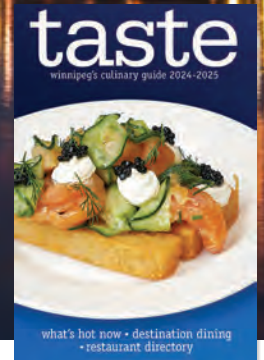


MEDIA KIT 2025



Magazines that promote Winnipeg's best places



Fanfare's unique media properties, which include **magazines** and websites, are highly sought after by those who want the best.

For three decades we have been helping consumers **find** the most notable shops, restaurants and leisure activities our city has to offer.

The Fanfare Philosophy

CREDIBLE EDITORIAL OPINION

Readers want recommendations on how to spend their time and money and are seeking out informed third-party endorsement they can trust. Unlike many other local magazines, Fanfare's editorial is not influenced by advertisers. All editorial is based on research and experience. It delivers precisely what readers need.

KNOWLEDGEABLE RESTAURANT REVIEWS

Ciao! reviewers have significant restaurant knowledge, visiting over 100 local restaurants each year assessing the local food scene. Restaurants are measured on:

- **FOOD TASTE**
- **FOOD PRESENTATION**
- **MENU**
- **TABLE SETTING**
- **SERVICE**
- **WELCOME**
- **ATMOSPHERE**
- **EXTRAS**

A review is only written after a minimum of three experiences. Those that don't meet quality standards are removed from the published database. Reviews that run in *Ciao!* are repurposed in WHERE and Taste for the benefit of visitors to Winnipeg.



Fusion Grill

DIRECTORIES OF THE BEST PLACES

Each year, our editorial team and contributors personally visit over 300 stores, restaurants and attractions and locally owned businesses are always given priority consideration for editorial inclusion in our editorial recommendations.

ESTABLISHED REPUTATION

Since 1984, Fanfare Magazine Group has been committed to publishing magazines with the best local content in the market. Today, President and Publisher Laurie Hughes continues to draw inspiration from her late husband (and founder) Brad Hughes to celebrate local flavour in the new media landscape.

Informed editorial opinions about the best of the city



Ciao! is delivered directly to **high market areas** and is available free of charge at specialty food and wine stores.

Since its inception in 1997, *Ciao!* has established a **loyal and growing readership** in print and online.



Ciao! readers are enthusiastic and engaged!

- **They dine out frequently** using the magazine to seek recommendations on different restaurant options and fashion trends.
- **They entertain at home often** using the magazine to seek recommendations on recipe and decor ideas.
- **They are “early adopters”** being the first to try a new restaurant, buy a new product, or experience a new service.
- **They are primarily females** representing a very influential demographic group that is looking for good restaurant and entertainment advice.
- **They try new restaurants** using the magazine to keep up-to-date when seeking new dining ideas.
- **They try new recipes** referencing current and past issues when entertaining at home.
- **They try new trends** seeking local sources for current design, decor and fashion ideas.
- **They try new advertisers** visiting businesses that advertise in *Ciao!*, trusting the messages from places that excel at their craft.



FAST FACTS

4 Regular Issues

35,000

Circulation - bi-monthly

2 Specialty issues

Holiday Issue & Culinary Travel Issue

70,000

per issue

Delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores

Digitally available via Joomag on

ciaowinnipeg.com



Inside each issue

■ CIAO! NEWS

Experience the city with our picks for the season's hottest happenings. What's new, what's cool, what's now. From hip neighbourhoods to trending restaurants, from can't miss retailers to must-see performances.



■ IN THE KITCHEN

A special multi-page editorial feature showcases the story of a top local chef with beauty pics of food. Signature dishes with accompanying recipes. Makes it a keeper.



■ FOOD SOURCES

Manitoba is a robust food growing/producing region. Food Sources spotlights local producers contributing to the region's vibrant food scene.



■ CIAO! COOKS

Themed entertaining and menus set the scene for signature dishes and recipes from top chefs.

■ LISTINGS

Discover the best in shopping, dining and specialty food stores with our extensive listings. All editorial listings have been visited and assessed for quality. A list of exceptional specialty food and wine stores in the city for readers with discerning tastes.



■ TOP TABLES

Top Tables is designed to encourage discovery of excellent experiences. Ciao! reviews the best restaurants Winnipeg has to offer detailing the full dining experience, from a variety of appetizers, entrees, and desserts to decor and customer service.





