

rates

CIRCULATION

190,000 WESTERN CANADA: 67,000 IN BRITISH COLUMBIA DISTRIBUTED THROUGH 170 ALLIANCE OF BEVERAGE LICENSEES (ABLE BC) RETAIL STORES; 50,000 IN ALBERTA DISTRIBUTED THROUGH 130 LIQUOR RETAIL OUTLETS (INCLUDING ALL CALGARY COOP LIQUOR STORES AND CERTAIN REAL CANADIAN LIQUOR STORES, COSTCO, SOBEYS AND SAFEWAY LOCATIONS); 37,000 IN SASKATCHEWAN DISTRIBUTED THROUGH 79 SASKATCHEWAN LIQUOR AND GAMING AUTHORITY STORES; 36,000 IN MANITOBA DISTRIBUTED THROUGH 50 MANITOBA LIQUOR MARTS.

ADVERTISING SIZES

AD SIZE (INCHES)	WIDTH	DEPTH
Double Page Spread Bleed	16.75"	11.25"
Double Page Spread Trim	16.25"	10.75"
Full Page Bleed	8.625"	11.25"
Full Page Trim	8.125"	10.75"
Full Page Type Safety	7.375"	9.75"
2/3 Vertical	4.75"	9.75"
1/2 Horizontal	7.375"	4.75"
1/2 Horizontal Bleed	8.625"	5.5"
1/2 Vertical	3.5"	9.75"
1/3 Vertical	2.25"	9.75"
1/3 Square	4.75"	4.75"
1/3 Banner	7.375"	3.0625"
1/4 Vertical	3.5"	4.75"
1/6 Vertical	2.25"	4.75"

MATERIAL REQUIREMENTS

DIGITAL REQUIREMENTS:
Acceptable photo formats are: EPS, TIF, JPEG. Please ensure all images are at a resolution of 300 PPI/DPI at full size and are in CMYK (not RGB) mode.

PREFERRED FILE FORMATS FOR AD MATERIAL:

PDF (PRESS OPTIMIZED) Hi-Resolution, at least 300 DPI
Macintosh QuarkXpress 6.0
Macintosh Macromedia Freehand MX
Macintosh Adobe Illustrator CS
Macintosh Adobe Photoshop CS
Macintosh InDesign CS

FILE TRANSFER:

If the ad material is not a Press Optimized PDF file, please include all photos and graphics (including embedded images), and all fonts (printer and screen), with the document.

If the ad is arriving on disc, please include a black and white or colour proof with the ad. If the ad material is being sent electronically, via E-mail or FTP, please include a PDF proof with the file.

COMPRESSING (Stuffing/Zippping) ad material is REQUIRED when sending electronically.

Files over 5 MB CANNOT be accepted via e-mail. All files over 5 MB should be placed on the FTP, or sent on disc.

When placing ad material on the FTP, you can use an Internet browser or FTP client software (such as Fetch, Cute FTP).

1) AD MATERIAL SUPPLIED ON

DISC—SEND TO:
PrintWest
2310 Millar Ave.
Saskatoon, SK S7K 2C4
Attn: Flavours Ads

2) E-MAIL AD MATERIAL TO:

adcollection@flavoursmagazine.ca

3) FTP AD MATERIAL TO:

Using any Web Browser:
files.printwest.com/Login
User Name: flavours
Password: tasty123

Using FTP client software:
Host: ftp.printwest.com
User ID: flavours
Password: tasty123
Directory (Leave Blank)

* For all ad material submissions, it is necessary to clearly indicate the e-mail address of the person responsible for proof approval.

