

Food & WINE TRAILS

BRITISH COLUMBIA

www.winetrails.ca

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2015

MEDIA KIT

**Free Online Ad
When You Book
4 Consecutive Ads**



PRINT RATE CARD

Open Advertising Rates: *Effective January 1, 2012*

Back cover.....	\$2,200	1/4 Page.....	\$617
Inside front cover.....	\$2,100	1/6 Page.....	\$485
Inside back cover.....	\$2,100	1/8 Page.....	\$428
Full Page.....	\$1,926	Directory.....	\$99
1/2 Page.....	\$1,124		

AD & EDITORIAL SIZINGS

Full Page	1/2 Page Horizontal	1/2 Page Vertical
<p>Full Page AD SIZE + Full page Editorial</p> <p>No Bleeds: 8.25" w x 10" h Trim: 9" w x 10.75" h Full Bleeds: 9.25" wx 10.75" h</p>	<p>8.25" w x 4.875" d</p> <p>AD SIZE + 1-2 page editorial</p>	<p>4" w x 10" h</p> <p>AD SIZE + 1/2 page editorial</p>
1/4 Vertical or Banner	1/6 Page H or V	1/8 Page
<p>4" w x 4.875" d</p> <p>AD SIZE + 1/4 page editorial</p> <p>1.875" w x 10" d</p>	<p>4" w x 3.375" d</p> <p>+ 1/4 page editorial</p> <p>AD SIZE</p>	<p>+ 1/8 page editorial</p> <p>1.875" w x 4.875" d</p> <p>4" w x 2.375" d</p> <p>AD SIZE</p> <p>AD SIZE</p>

BOOK 4 ISSUES
IN A ROW...
GET

15% OFF



Print ready files must be submitted as Adobe PDF, CMYK, all fonts and graphics embedded, resolution 300 dpi.

For Advertising Inquiries Contact:
Jennifer Schell, Editor-In-Chief & Sales
Cell: 250-469-4549 Fax: 250-492-9843
Email: winetrails@blackpress.ca

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www.winetrails.ca

British Columbia

2015 Online MEDIA KIT



DIGITAL MEDIA RATE CARD

Open Advertising Rates: *Effective January 1, 2013*

WEB ADS Appearing on WineTrails.ca

Rotating Box ad \$299 - 2 month package

Rotating Banner ad \$239 - 2 month package



www.winetrails.ca

Full of articles, photos, recipes, and past archives of all our magazine content for easy access to the stories!

Make your presence known on our site with affordable banner or box ads.

Online Ads Help You:

- Promote an upcoming event or sale through continuous coverage.
- Be seen right away on our site's homepage.
- Every online ad links to your website, take readers to your door through the comfort of their homes or phones.
- Viewers may see your advertisement they wouldn't have seen otherwise.
- Extend the viewership of your current Wine Trails Ad, with a matching box or banner ad well after all issues have been picked up!

**For Online Advertising
Inquiries Contact: Jennifer Schell,
Editor-In-Chief & Sales
Cell: 250-469-4549
Fax: 250-492-9843
Email: winetrails@blackpress.ca**





PRINT ADVERTISING INSERTION ORDER

Business Name (please print): _____

Mailing Address: _____

City: _____ Province: _____

Postal Code: _____

Contact Name (please print): _____

Signed: _____ (date: ___/___/___)

E-Mail Address: _____ Phone: _____

FAX COMPLETED CONTRACT TO: 250-492-9843 OR EMAIL TO: winetrails@blackpress.ca

AD SIZE	SINGLE ISSUE PRICE	WITH 15% DISCOUNT*
<input type="checkbox"/> Back cover	\$2,200	\$1,870
<input type="checkbox"/> Inside front cover	\$2,100	\$1,785
<input type="checkbox"/> Inside back cover	\$2,100	\$1,785
<input type="checkbox"/> Full Page <input type="checkbox"/> Full Bleed	\$1,926	\$1,637
<input type="checkbox"/> 1/2 Page <input type="checkbox"/> hor. <input type="checkbox"/> vert.	\$1,124	\$955.40
<input type="checkbox"/> 1/4 Page V <input type="checkbox"/> column <input type="checkbox"/> rectangle	\$617	\$524.45
<input type="checkbox"/> 1/6 Page H	\$485	\$412.25
<input type="checkbox"/> 1/8 Page <input type="checkbox"/> hor. <input type="checkbox"/> vert.	\$428	\$363.80
<input type="checkbox"/> Directory	\$99	N/A

