

EPICURE & TRAVEL

EAT


magazine



CELEBRATING THE FOOD AND DRINK OF BRITISH COLUMBIA


BRITISH COLUMBIA'S PRE-EMINENT FOOD AND WINE MAGAZINE



Our readership is comprised of influential decision makers whose buying habits

and  behavior patterns are most quickly adopted by consumer groups. Targeting this powerful group is critical to any successful marketing strategy.

After 10 years, our readers have grown to expect, and look forward to, EAT's intelligent, provocative and cutting edge perspective on  the players,  restaurants and

products that  define BC cuisine. Appealing to both men and women with discerning tastes, EAT engages readers through its' stimulating visuals and writing.

www.eatmagazine.ca

2009 MEDIA KIT effective August 14 , 2008

●
the longest **life.**

●
the choicest **reach.**

●
the best **value.**

Circulation & Distribution

EAT Magazine reaches nearly half a million readers with year-round print distribution. It is available free at over **400** locations BC-wide including Greater **Victoria** and Greater **Vancouver** plus Tofino, Nanaimo, the Comox and Cowichan Valleys, Whistler and the Okanagan.

Readers pick up free copies at:

- Restaurants
- Cafes
- Specialty Food Stores and Grocery Stores
- Pubs
- Independent Wine, Beer and Liquor Stores
- Recreation Centres
- Bookstores
- Public Libraries
- And many more locations...

Readers are also choosing to receive their free copy of EAT digitally. www.eatmagazine.ca

Paid subscriptions are also available by emailing subscribe@eatmagazine.ca.

COMPARATIVE MEDIA

Advertising endurance comparison

Radio.....30 seconds
Television.....30 seconds
Newspaper.....One day
EAT.....60 days

Primary readership

Each issue your ad receives **119,000*** reader views through 35,000 distributed copies. Online readership is **250,00 hits/month** for a combined **904,600** reader views per issue. EAT is great value.

These readers are targeted for their food, wine and travel interests – making them the most likely to buy your product or service.

Surveys show that those consumers who are pre-disposed to a product are more likely to take action and purchase or use the product advertised

*The average number of readers per copy is 3.4. The average reader opens the magazine 3.7 times (Benchmark Research survey).

Secondary readership

Visiting friends and family

46%+ of readers keep *EAT* for their visiting friends and family to read, while others choose to send the magazine to friends and family rather than recycling it.

6 Reasons For 6 Times

Frequency works

Countless studies have proven that frequency is the single most important component in a successful advertising campaign. It builds advertiser recognition, trust and sales!

Successful advertisers

EAT magazine's "success stories" come most often from consistent advertisers who use the magazine regularly to maximize their investment and return.

Attract new customers

It is not enough today to rely only on your existing customer base and word of mouth referrals. Use *EAT* magazine to bring in new customers and grow your business.

Guaranteed readers

An affluent and loyal readership.

Memorability

Readers must be exposed to your ad repeatedly to remember its message. Our readers look for and buy products and services all year long. Be ready for them—no matter what their "buying cycle," they'll remember you!

Maximum savings

Six-time advertisers earn the lowest rate available. Plus, you'll earn discounts on our website.

Magazines have a long shelf life.

Pass along readership and a very long shelf life – a winning combination unique to *EAT*.

the history.

EAT was founded in 1998 in response to consumer and industry demand for a reliable local publication that focused on the culinary scene of British Columbia.

EAT is published by Gary Hynes, a food professional who has worked as a server, chef, sommelier, restaurateur and hotelier. He understands both what consumers are looking as well as what businesses need. Mr. Hynes began his career in journalism with *Western Living Magazine* writing restaurant reviews. From there, he went on to be a freelance contributor to numerous publications in both Canada and the USA, before establishing **EAT Magazine**.



EAT has a strong team of contributors around BC and is fortunate to have such a knowledgeable and passionate group of writers.

EAT appeals to those interested in all aspects of fine living — choosing a restaurant, entertaining at home, buying quality furnishings & renos, planning holidays or simply discovering a new, appealing recipe made with local ingredients. We also strive to keep our readers “in the know” about local food and drink events.

the editorial.

CALENDAR OF UPCOMING FOOD & WINE EVENTS

A two month schedule of events, dinners and culinary classes

FRESH SHEET & EATCAFE.BUZZ

News, festivals, new product releases, book reviews and local people on the move

LIQUID ASSETS

Larry Arnold reports on the wine scene in British Columbia and around the world. *PLUS* each issue recommends wines to buy in our market.

INTERVIEWS & PROFILES

A story (profile, photos and interview) about a chef or culinary expert of note, someone who has excelled in the culinary field.

COOKING

Articles on techniques, how-to, ingredients, history featuring chef-tested recipes from local restaurants.

SHOPPING

Each issue we explore where to buy prepared foods, ingredients, kitchenware, gifts fashion, design and tableware.

THE CHEFS TALK

Local chefs let you inside their kitchens to tell what's on their minds

AT HOME WITH STYLE

Feature articles on kitchen design, artisans and artists.