BEST OF WINNIPEG ISSUE
35,000 copies delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores.

Digitally available via Joomag on ciaowinnipeg.com

▼ FEBRUARY/MARCH

Highlights

Innovative ways restaurants and hospitality industry players are heating up the dining scene at the coldest time of year. Strategically timed after January, *Dine About Winnipeg* engages with consumers who are experiencing “stay home” fatigue and seeking ways to have fun, and stay social in their winter city.

Plan to take in extraordinary dining out with our annual curated list of multi-course prix-fixé meals that showcase signature chef dishes at budget-friendly prices. Special culinary events are scheduled throughout *Dine About Winnipeg* days to further amp up the fun.

A Perfect Fit

- A package of Winnipeg’s best places enables marketers to be associated with excellence.
- Restaurants, retailers, attractions and services attract new local loving customers eager to buy from the best.

▼ APRIL/MAY

Highlights

The chocolate issue returns in 2023! Editorial coverage favours one of the world’s favourite foods to help readers discover businesses making exquisite chocolate dishes right here in Winnipeg.

Buying Local is a smart and easy way for consumer to be environmentally friendly. Eco-friendly products and protocols are spotlighted.

A Perfect Fit

- *Ciao!* has the trust of an established, loyal responsive readership. This brand’s credibility extends to advertisers. Promote chocolate and choco-inspired products and related merchandise (chocolate honey, beer or diamonds!)
- Connect your business to this issue by showing eco-conscious products and services.
- Smartly align your product with a nod or wink to the theme by showing chocolate or green coloured merchandise.



CHOCOLATE ISSUE
35,000 copies delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores.

Digitally available via Joomag on ciaowinnipeg.com

the city's hottest restaurant event
 February 7-23, 2025

Experience the best of Winnipeg's exceptional culinary talent. Enjoy three-course, set-price dinner (and a few lunch) menus at some of the city's finest restaurants. Restaurants will sell out, and reservations are required, so call now to reserve your spot

DINE ABOUT WINNIPEG
 FEBRUARY 7-23, 2025

Sponsored by **MANITOBA**
 CANADA'S HEART | LA CORONA DU CANADA
 IN GALLERIA | FOOD AVAILABLE

- DINE ABOUT WINNIPEG**
 at these exciting restaurants:
- 529 Uptown
 - Aroma Bistro
 - Bailey's
 - Barcelos
 - Bastal Filipino Kitchen
 - Bonfire Bistro
 - Brazen Hall
 - Bull & Filly
 - Cafe Carlo
 - Calabria Market
 - Chaeban
 - Chop
 - Damecca
 - Fusion Grill
 - Hermanos
 - Nikos
 - Oakwood Cafe
 - Pessant Cookery
 - Saddley On Market
- All restaurants offer alternative menu options
- For a complete list of menus, visit www.ciaowinnipeg.com

spice it up

Local brands make it easy to give dishes a diverse flavor. These famous houses are not just hot but healthy—winning palates can enjoy big flavors with the right spice blend. Dig into the alternative blends below. Spice up your game that way you'll see real results.

KOREAN BARBECUE
 Combining garlic, a small amount of Korean soy sauce, and a splash of honey and sesame oil creates a bright and zesty marinade that works for everything from pork to chicken. This marinade is rich in flavor and has a sticky texture that clings to the meat. It's a perfect accompaniment to any Korean barbecue dish.

SMOKED CHICKEN
 While not always referred to as a barbecue in Winnipeg, this recipe is a true barbecue. It's a combination of smoked paprika, garlic, and a touch of honey. The result is a smoky, slightly sweet, and tangy marinade that works for any barbecue dish.

SMOKED CHICKEN
 Smoked chicken—the restaurant darling of casual dining—has been around for decades. It's a classic comfort food that's easy to make and even easier to eat. The secret to a great smoked chicken is in the marinade. A combination of smoked paprika, garlic, and a touch of honey creates a smoky, slightly sweet, and tangy flavor that works for any barbecue dish.

Firecracker Chocolate Bar
 Each bite of this bar leaves you with the spice of chili—but the sugary goodness of a candy bar. This is a perfect treat for the holidays.