Directory
1.875"w x 1.875"d

Editor-In-Chief: Jennifer Schell
 BC Food & Wine Trails Magazine
Address: 2250 Camrose Street, Penticton, B.C. V2A 8R1
Phone: 250-469-4549 **Fax:** 250-492-9843
Email: winetrails@blackpress.ca

Check March/April Issue 2015 May/June Issue 2015 July/Aug. Issue 2015 Sept./Oct. Issue 2015
Issue(s) to Book Deadline June 1 Deadline Aug. 1 Deadline Feb.1 Deadline April 1

***15% Discount to advertisers who commit to all 4 issues/year** Please check box for discount option

BILLING OPTIONS (PLEASE CHOOSE ONE):

I would like to set up an account with Black Press I would like to Authorize Payment by Credit Card, see p. 11.

Note: Should the four insertion contract be cancelled at any time prior to completion, BC Wine Trails Magazine will invoice you for the entire amount discounted previous to cancellation.



ONLINE ADVERTISING INSERTION ORDER

Business Name (please print): _____

Mailing Address: _____

City: _____

Province: _____

Postal Code: _____

Contact Name (please print): _____

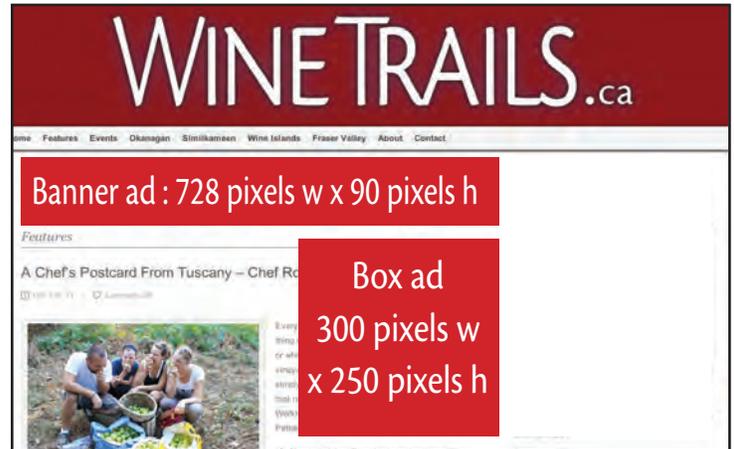
E-Mail Address: _____ Phone: _____

FAX COMPLETED CONTRACT TO: 250-492-9843 OR EMAIL TO: ads@winetrails.ca

ONLINE ADS

Rotating Box Ad
\$119.⁰⁰/per issue (runs 3 mo.)

Rotating Banner Ad
\$299.⁰⁰/per issue (runs 3 mo.)



BC Food & Wine Trails Magazine

2250 Camrose St., Penticton, B.C. V2A 8R1

Jennifer Schell, Editor-In-Chief & Sales

Cell: 250-469-4549 Fax: 250-492-9843

Email: winetrails@blackpress.ca

BILLING OPTIONS (PLEASE CHOOSE ONE):

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see page 11.

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PROFESSIONAL
GRAPHIC DESIGN
INCLUDED

FREE
WITH ALL AD
BOOKINGS

AD REQUIREMENTS

We will be pleased to assist you with the design of your ad and produce it with your approval.

Food & Wine Trails prints on GLOSSY PAPER so please review the list of Submission Requirements below if supplying artwork.

- Electronic files should be saved in PDF format, with fonts and graphics embedded, 300 dpi resolution and CMYK colour.
- Save PDF as editable, so our production staff can make changes if needed.
- Rich black; if your ad is predominately black, your colour mix should be 100% black plus 20% cyan or 100% black only.
- Fonts reverse (white) on a black or dark background should be bold and at least 10 point in size.
- Contact info and logo should be as large as possible for best reproduction.
- Borders/frames to be added by clients in supplied PDF format.

Ad Submission Questions, email: ads@winetrails.ca

Ad Production Direct: 250-492-6036 Fax: 250.492.9843

AD BOOKING DEADLINES

March / April 2015 Issue

Publication date March 1, 2015
Advertising deadline Feb. 1, 2015

May / June 2015 Issue

Publication date May 1, 2015
Advertising deadline April 1, 2015

July / August 2015 Issue

Publication date July 1, 2015
Advertising deadline June 1, 2015

September / October 2015 Issue

Publication date September 1, 2015
Advertising deadline August 1, 2015



Ad booking reminders are emailed to existing customers three weeks prior to advertising deadline.

Please contact us if you wish to have your name added to our mailing list: ads@winetrails.ca



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A few words from our clients...

