



# Savour *Calgary*

## 2026 Media Kit

### ***Celebrating Calgary's Culinary Scene through Print, Digital and Social Media***

*Savour Calgary* is the most widely distributed and favourite go-to culinary magazine in the city. Founded in 2019, the magazine has become the trusted source of inspiration for home cooks, food enthusiasts, gastronomes, and professional chefs.

Known for its eye-catching covers, passionate food lovers read the magazine from cover to cover for recommendations on restaurants, trends, gadgets, recipes, products,

services, and more. Our readers tell us that they are heavily influenced by both magazine articles and advertisements.

Championing culinary diversity, the magazine is well known for its spotlights on food trends and traditions from a variety of cultures and countries.

With a multi-platform approach, *Savour Calgary* maintains a strong digital presence, with thousands

of followers engaging with its website and social media platforms: Facebook, Instagram, Bluesky, and Pinterest. This enhances its reputation as the leading resource for food enthusiasts across Calgary.

The magazine is available, free, throughout the city at over 120 partner distributors. Published every two months, Winter, Early Spring, Late Spring, Summer, Harvest and Holiday. *Savour Calgary* presents the best of each season.



Alberta  
Magazine  
Publishers  
Association



### The Stats

**75%** of readers keep their *Savour Calgary* for at least two months

**76%** of readers share the magazine with at least one other person

**94%** pick up the magazine whenever they see it

**100%** trust *Savour Calgary* for curated culinary businesses and products

**89.2%** of *Savour Calgary* readers have made purchases based on ads and articles

**Over 70%** shop at farmers' markets

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

**Over 50%** shop at specialty food shops

**81%** eat in restaurants one to two times a week

**72%** have made dishes from recipes they have found in *Savour Calgary*

### Age

**12.8%** of the readers are 26-35

**43.6%** of the readers are between the ages of 36-55.

**42.0%** of the readers are 56+

**70,000+** print readers

**12,000+** digital readers

**4 out of 5 readers** eat out at least once or twice a week

**½ of our readers** entertain at home regularly

Gender: **77.2%** female **22.5%** male

**100%** of readers trust *Savour Calgary* as a source of relevant, local culinary information.

### Major Partner Distributors

Co-op Wine & Spirits

Community Natural Foods

Blush Lane

Sunterra Market

Calgary Farmers' Markets  
- South and West

Crossroads Market

Fresh & Local Market & Kitchens

Italian Centre Shop

Springbank Cheese Shops

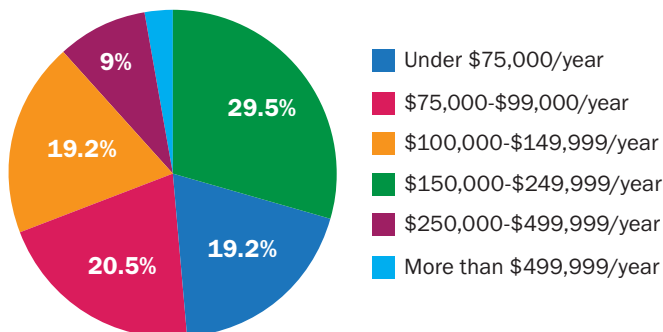
Italian Super Market

Willow Park Wines & Spirits

Highlander Wine & Spirits

The Silk Road Spice Merchant

### Annual Household Income



Source – In-house study Spring 2024.





# Savour

MAGAZINE

## Calgary

## Editorial Content

FRESH. LOCAL. STORIES FOR FOOD LOVERS.