Ingredients:
 1/2 cup butter
 1/2 cup dark chocolate
 1/2 cup soy milk
 1/4 tsp chili powder
 1/4 tsp salt
 1/4 cup popping candy

Method:
 1. Melt butter and chocolate in a microwave or over a double boiler. Stir until completely melted.
 2. Dip tip of a knife into butter and dip into the chocolate. Repeat until all chocolate is melted.
 3. Break dark chocolate into small, even size pieces into a microwave bowl. Melt in 10 second intervals stirring every time until chocolate is melted and at 120°.
 4. Stir in chili powder and popping candy until evenly distributed throughout.
 5. Pour chocolate mixture into mold without spilling over the sides. Let sit for 10 minutes to set. Turn the mold out of the mold and enjoy!

Yield: 3 chocolate bars

ciao/chocolate the choco-it list
 Five out-of-the-box ways to sweeten some scope into your diet.

Ingredients:
 1 cup butter
 1/2 cup dark chocolate
 1/2 cup soy milk
 1/4 tsp chili powder
 1/4 tsp salt
 1/4 cup popping candy

Method:
 1. Melt butter and chocolate in a microwave or over a double boiler. Stir until completely melted.
 2. Dip tip of a knife into butter and dip into the chocolate. Repeat until all chocolate is melted.
 3. Break dark chocolate into small, even size pieces into a microwave bowl. Melt in 10 second intervals stirring every time until chocolate is melted and at 120°.
 4. Stir in chili powder and popping candy until evenly distributed throughout.
 5. Pour chocolate mixture into mold without spilling over the sides. Let sit for 10 minutes to set. Turn the mold out of the mold and enjoy!

Yield: 3 chocolate bars

Double Chocolate Chip Cookies
 With a rich and chewy texture, these cookies are a perfect treat for the holidays.

Ingredients:
 1 cup butter
 1/2 cup dark chocolate
 1/2 cup soy milk
 1/4 tsp chili powder
 1/4 tsp salt
 1/4 cup popping candy

Method:
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 5. Pour chocolate mixture into mold without spilling over the sides. Let sit for 10 minutes to set. Turn the mold out of the mold and enjoy!

Yield: 3 chocolate bars



Special Issue

▼ JUNE / JULY

Distributed annually to kick-off the summer holiday season. This issue is filled with ideas for summer fun

Highlights

- **SUMMER CALENDAR** An upfront feature that sets the scene for summer fun in and around Winnipeg. Festivals, performances and events are presented in an easy to use reference.
- **CIAO! TRAVELS** Exploring Manitoba is encouraged by highlighting must-visit destinations in Manitoba. Themes include rural attractions, culinary destinations, charming towns, beaches and lakes that are a short road trip from Winnipeg.
- **BEST PATIOS** Editor's pick of top patios in Winnipeg for best atmosphere and food.

A Perfect Fit

- Attractions, resorts, museums, sports and entertainment facilities offer families fun ways to spend their summer vacation time.
- Hotel and vacation offers driving the tourism and hospitality industry target staycation planners and North Dakota readership.
- Outdoor offers (think picnic promotions) and group recreational activities, patios, casual dining and summertime culinary experiences make it easy for consumers to discover seasonal specials.
- Retailers selling merchandise for outdoor and summer activities, including gear, fashion, food and home goods.

▼ AUGUST/SEPTEMBER

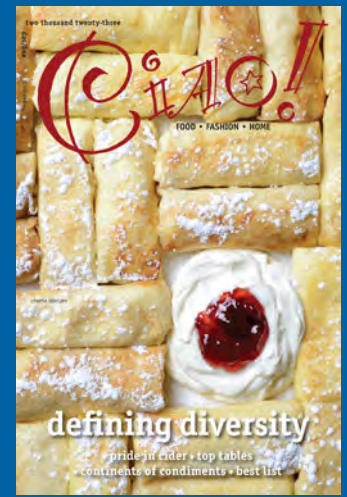
Highlights

A salute to the diversity of Winnipeg's vibrant food scene! This editorial package broadens *Ciao!*'s reach, attracts attention from multi-culti consumers and connects them to the places featured in the magazine.

Coverage of the city's best cultural cuisine experiences generates far reaching community engagement.

A Perfect Fit

- *Ciao!* is a smart choice for marketers who are eager to broaden their reach and build stronger, longer lasting relationships with Winnipeg's multi-cultural population.
- Promote merchandise with cultural significance.
- Businesses of all stripes tie into this theme as contributors to Winnipeg's vibrant and diverse business community.



