www.winetrails.ca **BRITISH COLUMBIA** 2015 INSIDE MEDIA KIT • SAVE BIG ON NEW T.O.T.A. BUNDLED **ADVERTISING PACKAGES** AD SIZERS ADVERTISING SPECIFICATIONS **Free Online Ad** • ISSUE DEADLINES **When You Book** • INSERTION ORDERS **4 Consecutive Ads** 2015

BUNDLE IT AND SAVE

Thompson Okanagan

REGION



T.O.T.A.

PACKAGE

DEALS p.3







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.

Read us online:

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

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





2015 TOTA

(Thompson Okanagan Tourism Assoc.)

STAKEHOLDER ADVERTISING PACKAGES

Thompson Okanagan

REGION

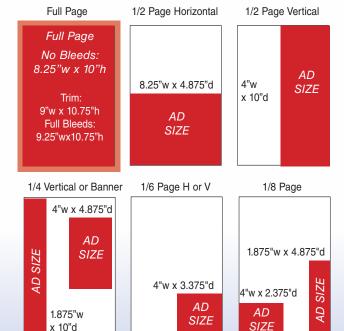


We are offering a special Bundle to Stakeholders in 2015. We want to share your story with our readers any way we can so we are offering an amazing deal this year. Book a print ad for the May/June and Sept/October TOTA sponsored issues and stakeholders will also receive a FREE online ad on the Food & 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.

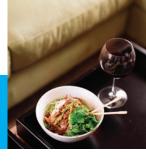
Sign up for
All Four Issues and
receive 15% OFF
On TOP of the
TOTA discount!



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







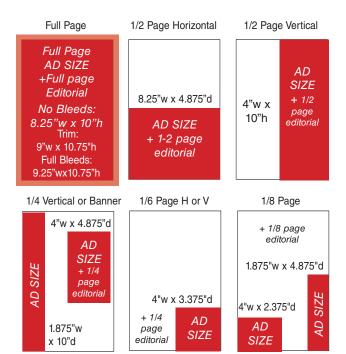
PRINT RATE CARD

Open Advertising Rates: Effective January 1, 2012

Back cover	\$2,200
Inside front cover	\$2,100
Inside back cover	\$2,100
Full Page	^{\$} 1,926
1/2 Page	^{\$} 1,124

1/4 Page	^{\$} 617
1/6 Page	\$485
1/8 Page	\$428
Directory	\$99

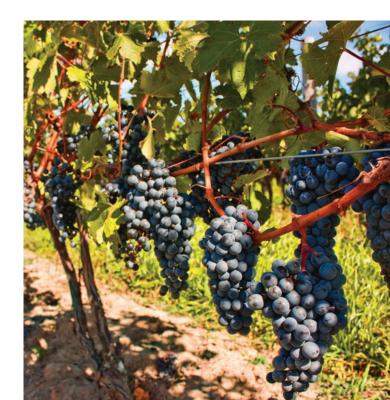
AD & EDITORIAL SIZINGS



BOOK 4 ISSUES IN A ROW.... 15% OFF **GET**

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





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	e print):				
Mailing Address:					
City:				9:	
Postal Code:					
Contact Name (please prin	nt):				
Signed:					
E-Mail Address:			Phone:		
FAX COMPLETED CON	ITRACT TO: 25	0-492-9843	OR EMAIL TO:	winetrails@b	lackpress.ca
AD	SINGLE	WITH 15%	Full Page	1/2 Page Horizontal	1/2 Page Vertical
SIZE	ISSUE PRICE	DISCOUNT*	Full Page		
Back cover	\$2,200	\$1,870	No Bleeds: 8.25"w x 10"h		4.5
Inside front cover	\$2,100	\$1,785	Trim:	8.25"w x 4.875"d	4"w x 10"d
Inside back cover	\$2,100	\$1,785	9"w x 10.75"h	AD	X 10 u
Full Page Full Bleed	\$1,926 \$1,124	\$1,637 \$955.40	Full Bleeds: 9.25"wx10.75"h	SIZE	
1/2 Page □ hor. □ vert.1/4 Page V □ column □ rect	\$1,124 angle \$617	\$524.45			
1/6 Page H	\$485	\$412.25	1/4 Vertical or Banner	1/6 Page H or V	1/8 Page
☐ 1/8 Page ☐ hor. ☐ vert.	\$428	\$363.80	4"w x 4.875"d		
Directory	\$99	N/A	AD		
		Directory	SIZE		1.875"w x 4.875"d
Editor-In-Chief: Jennifer	Schell	1.875"w x 1.875"d	AD S	4"w x 3.375"d	4"w x 2.375"d
BC Food & Wine Trails M	lagazine		1.875"w	AD	AD AD
Address: 2250 Camrose S	, ,		x 10"d	SIZE	SIZE
Phone: 250-469-4549 F		343			
Email: winetrails@blackp	ress.ca				
Check	•	June Issue 2015 dline Aug. 1	☐ July/Aug. Issu Deadline Fe		ept./Oct. Issue 2015 Deadline April 1
*15% Discount to adv	ertisers who c	ommit to all	l issues/year	Please check b	ox for discount option
BILLING OPTIONS (PLEASE O	•	D -: :			
□ I would like to set up an ac	ccount with Black	Press I would	d like to Authorize F	ayment by Cred	it Card, see p. 11.