MAGAZINE RATES (4 COLOUR)

	WESTERN CANADA		BC ONLY		AB ONLY		MB OR SK ONLY	
	1 ISSUE	4 ISSUES	1 ISSUE	4 ISSUES	1 ISSUE	4 ISSUES	1 ISSUE	4 ISSUES
double pg	\$26,700	\$24,030	\$12,540	\$11,285	\$10,770	\$9,695	\$8,780	\$7,905
full pg	15,700	14,130	7,380	6,640	6,345	5,710	5,160	4,645
2/3 pg	13,180	11,860	6,195	5,575	5,325	4,790	4,340	3,905
1/2 pg	9,870	8,880	4,655	4,190	4,000	3,600	3,260	2,935
1/3 pg	7,855	7,070	3,685	3,320	3,170	2,855	2,585	2,325
1/4 pg	5,500	4,950	2,585	2,325	2,225	2,000	1,810	1,630
1/6 pg	3,930	3,540	1,845	1,660	1,585	1,425	1,290	1,160

FOR BLACK AND WHITE RATES DEDUCT 10%. GUARANTEED POSITION ADD 15%

*N.B. Rates are based on criteria outlined in Material Requirements. Alterations are extra charges and non-commissionable. **ALL RATES ARE NET AND IN CANADIAN FUNDS.**

TOP DROPS AND PERFECT PAIRINGS

TOP DROPS: Each Top Drop purchase receives up to 50 words for tasting notes (provided by the advertiser) and a bottle shot.

PRICING PER ISSUE	BC ONLY	AB ONLY	MB OR SK ONLY
	\$750	\$650	\$550

Purchase two Top Drops and receive a 10% discount, or purchase three or more Top Drops and receive a 15% discount. **ALL RATES ARE NET.**

PERFECT PAIRINGS: A food or beverage alcohol product will be featured as a main ingredient in a recipe (developed by Flavours' editorial staff) or as a recommended beverage pairing with a recipe. The half page layout includes a recipe, product photo, recipe photo and fifty word tasting notes/product attributes. Perfect Pairings appear in all 190,000 copies.

PRICING PER ISSUE	1X	4X
ALL RATES ARE NET	\$5,000	\$4,500

Please send all sample food products or bottles to:
Flavours, 124 Braemar Ave., Winnipeg, MB, R2H 2K7

COVER RATES (COVERS ARE NON-CANCELLABLE)

WESTERN CANADA AD PLACEMENT

	1 ISSUE	4 ISSUES
INSIDE FRONT	\$17,270	\$15,540
INSIDE BACK	17,270	15,540
OUTSIDE BACK	19,065	17,155

FRONT COVER 3-PAGE GATEFOLD

WESTERN CANADA ONLY \$35,700

CLOSING DATES

ISSUE	SPACE	AD COPY	PUBLISHING
HOLIDAY 2011	OCT 7	OCT 14	DEC 2
SPRING 2012	JAN 20	JAN 27	MAR 16
SUMMER 2012	APR 13	APR 20	JUN 8
FALL 2012	JUL 13	JUL 20	SEP 7
HOLIDAY 2012	OCT 5	OCT 12	NOV 30



WESTERN CANADA'S
PREMIER
FOOD & DRINK MAGAZINE

WWW.FLAVOURSMAGAZINE.CA

FOR ADVERTISING INFORMATION, PLEASE CONTACT:

GRANT CROSBIE | UNIT A - 2151 PORTAGE AVENUE, WINNIPEG, MANITOBA R3J 0L4
TOLL FREE PHONE: 1.888.573.1136 | TOLL FREE FAX: 1.866.957.0217 | PHONE: 204.953.0290
E-MAIL: ADSALES@FLAVOURSMAGAZINE.CA | WWW.FLAVOURSMAGAZINE.CA

eat.
drink.
live.

On their own, the words "eat, drink, live" may not carry much meaning. But, when put together, they become something truly worth celebrating. At Flavours magazine, we know how transformative the unity of food and drink can be, and how the origins of lifelong friendships and fond memories can often be traced back to a meal. You see, we don't want

to just talk about recipes, we want to show people that good food is more than just a meal—it's a way to reconnect with family, find comfort or show someone you care.