MULTICULTURAL ISSUE

35,000 copies delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores.

Digitally available via Joomag on ciaowinnipeg.com

SPECIAL TRAVEL ISSUE

70,000 copies are printed in total.

40,000 copies delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores.

+ 30,000 copies delivered to newspaper subscribers in Grand Forks and Fargo, North Dakota and Brandon, Manitoba

Digitally available via Joomag on ciaowinnipeg.com

day trips and picnics

Plan a jaunt, past the perimeter for natural wonders and small-town spots that offer excellent sets for hungry travellers

By Sheila Kild and Laura Hughes

It's worth a jaunt, northwest of town. Provincial Park and the surrounding park range and the surrounding area offer a beautiful view of the city. The surrounding area is a beautiful view of the city. The surrounding area is a beautiful view of the city.

Day Trips
Plan a jaunt, past the perimeter for natural wonders and small-town spots that offer excellent sets for hungry travellers.

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Diverse Dining

Back to our Roots

When a squirt, dollop or schmear is needed to liven up a recipe, there is a whole world of support flavours to discover.

CONTINENTS OF CONDIMENTS

COOL MINT
DOOR MASH
SWEET SHIRT
ROASTED CRISP

PECK OF PICKLES
GREY POUPON
RED HOT SAUCE

BACK TO OUR ROOTS
The cultures that shaped Manitoba are present and thriving. Winnipeg is a vibrant mix of cultures, and our food scene reflects this diversity. From traditional Indigenous recipes to modern multicultural fusion, the city's food scene is a true reflection of its multicultural heritage.

ciaoshops

continents of condiments

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BACK TO OUR ROOTS
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▶ OCTOBER/NOVEMBER

Highlights

Creativity in kitchen design is featured with a showcase of winners of the annual *Ciao! Kitchen Design Competition*. Smart space solutions are revealed along with the latest in materials, appliances, finishes and furnishings.

Design and creativity is in focus in this annual issue. From artistic plating of food by Winnipeg's leading chefs to curated stylish merchandise found in top home and fashion shops this fall issue celebrates beauty and style.

A Perfect Fit

- People who entertain frequently at home are more inclined to purchase decorative and functional items for their home. They read *Ciao!* for inspiration on home entertaining, food and décor ideas.
- Businesses selling premium quality and stylized items – from food to furnishings to fashion – are well poised to capitalize by association with this editorial package. Editorial scope champions aesthetics and quality of design and enables your business to be in the right place in the right way at the right time.

Special Issue

▶ DECEMBER/JANUARY

Promotes Winnipeg's best places to shop and dine for the holiday season.

Highlights

- **HOLIDAY CALENDAR** An upfront feature that sets the scene for the season's holiday-centered events and performances in an easy to use reference.
- **IT LIST** A multi-page directory of Winnipeg's notable retailers makes a handy shopping reference for gift buying. All editorial listings have been visited and assessed for quality. Gift ideas selected from local stores for photo feature are editor's picks and do not pay to be included.
- **BEST NEW RESTAURANTS** *Ciao!* reviews the best restaurants detailing the full dining experience. Editor's pick of the Best New places opening in the year are featured.

A Perfect Fit

- *Ciao!* inspires readers to buy locally for their holiday shopping, dining and entertaining at home. This well trusted brand has established credibility that benefits advertisers. Ideas for holiday gifts, entertaining and home decorating and dining align with the best of everything and are judged favourably by association.
- Winter get-aways, stay-cations, and experiential gift giving reinforce loving where you live.
- Gift Card special offers, product subscriptions (wine, cheese, flowers of the month!) by local businesses are sought after by local loving readers.



SPECIAL HOLIDAY ISSUE

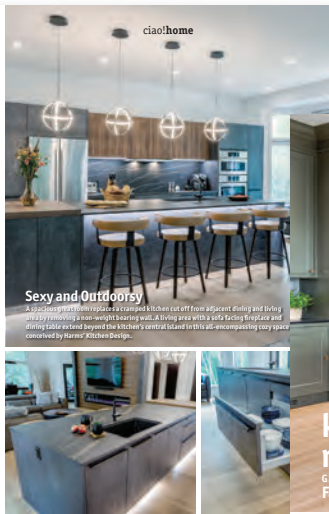
70,000 copies are printed in total and delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores.