### 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

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

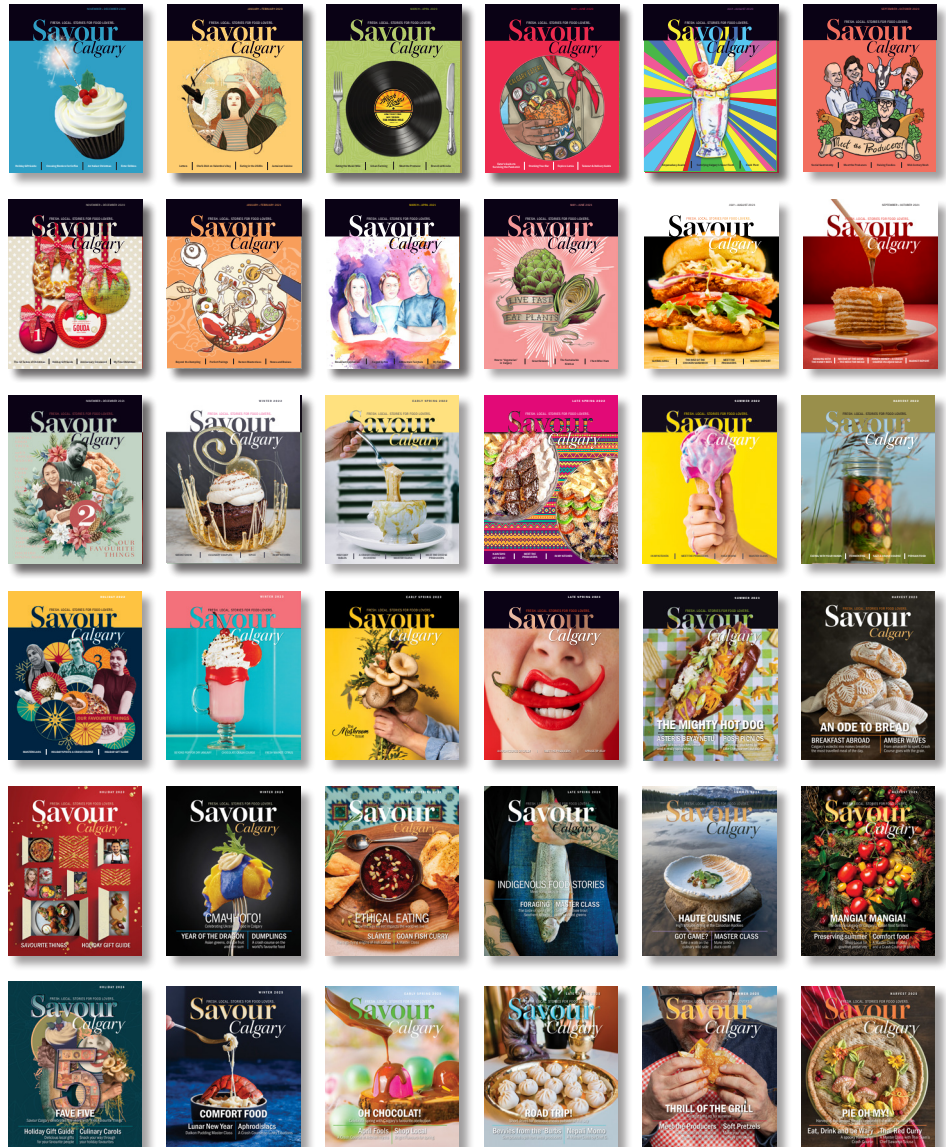
**Quick Bites** – Culinary news, notes and happenings

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

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

**Crash Course** – Entertaining information on a variety of foods and topics with a Quiz readers can enter to win a prize.

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



### Bonus content

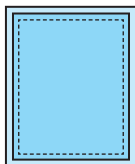
We connect our print and digital content with QR codes throughout the magazine. We offer bonus content like recipes, videos and websites that enhance the print stories.

FOR ADVERTISING INQUIRIES PLEASE EMAIL: [debbie@savourcalgary.ca](mailto:debbie@savourcalgary.ca)

### Ad Sizes width x height in inches • width x height in centimetres



**DOUBLE-PAGE SPREAD**  
LIVE: 19 x 11.5 in. • 48.26 x 29.21 cm  
TRIM: 20 x 12 in. • 50.8 x 30.48 cm  
BLEED: 20.5 x 12.5 in. • 52.07 x 31.75 cm



