

# Savour

## MAGAZINE

### Calgary



## 2024 Media kit • Print • Web • Social

**Savour Calgary** is the city's favourite food and beverage magazine with the highest circulation and readership in Calgary.

We celebrate the culinary scene in Calgary and our readers rely on us to bring them the best of the food and beverage industry.

Passionate food lovers read the magazine from cover to cover for inspiration and recommendations on restaurants, trends, gadgets, recipes, products, services and more. Our readers are heavily influenced by both, magazine articles and advertisements.

Our features, articles, recipes and regular departments are written by local writers and professionals who are passionately interested in good food and drink and enthusiastic about sharing their experiences and their knowledge with the reader.

Our mantra is to inspire, inform, enlighten and educate those who have an appetite for everything culinary and do it with an emphasis on local, relevant, fresh and delicious.

Published every two months (Winter, Early Spring, Late Spring, Summer, Harvest and Holiday), 25,000+ copies of Savour Calgary are available throughout the city at more than 200 partner distributors.

### The Stats

25,000+ magazines printed  
200+ partner distributors

### Gender

Female 73%

Male 27%

### Age

21-30 21%

31-49 42%

50+ 37%

### Household Income

57% \$100,000+

36% \$75 to \$99,999

## Reader Magazine Statistics

**76%** of readers keep their Savour Calgary for 6+ months

**78%** of readers share the magazine with at least one other person

**64%** share the magazine with at least 3 others

**97%** read the magazine cover to cover

**79%** have made a recipe from the magazine

## Reader Spending Habits

**98%** trust Savour Calgary for curated culinary businesses and products

**87%** of Savour Calgary readers have made purchases based on ads and articles

**91%** say that they have visited restaurants based on ads and articles

**82%** shop at farmers markets and specialty food and culinary shops

**73%** make purchases from specialty wine/liquor stores

**94%** eat in restaurants several times a month

**96%** enjoy preparing and cooking meals at home

**87%** have made dishes from recipes they have found in the magazine



## Features, Themes and 'The Regulars'

Each issue of **Savour Calgary** features fresh local stories for food lovers. Feature articles dive into local trends, people, places and topics Calgary readers want to know about. A detailed editorial calendar is available on request. In addition to our cover story and feature articles, Savour Calgary showcases relevant, local and entertaining regular departments. Here are some of our favourite "Regulars."

## The Regulars

**Savour Selects** – Top picks from Savour staff

**Shop Local** – Where to find the latest treats and tools

**Crash Course** – A deep dive into your favourite ingredients and dishes plus a quiz to win great prizes from local businesses

