

# Food & WINE TRAILS

BRITISH COLUMBIA

[www.winetrails.ca](http://www.winetrails.ca)

## INSIDE

- SAVE BIG ON NEW T.O.T.A. BUNDLED ADVERTISING PACKAGES
- AD SIZERS
- ADVERTISING SPECIFICATIONS
- ISSUE DEADLINES
- INSERTION ORDERS

2015

MEDIA KIT

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

**BUNDLE IT AND SAVE**

Thompson  
Okanagan  
REGION



2015  
T.O.T.A.  
PACKAGE  
DEALS p.3

# Food & WINE TRAILS

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British Columbia

2015  
MEDIA KIT



## BC Food & Wine Trails Magazine is BC's most comprehensive winery guide.

BC Food & Wine Trails Magazine is BC's most thorough wine touring guide, winery source and portal into life inside BC wine country. BC Food & Wine Trails introduces YOU and YOUR business to a huge range of readers - from destination tourists, wine lovers and buyers to a local reader base interested in keeping up with the latest and greatest seasonal news from wine country. Our purpose and focus is to direct customers TO your door. Let us tell your story.

### Why Choose Food & Wine Trails Magazine?

- We circulate over 100,000 issues annually to food and wine lovers across BC and Alberta.
- We offer the BEST value for your advertising dollar offering editorial space matching your ad size booking = 2 for 1 space and the lowest cost per thousand!
- We are the original wine guide and the oldest, most trusted brand in our industry.
- We distribute on newsstands from B.C. to Manitoba, have an international subscriber base and are available at wineries across the province, tourist information booths, wine shops plus select restaurants and accommodations.

### Included in the price of your ad:

- We **MATCH** the size of your ad with equal space for editorial - giving you **TWO for ONE** value on page exposure.
- **FREE** professionally designed ads.
- **FREE** website exposure (your article is posted on our website each issue with links to your site).
- **FREE** social media exposure.
- **FREE** copies delivered to your door to share with your customers.

4 Issues per year  
in 2 month print  
cycles  
March/April,  
May/June,  
July/August,  
September/  
October

Read us online:

[www.winetrails.ca](http://www.winetrails.ca)

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





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BUNDLE IT AND SAVE

## 2015 TOTA (Thompson Okanagan Tourism Assoc.) STAKEHOLDER ADVERTISING PACKAGES

Thompson  
Okanagan  
REGION



We are offering a special Bundle to Stakeholders in 2015. We want to share your story with our readers any way we can so we are offering an amazing deal this year. Book a print ad for the May/June and Sept/October TOTA sponsored issues and stakeholders will also receive a FREE online ad on the Food & Wine Trails Magazine website (www.winetrails.ca) for each issue signed up for.

2015's FOUR issues run in two month periods: March/April, May/June, July/August, and September/October. These four back-to-back issues will be circulating during the key months of our wine country tourism.

Book into all three of our media platforms for the year and relax in knowing that we have your exposure covered on every level.

Full Page	1/2 Page Horizontal	1/2 Page Vertical
<p><i>Full Page</i> No Bleeds: 8.25"w x 10"h</p> <p>Trim: 9"w x 10.75"h Full Bleeds: 9.25"wx10.75"h</p>	<p>8.25"w x 4.875"d</p> <p>AD SIZE</p>	<p>4"w x 10"d</p> <p>AD SIZE</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</p> <p>1.875"w x 10"d</p>	<p>4"w x 3.375"d</p> <p>AD SIZE</p>	<p>1.875"w x 4.875"d</p> <p>4"w x 2.375"d</p> <p>AD SIZE</p>

Sign up for  
All Four Issues and  
receive 15% OFF  
On TOP of the  
TOTA discount!

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



## 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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## 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

2015 Online  
MEDIA KIT



[www.winetrails.ca](http://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](mailto: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.<sup>00</sup>/per issue (runs 3 mo.)

Rotating Banner Ad  
\$299.<sup>00</sup>/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](mailto: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](mailto: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 4<sup>th</sup> 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

*Caledonia Estate*

VINEYARD & WINERY

MC PHER DEANAGAN VALLEY

FRENCH ROSE

2017

100% PINOT NOIR

1.5L