RESTAURANT REPORTER

What's new in restaurants around BC

TRUE BREW

The craft brewing industry is hot—we'll tell you why.

TRAVEL

Features on inns, B&B's, resorts and destinations within a short hop from the city.

GET FRESH!

Profiles of which foods are in season.



PRINT + DIGITAL

Today's advertising solution

the 2009 Rate Card.

EFFECTIVE
Aug 14, 2008

COLOUR	1X	3X	6X
FULL PAGE			
1/2 PAGE		Please call or email for rates	
1/4 PAGE			
1/6 PAGE			

Unless specified in the contract, ads must run consecutively to qualify for either the 3X or 6X discounts.

AD SIZES

Ad Size (Trim 10" X 10.8125")	Width		Height
FULL PAGE (Bleed Available on Request)	91/8" (9.125)	X	913/16" (9.8125)
1/2 PAGE (Vertical)	43/8" (4.375)	X	913/16" (9.8125)
(Horizontal)	91/8" (9.125)	X	43/4" (4.75)
1/4 PAGE	43/8" (4.375)	X	43/4" (4.75)
1/6 PAGE	43/8" (4.375)	X	3" (3.0)

DEADLINES

ISSUE	BOOKING	MATERIALS
November/December 2008	Sept. 26	Oct. 3
January /February 2009	Nov. 21	Nov. 28
March/April 2009	Jan. 26	Feb 2
May/June 2009	March 27	April 3
July /August 2009	May 29	June 5
Sept/October 2009	July 30	August 7
November/December 2009	Sept. 25	Oct. 2

PAYMENT INSTRUCTIONS

Payment is due upon signing.

We accept VISA and MASTERCARD.
or Make cheques payable to:
Pacific Island Gourmet

Overdue accounts are subject to a service charge of 1.5% per month.

All prices are in Cnd. dollars and don't include GST.

PRODUCTION REQUIREMENTS

Accepted Programs:

- 1) Adobe High Res, PDF (PDF/X-1a compliant)
 - 2) MAC format Adobe Illustrator CS2 (or earlier), fonts converted to curves. Graphics at 300 dpi. (Colour should be converted to CMYK)
 - 3) Adobe Photoshop files should be TIFF or EPS (Colour should be converted to CMYK)
- Note: EAT does not accept InDesign files, or PDFs created using CorelDraw or Word.

All files supplied electronically should be sent to ghynes@shaw.ca

*Please obtain a receipt for ALL emailed materials.

- Images must be 300 dpi at 100% for print (line screen 150)
- All files must be CMYK
- EAT does not guarantee 100% colour accuracy.
- Images & graphics should not use any form of compression.
- Please proof your ads for accuracy. Unproofed ads will run as is.

GENERAL POLICY

Artwork is subject to Publisher's approval.

Box 5225, Victoria, B.C., V8R 6N4

Tel: 250-384-9042 Fax: 250-384-6915

Web: www.eatmagazine.ca

Email: ghynes@shaw.ca

the 2009 Rate Card.

EFFECTIVE AUGUST 14, 2008

THE EAT E-EDITION

EAT Magazine is proud to offer advertisers a new earth-friendly advertising opportunity – digital done a whole new way!

The Benefits of Digital

- Give in to the trend: "e-media spending is set to increase a brisk 26.5% in 2005."
- Veronis Suhler Stevenson study, Aug. 2005
• Generate ROI. Plan ahead and reap the rewards: your ad can generate actionable sales leads and get brand-building recognition as a leading hospitality company.
• Lead the way to the green future. Digital is the most earth-friendly option for green companies - and completely in line with the EAT magazine philosophy (and yours).
• Enjoy creative flexibility. Include links, embed video or sound in your ad, and spread your ad space throughout a related section or throughout the magazine in any configuration.
• Create a promotion or give away something of value. Readers will click thru to your site to win something or download information — leaving you with a verified lead.

How it works

- 1) HOT LINKS: Every ad that appears in EAT magazine includes a link to your website when URL is included.
2) CUSTOM PAGES: Develop advertorial to enhance print ads, showcase menus or catalogues.
Custom Sections can be delivered directly to your customers via Email. Do you have a great mailing list?
3) Add a pop-up message. When the page is opened a pop-up card will appear with your message, promo, or give-away. Great for menus or special offers.
3) EMBEDDED VIDEO: Add a video message to your ad. Perfect for hotels, resorts or B&B's
4) INSERTS & FLYERS: Add a flyer, catalogue or insert easily with digital. Target your mailing list

TAPAS Newsletter

4,000 loyal subscribers and counting. Bi-weekly. Cost-effective sponsorship

WEBSITE Advertising

Increase you visibility by placing an ad on the EAT home page and receive the benefits of continued viewings as readers return to the website again and again.

BANNER ADS

Table with 2 columns: Size, Intro Price. Row 1: 194w x 134h pixels, \$100 per week

Custom Sizing Available

Basic ad design is complimentary with your digital logo, graphic and text supplied.