**Masterclass** – Recipes for the ambitious and adventurous

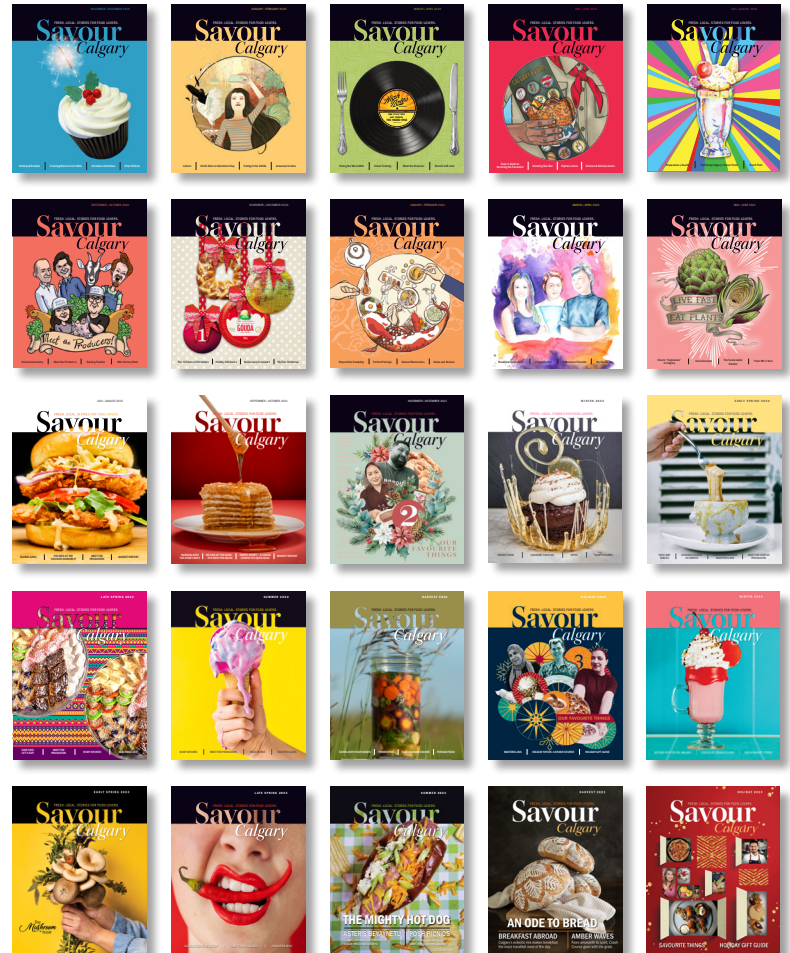
**Quick Bites** – Culinary news, notes and happenings

**Market Report** – Highlights from area farmers' markets

**Fresh Market** – Deep cuts into what's fresh this season

**Funny Bones** – Funny food tales

**Recipe Card** – One last recipe before you go



## Bonus content

We connect our print and digital content with QR codes throughout the magazine. We offer bonus content like recipes, videos and websites that enhance the print stories.

### Issues

**Winter:** January 4th

**Late Spring:** May 3rd

**Harvest:** September 6th

**Early Spring:** March 8th

**Summer:** July 5th

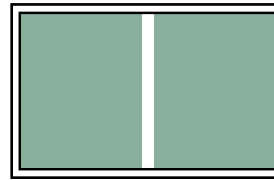
**Holiday:** November 8th

Size	1 X	3 X	6 X
Outside Back Cover (OBC)	\$3,900	\$3,545	\$3,250
Inside Front Cover (IFC)	3,700	3,440	3,150
Inside Back Cover (IBC)	3,200	2,950	2,800
Double Page Spread (DPS)	5,560	5,160	4,830
Full Page	2,980	2,640	2,365
Three Quarter (Vertical)	2,420	2,150	1,945
Half (Vertical or Horizontal)	2,025	1,720	1,575
Third (Vertical)	1,575	1,345	1,285
Quarter (Vertical/Square)	1,350	1,180	995
Sixth (Vertical/Horizontal)	1,070	885	765
Eighth (Vertical/Horizontal)	845	725	625
Community Sponsorship (¼ page horizontal)	1,800	1,695	1,595
Advertorial (1 page)	3,250	n/a	n/a
Advertorial (double page spread)	5,750	n/a	n/a
Inserts per 1,000	120	110	100

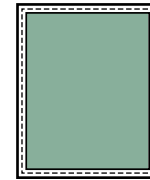
### Sizes

Ad Dimensions: width x height in inches

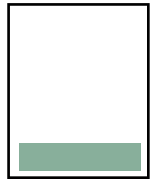
Please submit print ads as CMYK print optimized PDF files. Please ensure all Pantone and spot colours are converted to CMYK. Files submitted in other formats will incur additional charges of minimum \$100.