"It is always a tough task for a company to quantify or qualify the money invested in marketing. The majority of answers to whether the dollars invested in specific formats were successful or not, are often derived from mere assumptions. The consumer feedback that we have received which refers directly to our advertising/articles in Wine Trails presents an exception to the rule. Of all the marketing formats we invest in, customers arriving at our door because of our inclusion in your magazine is both quantifiable and spectacular. The most recent example; within the first week of release of the 2013 Fall Wine Trails magazine, we have already had a dozen people come in to our tasting room specifically because they saw The BC Winery Cat Calendar in your magazine. Additionally, those Cat Calendar fanatics also purchased our wines during their visits. Kudos to you, your team and Wine Trails!!!"

Gerry & Sue Thygeson, Kraze Legz Winery, Kaleden

"I am pleased to set forth our extreme support for the inspirational work Wine Trails Magazine does in our precious industry. Wine Trails is our bible. We are a fledgling wine-growing region in the world winning awards around the world. Wine Trails has been and continues to focus on the personalities of each and every one of the wondrous wineries in our tiny precious new wine-growing region. It is the personalities, the dedicated passionate people in our industry who joyously devote their entire lives to their passion to make possibly the finest wines in the world! Wine Trails has been one with this passion from day one. The magazine immediately shines with the shared excitement of all of the loving people working together in our splendid valley. Thank you for the ever expanding enthusiasm expressed in Wine Trails, your work is dearly felt and appreciated by all of us...bless!"

**Stephen Cipes,
Proprietor, Summerhill Pyramid Winery**

"According to a consumer market survey conducted at Forbidden Fruit Winery during the busy wine touring season 2010, the Wine Trail Magazine was the most highly recognized and read wine publication that consumers used to find wineries during their visit and stay in the Okanagan/Similkameen."

**Kim Brind'Amour & Steve Venables
Owners Forbidden Fruit Winery**

"Wine Trails has been an amazing way to advertise and promote my business. Some of my biggest clients have come based on advertorials I placed in Wine Trails. Furthermore, I frequently get customers in the wine shop who have come in based on something they read in the magazine. I would certainly recommend this to new wineries who are trying to promote their wine shops."

**Judy Kingston,
Owner, Serendipity Winery**

"We just want to send a BIG FARM THANK YOU - for such a lovely article in the Wine Trails September October 2014 Issue! We are thrilled with the wonderful article and the placement! Thank you for all your time and effort you put into this! It is so much appreciated! Have a BERRY great day!"

**Ann Anctil
Krause berry Farms**

"Wine Trails print media gave us the ability to see real trade offs from the advert dollars we spent. People would come in and say "I saw you in Wine Trails."

**Steve Latchford, Winemaker
Therapy Vineyards**

Thank you soooooo very much for all the awesome exposure from this winter's issue.

We love everything about it. The cover, the story and the extra story about the cover!! You guys are just great and I always promote this magazine to everyone as one of my favourite.

It always has been and always will be as it keeps us up to speed on what's actually happening around us with our fellow wineries. In the end we are all one very special group of Okanagan and B.C. wineries bringing in tourists from other parts of B.C., Canada and the world.

**Judi Skinner
Sales & Marketing Manager, Dirty Laundry Vineyard,**

Black Press Group Ltd.

Recurring Credit Card Agreement

Customer Information

Name: _____

Billed Account Number: _____

Street Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____

Fax: _____

Please note: Email address is required for iServices.
Customers wishing to view/print invoices or tearsheets
will need to supply their email address.

Email contact: _____

Credit Card Information

Cardholder Name: _____

Card Number: _____

Expiry: _____

Processing Details

You the Cardholder (you) authorize Black Press Group Ltd. (Black Press) to charge the credit card identified above for payment of all charges arising under your Black Press account(s) on or before the 4th business day after the end of the billing period.

This agreement only applies to the method of payment between you and Black Press. This agreement and any cancellation of this agreement do not affect any contract for goods or services between you and Black Press.

You agree to provide at least 5 days written notice of any change with respect to the credit card identified above, including changes to the expiry date. *You may revoke your authorization at any time in writing or by telephone to the contact address or telephone number below subject to providing notice of 5 days.*

Signature of Card Holder:

Name: _____
(Please Print)

Date: _____

Publication: _____

Sales Rep: _____ Rep# _____

Publisher Auth: _____

When the form is complete, send to: Black Press Group Ltd.
Box 3600
Abbotsford, BC V2S 4P4
Tel: 866-850-4463
Fax: 604-853-0391
Email: ar@blackpress.ca



TINHORN CREEK
ARSENIC HILL
ROSE