325	2,660		2,155	1,560	995	
Taste 55,000 annually	1 time	full pg \$2,540				1/3 pg \$1,140	1/6 pg \$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 2018 - January 2019

Publication 2018	Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
Ciao! Feb/Mar	2-Jan	3-Jan	1-Feb	24-Jan
WHERE Mar/Apr	5-Feb	8-Feb	1-Mar	28-Feb
Ciao! Apr/May	28-Feb	2-Mar	30-Mar	21-Mar
WHERE May/June	4-Apr	10-Apr	1-May	30-Apr
TASTE 2018-19	6-Apr	12-Apr	2-May	2-May
Ciao! Jun/Jul	1-May	4-May	1-Jun	23-May
WHERE Jul/Aug	5-Jun	12-Jun	3-July	3-July
Ciao! Aug/Sep	3-Jul	6-Jul	1-Aug	25-July
WHERE Sep/Oct	7-Aug	10-Aug	31-Aug	30-Aug
Ciao! Oct/Nov	4-Sep	7-Sep	1-Oct	26-Sep
WHERE Nov/Dec	8-Oct	12-Oct	1-Nov	30-Oct
Ciao! Dec/Jan	31-Oct	2-Nov	30-Nov	21-Nov
WHERE Jan/Feb 2019	4-Dec	7-Dec	31-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 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