Digitally available via Joomag on ciaowinnipeg.com

AMAZING KITCHENS ISSUE

35,000 copies delivered to high-income homes in Winnipeg, copies available free at specialty food & wine stores.

Digitally available via Joomag on ciaowinnipeg.com



kitchens revealed
GRAND PRIZE WINNER
Fashionable Farmhouse

The winners of the 2023 Kitchen Design Competition combine beautiful materials and innovative design.
Photography by Sarah Campbell

Excellent kitchens reveal vision, imagination, and mandatory functionality. The very best ones transform colour people move and live in their homes and offer maximum efficiency regardless of size. A spacious, stylish space that welcomes family and friends to join the activity at the grand prize-winning kitchen is a kitchen. This momentous interior design effort takes Design Group years planning down kitchen for others before directing efforts to their own family home. Beautifully designed details inspired by old French and English country kitchens, are modernized in this brightly lit space. Architectural details included in cabinetry and bench and antique mirror glass, concealing a super-sized fridge and freezer, covers an historic find in a new build. Expansive windows flood the room with light while integrating the kitchen with the overall scenery. A dark cabinet palette, accented with lighter hues on the wallpaper and center island marble, like, here everything is balanced. A built-in bench provides an eye-catching element, drawing attention to the counter island – a beautiful dark stained furniture piece that serves as a central point for food prep, dining and the occasional craft.



Anna Telle's Egg's white egg blue velvet bowls are styled with beige hold that makes you love naturally. \$55. \$75. The Stonehouse Saltery (p. 14)
Product photography by Steve Sachdevski, chesccreative



GOODSIE'S BEAR TOY: Whether you're an avid pet lover or just getting started, finding a new bag is a must for your furry friend. \$15. \$20. The Stonehouse Saltery (p. 14)
GOODSIE'S BEAR TOY: Get your furry friend up to speed! Who wouldn't want to bring their own adorable pet to work? \$15. \$20. The Stonehouse Saltery (p. 14)
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Ramp up revenues with collabs that work!

■ DINE ABOUT WINNIPEG

A celebration of culinary excellence that has become the city's top restaurant event, generating over thousands of visits during what is traditionally one of the slowest periods of the year. It offers an exciting opportunity for diners to try a new restaurant or a new dish while visiting a restaurant that is alive with activity. This event allows diners to enjoy a three-course prix-fixe menu, specially priced, at participating restaurants.

February 7-23, 2025

■ CHOCOLATEFEST

A spring chocolate festival that features one of the world's favourite foods, specially this event allows diners to try many different chocolate desserts, specially priced at participating restaurants and sweet shops.

April 1-30, 2025

■ TASTE THE WORLD

An ethnic food festival each summer that salutes the global tastes of Winnipeg restaurants. This event allows diners to try different traditional meals at lunch time, for a special price, at participating restaurants.

August 1-31, 2025

■ BOUTIQUE WEEK

A shopping campaign that aligns like-minded retailers delivering excellent experiences is a smart way to make a big impact. Stand with your local retail community and kickstart a local shopping spree to boost October sales.

October 20-30, 2025



DINE ABOUT WINNIPEG
FEBRUARY 7-23 2025

\$49 MENU

S29 UPTOWN
201 Portage Ave. 204-938-8896
APPETIZER: Truffle Cauli - Overst soy, ground beef, olive oil
MAIN: Beef Chulettes cut New York with Dijon horseradish demi and wonton
DESSERT: Fudge Parfait - Fudge, nut, vanilla ice cream, caramelized almonds, strawberry compote, berries

BAILEY'S
185 Lombard Ave. 204-944-1180
APPETIZER: Seafood Bouquet
MAIN: New York Steak with Popovers
DESSERT: Chocolate Fondant

BULL & FILLY
1763 Henderson Hwy. 204-560-2946
APPETIZER: Duck Crack Nappes with plum sauce
MAIN: Bone-In Short Rib Bourguignonne with onions and garlic croutons
DESSERT: Chocolate Cake with strawberry caramel top

CAFE CARLO
243 Linc. St. 204-477-5544
APPETIZER: Smoked Chicken
MAIN: Filet Mignon - Filet mignon with chutney, chicken, potatoes, roasted red peppers in chutney
DESSERT: Chocolate Cheesecake