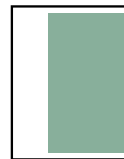
**DOUBLE-PAGE SPREAD**  
LIVE: (INCL 1" GUTTER) 20 X 11.75  
TRIM: 21 X 13.25  
BLEED: 23 X 13.75



**FULL PAGE/BACK COVER**  
LIVE: 9.5 X 11.75  
TRIM: 10.5 X 13.25  
BLEED: 11 X 13.75



**COMMUNITY SPONSORSHIP**  
¼ HORIZONTAL  
9.5 X 2.875



**¾ VERTICAL**  
7.062 X 11.75



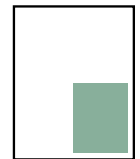
**½ HORIZONTAL**  
9.5 X 5.75



**½ VERTICAL**  
4.625 X 11.75



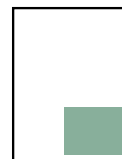
**⅓ VERTICAL**  
4.625 X 7.75



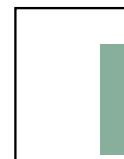
**¼ SQUARE**  
4.625 X 5.75



**¼ VERTICAL**  
2.187 X 11.75



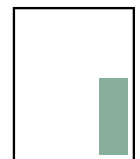
**⅙ HORIZONTAL**  
4.625 X 3.75



**⅙ VERTICAL**  
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ISSUE	WINTER 2024	EARLY SPRING	LATE SPRING	SUMMER	HARVEST	HOLIDAY	WINTER 2025
Advertorial Confirmation	NOV 10	JAN 12	MAR 14	MAY 8	JULY 12	SEPT 15	NOV 12
Final ad Confirmation	DEC 7	FEB 15	APRIL 11	JUNE 6	AUG 15	OCT 11	DEC 5
Ad submission	DEC 14	FEB 22	APRIL 18	JUNE 13	AUG 22	OCT 20	DEC 12
Quick Bites	DEC 7	FEB 15	APRIL 11	JUNE 6	AUG 15	OCT 11	DEC 5
Advertorial final approval	DEC 17	FEB 25	APRIL 23	JUNE 17	AUG 26	OCT 23	DEC 16
On newsstands	JAN 10	MARCH 13	MAY 8	JULY 3	SEPT 11	NOV 6	JAN 8



### Submissions

- Please email ad files directly to your Savour Calgary sales rep. For ad files too large to email, please upload the file to our FTP site:
- Host: ftp.centralweb.ca User: Savour Password: F00d! (upper case O, "zero"). Once you have logged in, click the "upload" button, then select the pdf file you want to upload. (Upon completion of an FTP upload, please email a low-res PDF or JPEG proof to your rep to inform them of the upload.)

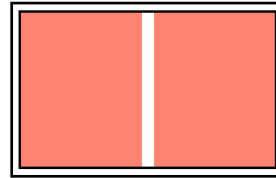
### Requirements

- Minimum 300 dpi (ppi) for digital images and logos@ 100%. Maximum ink density: 300% (Total% of C+M+Y+K)
- Minimum screen density: 10%
- All ads (except full page) require a defining border on all sides. All ads must be supplied to size with no crop marks.
- All ads must be submitted as a press ready, high resolution PDF. PDFX/1a files are preferred.
- 100% colour accuracy cannot be guaranteed.

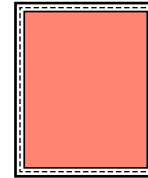
### Recommendations

- Book stock is not "bright white," and is uncoated and porous - so ads will look a bit darker and softer compared to ads printed on a coated sheet. A 20% dot gain can be expected. We recommend increasing the brightness and contrast, and/or pulling back on the midtones of digital images for best results.
- For large, black background areas, we recommend using rich black: 30%C, 30%M, 0%Y, 100%K.
- The web press is less likely to keep perfect register throughout the run. We recommend a bold type face for type that is knocked out of a colour background. For type smaller than 8 pt., we recommend using 100% black type on a light background. Always use vector type.