For more than seven years, we've done just that. Our modern culinary magazine captures the freshness of talent and ingredients found throughout the four provinces and continually serves up a plethora of mouthwatering meals for our hungry readers. Your favourite food columnists return to share their wealth of knowledge on cooking and food preparation, as do our top music picks, cookbook reviews, and the newest and coolest cooking gadgets. Our newest column, Good Bites, showcases ingredients and food items that would make any foodie drool with anticipation. So you see, we truly are the Flavours of Western Canada.

81%
OF READERS SAID THEY PURCHASED PRODUCTS AS A RESULT OF SEEING OR READING ABOUT THEM IN FLAVOURS.

Reader Feedback

Dealing with the team at *Flavours* was a real pleasure. When we saw the *Must Haves* feature, everyone at our office was impressed with the attention to detail. The exposure was tremendous as within the first week of *Flavours* being out, we received a significant amount of phone calls, emails, and more importantly, new customers!

Graham Watts
Marketing Coordinator
Island Abbey Foods Ltd.

We have had your spring edition of *Flavours* magazine on our dining table for quite a while and I have to tell you just how much I enjoy it! I made your Italian sausage and beans recipe, it was great! I plan to work my way through all of them in the magazine. Next I am going to tackle the orzo one as the picture looks so good, it makes me hungry each time I look at it! Thanks so much for your hard (and delicious) work.

Julia MacRae
Vancouver, BC

I graduated from the professional cooking program at SAIT Polytechnic about the same time *Flavours* came out and I think I have just about every issue.

I have to admit I have used some of the wonderful recipes I have found in past issues.

Your magazine is well written, informative and conveys the feeling of those who enjoy the finer things in life as in enjoying time with good food, fine drink and friends. Bravo!

I look forward to picking up copies in the future.
Dave Gysler
Calgary, AB

I just read the summer issue and was inspired by the plank cooking feature article and would love to try it. I live in Calgary and have done salmon on several occasions but your recipes for lobster, scallops and ribs made me drool and I can't wait to try them firsthand. I just love the magazine and totally immerse myself in it when it comes out.

Thanks,
Coleen Pruy
Calgary, AB

Flavours

GIVES YOUR PRODUCTS UNPARALLELED EXPOSURE IN WESTERN CANADA AS **93% OF READERS SAVE CERTAIN ISSUES OF FLAVOURS INCLUDING 43% THAT SAVE EVERY ISSUE**

FLAVOURS HAS LOYAL READERS AS **63% OF RESPONDENTS PICK UP EVERY ISSUE**

47% OF RESPONDENTS HAVE HOUSEHOLD INCOME GREATER THAN \$75,000 INCLUDING 28% GREATER THAN \$100,000

2.61 READERS PER COPY

Tanka Research, January 2008

From the beautiful vineyards of British Columbia to the wheat-filled prairies of Manitoba, no region is left unexplored. The stories of Canada's best and brightest culinary artists are just a small taste of what lies inside. Flip through our mille-feuille of gourmet recipes and peruse the hottest kitchen gadgets, the coolest music and great books for cooks. So go ahead, sink your teeth in.

But neither man nor woman can live on bread alone—that is why our sommelier chooses the best beverage pairings to go with almost every recipe in the magazine.

Aside from the professional food and drink pairings, you'll also find secrets, tips and cocktail recipes from some of Canada's top mixologists to ensure your next soirée is swinging in style.

We also showcase the newest and best beverage-alcohol products complete with detailed tasting notes so you're up to speed on what's happening in the world of food and drink.