CHOP STEAKHOUSE & BAR
1750 Sargent Ave. 204-788-2015
APPETIZER: Artisan Cheese crackers, honey, figs
MAIN: Filet Mignon, potato gratin, onion rings, sautéed mushrooms
DESSERT: Mini New York Cheesecake with ice cream & glaze

FUSION GRILL
550 Academy Rd. 204-489-6863
APPETIZER: Tostitos with pico de gallo, queso, tortilla chips
MAIN: Baked pork loin, roasted beef with smoked potato, beans, apple chutney & squash
DESSERT: Sorbet with Mint's brandied cherry ice, pistachio & macarons

HERMANOS
179 Bonnyville Ave. 204-219-0779
APPETIZER: Mission Potato Salad - Artisan roasted potatoes and locally produced Mission cheese "Mission Potato" with a red onion & honey vinaigrette
MAIN: Spicy pork ribs, aged habanero reduction, served with sweet smoked mushrooms & hucos
DESSERT: Digonaise Cheesecake

PEASANT COOKERY
283 Bonnyville Ave. 204-889-7700
APPETIZER: Spinach & Roasted Beet Salad - Honey-walnut, raspberry vinaigrette
MAIN: Tourtiere - Mixed Mushroom, pork, Cheddar topped with gravy
DESSERT: Limon Pudding - Mascarpone cream, fresh berries and mints

CULINARY EVENTS

CALABRIA MARKET
139 Scurlfield Blvd. 204-487-1700
HAPPY APPY HOUR \$29
Charcuterie Board and Wine Flight (3 glasses, 3 oz each) - Italian charcuterie board with a variety of cured meats, cheeses, pickled vegetables, olives and breads. Daily from 3-7pm

CHAEBAN ICE CREAM
390 Osborn St. 204-475-6226
ICE CREAM & ARTISAN CHEESE TOUR & TASTING \$39
Tour + choice of cheese board for 2 or ice cream flight & 200-227g take-home cheese. Saturday February 8, 15 & 22 at 12-1:15pm, Sunday February 16 at 12-1:15pm

Reservations required. Prices are per person, excluding beverages, taxes & gratuity.
Only a selection of feature menus shown. Visit dineaboutwinnipeg.com for additional menu choices or call the restaurant for details.



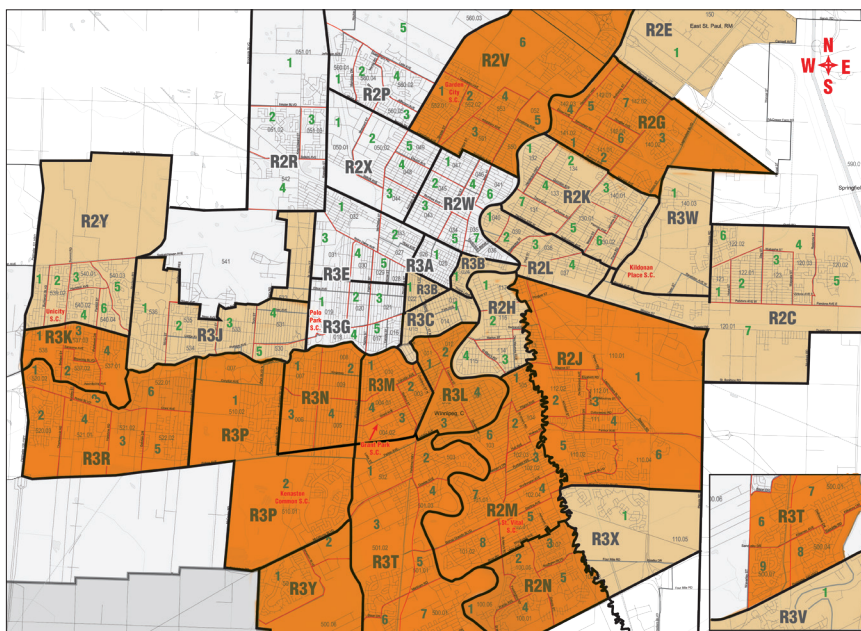
Ciao! reaches Winnipeggers at home & where they buy local



Home delivery in high income areas by Canstar (to Winnipeg Free Press subscribers & non-subscribers)

Regular Issues (Bi-monthly)
35,000 copies

Special Holiday Issues
70,000 copies



PRIVATE WINE & SPECIALTY FOOD STORE DISTRIBUTION LOCATIONS

Ciao! promotes Winnipeg's best places with distribution at these local specialty food and wine stores across the city to encourage readers to be vocal and buy local.