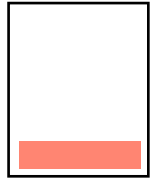
### Sizes width x height in inches



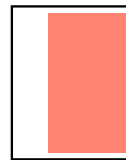
**DOUBLE-PAGE SPREAD**  
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TRIM: 21 X 13.25  
BLEED: 23 X 13.75



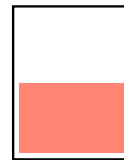
**FULL PAGE/BACK COVER**  
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BLEED: 11X 13.75



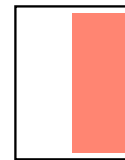
**COMMUNITY SPONSORSHIP**  
¼ HORIZONTAL  
9.5 X 2.875



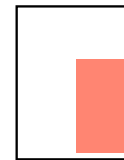
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7.062 X 11.75



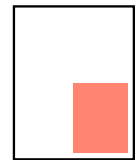
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9.5 X 5.75



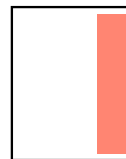
½ VERTICAL  
4.625 X 11.75



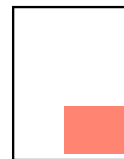
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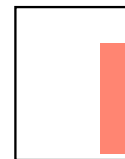
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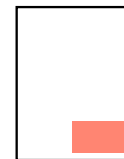
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2.187 X 11.75



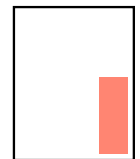
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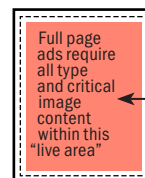
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4.625 X 2.75



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#### PLEASE FOLLOW SPECS BELOW FOR FULL PAGES

**BLEED AREA:** ¼" BLEED IS REQUIRED ON ALL FOUR SIDES. This area is printed and must be free and clear of any marks. Full-page ad with bleed: 11" x 13.75"

**LIVE AREA:** 9.5" x 11.75"

**TRIM:** (Actual page size) 10.5" x 13.25"

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### Website Ads

Advertising on the Savour Calgary website has major benefits. It provides a cost-effective opportunity to reach your market both locally and beyond. It allows for a time-sensitive message, with the ability for a quick turn-around time to put up and take down. Our events listing page is updated regularly with relevant, upcoming culinary happenings in and around the city.

Savour Calgary offers banners and web boxes.

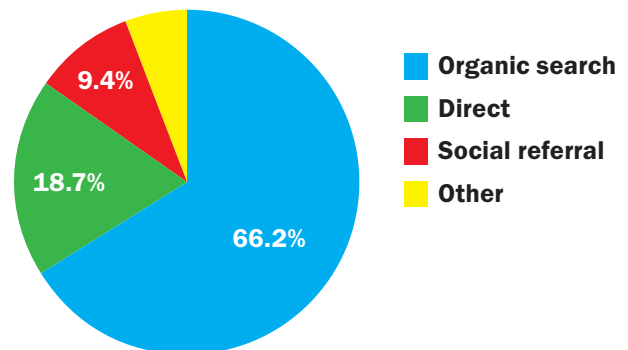
**Web Boxes:** Web box ads will appear on every available page. Web banners appear at the top of the page under the menu bar.

**Box ads:** 300 x 250 - 72 dpi

**Banners:** 728 x 90 - 72 dpi

**Double web boxes** are also available: 300 x 600 - 72 dpi

Web ads pricing from \$250.00



### Newsletter Ads

Include our newsletter, 'The Snack' in your advertising campaign to compliment your print and website ads.

1700+ subscribers

'The Snack' is emailed bi-weekly, every other Friday.

**Box ads:** 300 x 250 - 72 dpi

**Banner ads:** 728 x 90 - 72 dpi

Ask your rep for up to date stats, pricing and submission information.

### Sponsored Content and Social Media

Sponsored Content is an opportunity to showcase your brand to the Savour Calgary audience with content that integrates with our digital platforms. Your article is displayed on the page of your choice and links to your website.

Sponsored content opportunities are available on our website, [www.savourcalgary.ca](http://www.savourcalgary.ca), our newsletter and our social media channels. Rates for sponsored content start at \$250.00

Reach a targeted, culinary-interested market of more than 6,000 followers through Savour Calgary's Facebook, Instagram and Twitter channels.





