

ADVERTISING RATES

effective January 1, 2017

Where	Insertions	full pg	2/3 pg	1/2 isle	1/2 pg	1/3 pg	1/6 pg	1/12 pg (b&w)
28,000 per issue	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		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	
Ciao! Special Editions 90,000 per issue - Jun-July - Dec-Jan		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	
Taste 55,000 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 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