CITY CENTRE

DOWNTOWN BIZ
426 Portage Ave
MORDEN'S OF WINNIPEG
674 Sargent Ave
TALL GRASS PRAIRIE
202-1 Forks Market Rd
TRAVEL MANITOBA
21 Forks Market Rd
VITA HEALTH OSBORNE
1 - 166 Osborne Ave

POLO PARK/WEST

BRITISH FOOD CO
3125 Portage Ave
THE CHEESEMONGERS
839 Corydon Ave
CORNELIA BEAN
417 Academy Rd
D.A NIELS
485 Berry St
DECADENCE CHOCOLATES
70 Sherbrook St
DE LUCA SPECIALTY FOOD
950 Portage Ave

FOODFARE

247 Lilac St
FOODFARE
115 Maryland St
FRESCOLIO
2-929 Corydon Ave
G J ANDREWS
384 Academy Rd
HIGH TEA BAKERY
2103 Portage Ave
KENASTON WINE MARKET
1855-A Grant Ave

KOZAK FOODS

2082 Ness Ave
MILLER'S MEAT
1867 Grant Ave
PEROGY PLANET
4-2001 Portage Ave
POLO PARK MALL
1485 Portage Ave
THE POURIUM
942 Portage Ave

ROBLIN QUALITY MEATS

5606 Roblin Blvd
TALL GRASS PRAIRIE
859 Westminister Ave
VITA HEALTH WESTWOOD
3500 Portage Ave

NORTH KILDONAN

MILLER'S MEAT
7-925 Headmaster Row

NORTH MAIN

CANTOR'S
1445 Logan Ave
GIMLI FISH MARKET
596 Dufferin Ave
GUNN'S BAKERY
247 Selkirk Ave
PEROGY PLANET
1409 Main St
TENDERLOIN MEATS
1515 Main St
VITA HEALTH GARDEN CITY
20 - 2188 McPhillips St

SOUTH

BERNSTEIN'S MEATS & DELI
1-1700 Corydon Ave
BLACK MARKET PROVISIONS
550 Osborne St
CALABRIA MARKET & WINE
139 Scurfield Blvd
COTTAGE BAKERY
1382 Pembina Hwy
DE LUCA'S TRATTORIA
66 South Landing Dr
FRESCOLIO
1604 St Mary's Rd
GIMLI FISH MARKET
625 Pembina Hwy;
1083 St. Mary's Rd
GREEK MARKET
1440 Corydon Ave
LOVE LOCAL
1225 St Mary's Rd
MARCELLO'S MEAT
9-200 Meadowood Dr

MILLER'S MEAT

590 St. Mary's Rd;
2-2425 Pembina Hwy
OUTLET COLLECTION MALL
555 Sterling Lyon Pkwy
PIAZZA DE NARDI
1360 Taylor Ave
ST VITAL MALL
1225 St Mary's Rd
VINCENZO'S MERCATO
30 - 1580 Taylor Ave
VITA HEALTH LINDEN RIDGE
2-1751 Kenaston Blvd
VITA HEALTH ST. VITAL
19 - 845 Dakota St
THE WINEHOUSE
110-1600 Kenaston Blvd

EAST

BOULEVARD MEATS
1A-49 Vermillion Road
THE CARVER'S KNIFE
29-1530 Regent Ave W
CONSTANCE POPP
180 Provencher Blvd
COTTAGE BAKERY
300 Edison Ave
FRESCOLIO
1-1530 Regent Ave W
FROMAGERIE BOTHWELL
136 Provencher Blvd
LA BELLE BAGUETTE
248 Cathedrale Ave
LE CROISSANT
276 Tache Ave
PEROGY PLANET
805-1615 Regent Ave W
SPICE WORLD
137 Marion St
TALL GRASS SUR LA SEINE
390 Provencher Blvd
TOURISME RIEL
219 Provencher Blvd
VITA HEALTH
KILDONAN CROSSINGS
710-1615 Regent Ave W

'WHERE SHOULD WE EAT?'...

... is the favourite question asked by more than **2 million Winnipeg visitors every year**, and an increasing number of them are arriving with an intent to dine in the city's best restaurants.

These **'culinary tourists'** look for a **reliable list** of the city's best places and recommendations from local editors of food media.

This resource is **Taste Magazine**.