## Advertorial Advertising



### A great way of communicating more information to readers.

Advertorials, commonly referred to as 'Business Profiles', are created to promote a company, product, service, organization, an event or a special occasion. Advertorials, as the name suggests, are a combination of paid for editorial writing and photography together with advertising material.

### Editorial Integrity- Savour Calgary Guidelines

Our readers see both editorial content and advertising as valuable sources of information. Nevertheless, proper safeguards need to be in place to avoid blurring the line between the two. Savour Calgary has strict guidelines in place to avoid confusing or misleading our readers and to maintain our high editorial integrity. (Savour Calgary follows the Advertorial Guidelines as set out by Magazines Canada and AMPA)

### Process

- Booking the advertorial.
- A Savour Calgary writer will contact the advertiser to arrange for a time for an interview and photography.
- Photographer will be determined by Savour Calgary and the writer.
- The advertiser is given the opportunity to approve the written content prior to being sent to layout and design.

### Guidelines

- All advertorials will be clearly marked as "Advertisement" at the top of the page.
- A maximum of two advertorials will be published per issue.
- Advertorials are available in two formats - Double Page Spread and Full Page.
- Word count is limited to 750 words for a Double Page Spread and 500 words for a Full Page.
- The publisher has the right to approve of all advertorials being printed.
- The advertiser acknowledges that they have the expressed permission and right to use the images, logos, photos and illustrations supplied to the magazine.

- The advertiser needs to supply a high-res (300dpi) logo together with any other high-resolution photos or images they would like to have included in the final design. These images together with any design requests should be emailed to your sales rep prior to the advertorial submission deadline.
- Once the advertorial design and layout are complete, the advertiser will receive a proof and will have the opportunity to submit any corrections or changes up until the final approval deadline.

### Deadlines

ISSUE	WINTER 2024	EARLY SPRING	LATE SPRING	SUMMER	HARVEST	HOLIDAY	WINTER 2025
Booking	NOV 10	JAN 12	MAR 14	MAY 8	JULY 12	SEPT 15	NOV 12
Copy and photos to layout	DEC 9	FEB 14	APRIL 13	JUNE 9	AUG 15	OCT 15	DEC 8
Client final approval	DEC 17	FEB 25	APRIL 23	JUNE 17	AUG 26	OCT 23	DEC 16

FRESH. LOCAL. STORIES FOR FOOD LOVERS.

## Co-op Ad Specifications

Co-op ads are a cost-efficient option for advertisers within a group or community to share in the cost of a full page. Co-op ads can also be done on a double page format.

Savour Calgary offers a full range of customized co-op ad themes, and we would be pleased to work with you and your group to develop a unique plan based on your group's needs and requirements.

Each advertiser pays equally for the cost of the page. The size and the cost of the ads are determined by the number of advertisers participating. Each advertiser is responsible for supplying Savour Calgary with a press-ready PDF file to size.

The background image of the page can be developed by Savour Calgary or your organization, the choice is yours. Savour Calgary also offers the option of developing your ad for you at an additional cost.



Full page six-up sample

Individual ad size 4 x 2.875

Cost: \$500. each



Sample Custom-Designed Co-Op Feature Ad costs range from \$250 to \$900

## The ad specs and requirements:

Each advertiser is responsible for supplying Savour Calgary with a press ready PDF file to size. High-res PDF; 300 dpi for images. All colours must be converted to CMYK. (There is more information for ad specs on our Prints Specs fact sheet).



Full page eight-up sample

Individual ad size 4.375 x 2.375

Cost: \$400 each



# Savour

MAGAZINE

## Calgary

FRESH. LOCAL. STORIES FOR FOOD LOVERS.



[info@savourcalgary.ca](mailto:info@savourcalgary.ca)



[facebook.com/SavourCalgary/](https://facebook.com/SavourCalgary/)



[instagram.com/savourcalgary/](https://instagram.com/savourcalgary/)



[twitter.com/SavourCalgary](https://twitter.com/SavourCalgary)



Funding partner



Alberta  
Magazine  
Publishers  
Association



Funding partner