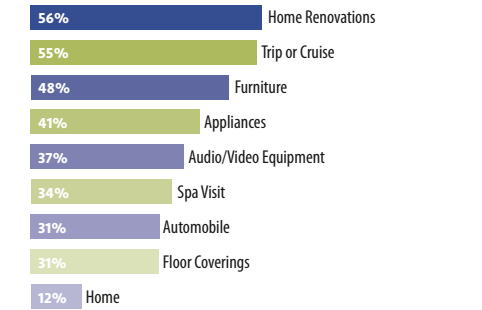
Food journalists from British Columbia, Alberta, Saskatchewan and Manitoba bring you reports

and recipes from the hottest clubs in town to the next superstar chef.

We have an immensely diverse and talented group of professional food writers, including local personalities who profile the best of their regional cuisine and expert beer, wine and spirit columnists.

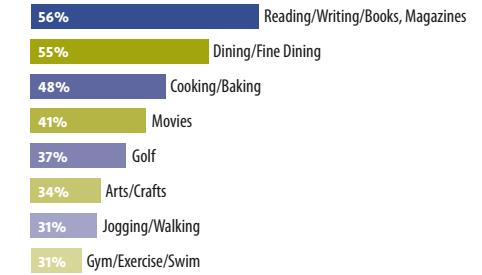
Flavours magazine is distributed and available exclusively in Manitoba Liquor Marts, Saskatchewan Liquor and Gaming Authority stores, Preferred Alberta Liquor Stores, Calgary Coop Liquor Stores and the Alliance of Beverage Licensees of British Columbia retail outlets. Consumers interested in expanding their knowledge and appreciation of fine food and drink seek this magazine and reference it for years because of the recipes and contributions from award-winning chefs and cookbook authors.

Our readers said they planned on purchasing the following in the next year: *



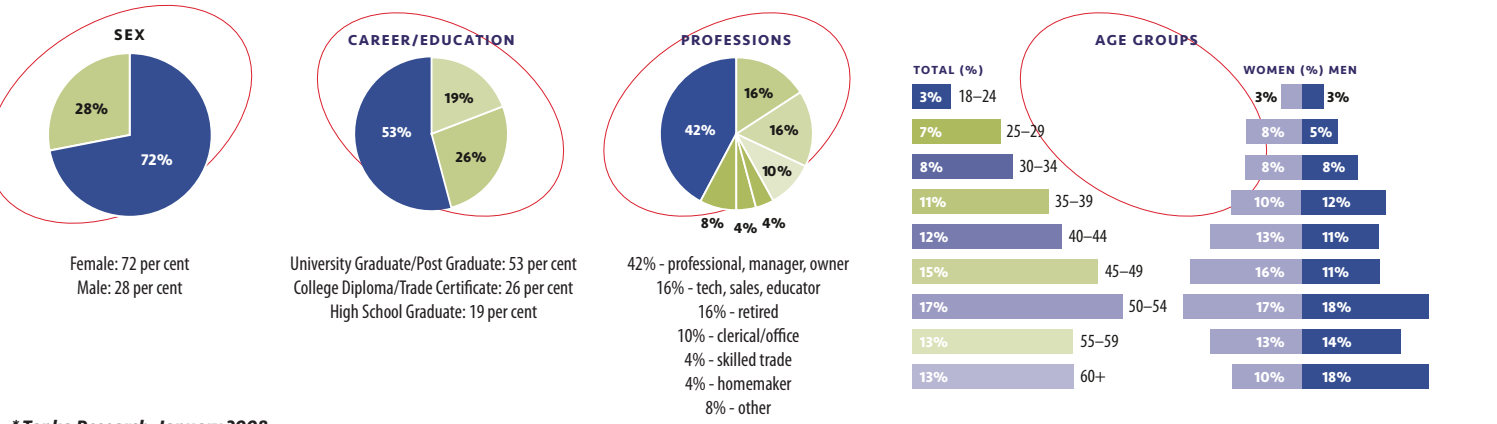
81% of readers said they purchased products as a result of seeing or reading about them in *Flavours*.

Our readers listed the following leisure activities as their favourites: *



* Tanka Research, January 2008

Who Reads Flavours*



* Tanka Research, January 2008