Designed to direct convention delegates, tour groups, business people and vacationers to the best neighbourhoods and the best places, **Taste Magazine** is the best place to find Winnipeg's favourite restaurants in one handy guide.



FAST FACTS

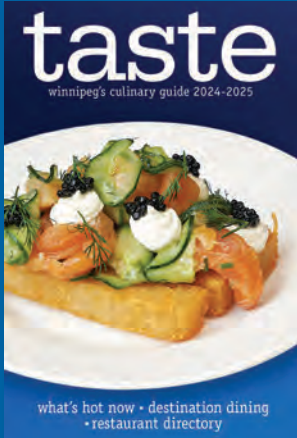
40,000

Total circulation - Annually

Delivered through
Travel Manitoba,
WAA - Airport Info,
Tourism Info Centres
and hotels citywide.

Digitally available
via Joomag on

**ciaowinnipeg.com &
peguru.ca**



FEATURES

- **BEST RESTAURANTS**
A list of Winnipeg's best restaurants created by editors of *Ciao!* and *WHERE* Winnipeg.
- **EDITOR'S PICKS SIDEBARS**
- **CULINARY NEIGHBOURHOOD DISTRICTS**
- **VIBRANT RESTAURANT ADS**

ADVERTISING RATES

effective January 1, 2025

Ciao! 35,000 per regular issue - Feb-March - April-May - Aug-Sep - Oct-Nov	1 time	full pg	2/3 pg	1/2 pg	1/3 pg	1/6 pg
	2 times	\$2,595	\$2,170	\$1,675	\$1,300	\$770
	3 times	2,450	1,985	1,550	1,210	715
	4 times	2,285	1,820	1,425	1,120	645
Ciao! Special Editions 70,000 per issue - Summer - Holiday	1 time	full pg	2/3 pg	1/2 pg	1/3 pg	1/6 pg
	2 times	\$3,875	\$3,105	\$2,515	\$1,920	\$1,160
Taste		full pg	2/3 pg	1/2 pg	1/3 pg	1/6 pg
		\$2795	\$2235	\$1960	\$1260	\$840

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 2025 - January 2026

Publication 2025	Booking Deadline	Camera Ready Art Deadline	Prepay Date	Distribution Date
Ciao! Feb/Mar	6-Jan	7-Jan	15-Jan	31-Jan
Ciao! April/May	3-Mar	7-Mar	14-Mar	28-Mar
Taste Magazine	25-Mar	27-Mar	25-Mar	30-Apr
Ciao! Summer	7-May	8-May	15-May	30-May
Ciao! Aug/Sep	7-Jul	8-Jul	15-Jul	1-Aug
Ciao! Oct/Nov	5-Sep	9-Sep	15-Sep	26-Sep
Ciao! Holiday	3-Nov	4-Nov	14-Nov	28-Nov

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)

	CIAO! / Taste	
	Width"	Height"
Full Page [with .125" bleed]	6.25	9.25
Full Page [trim size]	6.	9.
2/3 Page	3.625	8.125
1/2 Page [horizontal]	5.5	4.
1/3 Page [square]	3.625	4.
1/3 Page [vertical]	1.75	8.125
1/6 Page	1.75	4.
1/6 Page	2.25	4.875

ACCEPTABLE FORMATS FOR CAMERA READY ADS

- Adobe Acrobat PDF press-ready
- 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**
- No Word, Corel or other Microsoft files accepted
- Please offset crop marks at minimum of 0.125", so they are not coming into the bleed

SUBMITTING CAMERA READY ADS

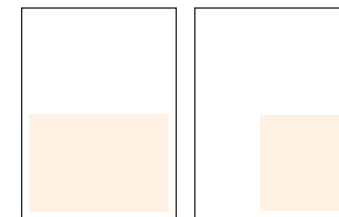
- Please submit press-ready PDFs by email if smaller than 9MB
- Files larger than 9MB can be sent via dropbox.

Call 204-943-4439 for any questions.



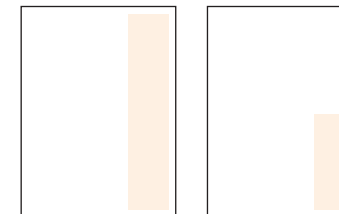
Full Page

2/3 Page



1/2 Page
horizontal

1/3 Page
Square



1/3 Page
vertical

1/6 Page