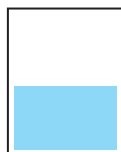
**FULL PAGE/IFC/IBC**  
LIVE: 9.5 x 11.5 in. • 48.26 x 29.21 cm  
TRIM: 10 x 12 in. • 25.4 x 30.48 cm  
BLEED: 10.5 x 12.5 in. • 26.67 x 31.75 cm



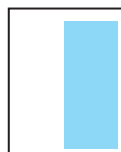
**COMMUNITY SPONSORSHIP**  
¼ HORIZONTAL  
9 x 2.75 in. • 22.86 x 6.99 cm



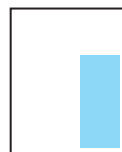
¾ VERTICAL  
6.75 x 10.5 in.  
17.15 x 26.67 cm



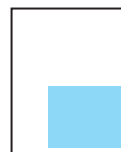
½ HORIZONTAL  
9 x 5.125 in.  
22.86 x 13.02 cm



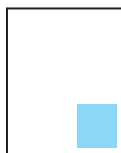
½ VERTICAL  
4.625 x 10.5 in.  
11.75 x 26.67 cm



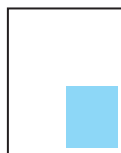
⅓ VERTICAL  
4.375 x 6.65 in.  
11.11 x 16.9 cm



⅓ HORIZONTAL  
5.9375 x 4.375 in.  
15.08 x 11.11 cm



⅙ HORIZONTAL  
4.375 x 3.6 in.  
11.11 x 9.14 cm



¼ SQUARE  
4.375 x 5.125 in.  
11.11 x 13.02 cm



PLEASE FOLLOW SPECS FOR FULL PAGES

← **BLEED AREA:** ¼" BLEED IS REQUIRED ON ALL FOUR SIDES. Full-page ad with bleed: 10.5 x 12.5 in. • 26.67 x 31.75 cm

← **LIVE AREA:** 9.5 x 11.5 in. • 48.26 x 29.21 cm

← **TRIM:** (Actual page size) 10 x 12 in. • 25.4 x 30.48 cm

### Requirements

- Minimum 300 dpi (ppi) for digital images and logos@ 100%.
- 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/la files are preferred. High resolution .jpg files 300 dpi (ppi) are also acceptable.

### Recommendations

- For large, black background areas, we recommend using rich black: 35%C, 30%M, 30%Y, 100%K.
- 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.

### Submissions

- Please email ad files directly to your *Savour Calgary* sales rep.

### Deadlines

| ISSUE         | WINTER 2025 | EARLY SPRING | LATE SPRING | SUMMER  | HARVEST | HOLIDAY | WINTER 2026 |
|---------------|-------------|--------------|-------------|---------|---------|---------|-------------|
| Ad submission | DEC 12      | FEB 13       | APRIL 10    | JUNE 12 | AUG 19  | OCT 16  | DEC 11      |



⅙ vertical ad



Two page spread ad



Half page ad



¼ page ad



Sponsor ad

### Issues

**Winter:** January 8th

**Late Spring:** May 7th

**Harvest:** September 10th

**Early Spring:** March 12th

**Summer:** July 2nd

**Holiday:** November 12th

| 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   | 2,725   | 2,600   |
| Three Quarter (Vertical)         | 2,620   | 2,425   | 2,360   |
| Half (Vertical or Horizontal)    | 2,125   | 1,820   | 1,600   |
| Third Vertical                   | 1,625   | 1,480   | 1,385   |
| Third Horizontal                 | 1,625   | 1,480   | 1,385   |
| Quarter Square                   | 1,450   | 1,280   | 1,045   |
| Sixth Horizontal                 | 1,070   | 885     | 765     |
| Advertorial (1 page)             | 3,250   |         |         |
| Advertorial (double page spread) | 5,750   |         |         |

### Sponsorship Opportunities

|  |         |
|--|---------|
| Community Sponsorship – ¼ page horizontal Limited spots available - yearly committment               | \$1595  |
| Community Sponsorship – ¼ page horizontal Page 7 - Welcome from the Editor page - yearly committment | \$1800  |
| Looking to reach Calgarian foodies in the city with your flyer? Inserts per 1,000                    | \$105   |
| Premium Position. Full page 3 – yearly committment   | \$2,950 |
| Premium Position. Full page 4 – yearly committment   | \$2,800 |
| Premium Position. Full page 6 – yearly committment   | \$2,750 |
| Inserts per 1,000  | \$105   |