ONLINE ADVERTISING INSERTION ORDER

Business Name (please print):	
Mailing Address:	
City:	
Province:	
Postal Code:	
Contact Name (please print):	
E-Mail Address:	
FAX COMPLETED CONTRACT TO: 250-492-	9843 OR EMAIL TO: ads@winetrails.ca
ONLINE ADS	\
Rotating Box Ad	WINETRAILS.ca
\$119.00/per issue (runs 3 mo.)	ome Features Events Okanagan Similikameen Wine Islands Fraser Valley About Contact
	Banner ad: 728 pixels w x 90 pixels h
Rotating Banner Ad	A Chef's Postcard From Tuscany – Chef Ro Box ad
\$299.00/per issue (runs 3 mo.)	300 pixels w
φ∠aa. /pei issue (tutis 3 tito.)	x 250 pixels h

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):

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



2015 media kit



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 Production Displant Report

Ad Production Displant Report

Relation Displant Relation

Relation

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







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. he 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 wat to send a BIG FARM THANK YOU - for such a lovely article in the Wine Trails September October 2014 Issue! We are thilled 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 sooooo 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

Name:			
Billed Account Number:			
Street Address:			
City:	Province:	Postal Code);
Telephone:			required for iServices. rint invoices or tearsheets
Email contact:		d to supply their ema	
Credit Card Information			
Cardholder Name:			
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Card Number:			
Expiry:			
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Processing Details You the Cardholder (you) authorize Black payment of all charges arising under you poilling period. This agreement only applies to the methor this agreement do not affect any contractions.	ur Black Press account(s) on od of payment between you a	or before the 4 th bus and Black Press. This a	iness day after the end of greement and any cancellat
Processing Details You the Cardholder (you) authorize Black payment of all charges arising under your possibling period. This agreement only applies to the methor this agreement do not affect any control of the con	or Black Press account(s) on od of payment between you an act for goods or services between notice of any change with evoke your authorization at a	or before the 4 th busing Black Press. This agen you and Black Presserespect to the credit only time in writing o	iness day after the end of greement and any cancellat ss.
Processing Details You the Cardholder (you) authorize Bla Dayment of all charges arising under you willing period. This agreement only applies to the methor of this agreement do not affect any contraction of the contraction of the expiry date. You may resideress or telephone number below subjected.	od of payment between you and act for goods or services between notice of any change with evoke your authorization at act to providing notice of 5 do	or before the 4 th busing Black Press. This agen you and Black Presserespect to the credit only time in writing o	iness day after the end of greement and any cancellat ss.
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Processing Details You the Cardholder (you) authorize Black payment of all charges arising under you poilling period. This agreement only applies to the methors.	od of payment between you an act for goods or services between notice of any change with evoke your authorization at detect to providing notice of 5 do	or before the 4 th busing Black Press. This agen you and Black Presepect to the credit cony time in writing oys. Publication:	iness day after the end of greement and any cancellat ss. card identified above, include r by telephone to the cont

Tel: 866-850-4463 Fax: 604-853-0391 Email: ar@blackpress.ca

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