### Deadlines

| ISSUE             | WINTER 2026   | EARLY SPRING | LATE SPRING | SUMMER  | HARVEST | HOLIDAY | WINTER 2027 |
|-------------------|---|--------------|-------------|---------|---------|---------|-------------|
| Advertorials      | Please see the advertorials page in the media kit for deadlines |              |             |         |         |         |             |
| Ad Booking        | DEC 4   | FEB 5        | APRIL 2     | MAY 27  | AUG 6   | OCT 8   | DEC 3       |
| Ad submission     | DEC 12  | FEB 13       | APRIL 10    | JUNE 11 | AUG 14  | OCT 16  | DEC 11      |
| Insert submission | DEC 16  | FEB 20       | APRIL 16    | JUNE 10 | AUG 19  | OCT 21  | DEC 16      |
| On newsstands     | JAN 8   | MARCH 12     | MAY 7       | JULY 2  | SEPT 10 | NOV 12  | JAN 7       |



# Savour

MAGAZINE

## Calgary

## Digital offerings

FRESH. LOCAL. STORIES FOR FOOD LOVERS.



### Newsletter Ads

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

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

**Box ads:** 300 x 300px - 72 dpi - \$225.00/2 issues

**Banner ads:** 728 x 90px - 72 dpi - \$400/2 issues

### Savour Calgary E-blast:

The way to a food-lover's heart is through their inbox.

The Savour Calgary e-blast is an ideal way to speak directly to Calgary food-lovers. Our list of more than 1,800 local gastronomes are people who opted in specifically for Calgary food news. To protect the integrity of our digital communications, we currently limit e-blast to a maximum of 12 per year, making this a limited and exclusive opportunity.

Simply provide us with your messaging, brand elements and photos, and our team will put together a compelling email and send to our list with discrete Savour Calgary branding to demonstrate our partnership.  
**Your message, our audience.**



### 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 300px - 72 dpi

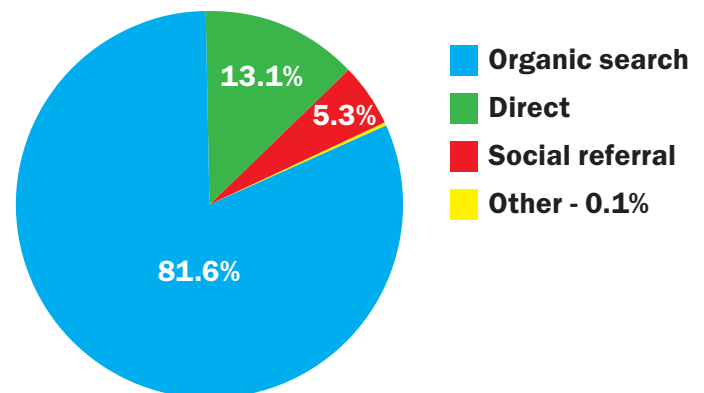
**Banners:** 728 x 90px - 72 dpi

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

Box ad - \$250.00/month

Banner - \$500.00/month

Double box ad - \$375.00/month



### 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.

Sponsored content opportunities are available on our website, our newsletter and our social media channels. Rates for sponsored content start at \$250.00. For more information on sponsored content please email our Digital Manager [wanda@savourcalgary.ca](mailto:wanda@savourcalgary.ca)



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



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



[@savourcalgary.bsky.social](https://twitter.com/savourcalgary.bsky.social)

FOR ADVERTISING INQUIRIES PLEASE EMAIL: [debbie@savourcalgary.ca](mailto:debbie@savourcalgary.ca)

## 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.

- All advertorials will be clearly marked as "Advertisement" at the top of the page.
- Word count is limited to 750 words for a Double Page Spread and 500 words for a Full Page.
- Once booked, a Savour Calgary writer will contact the advertiser to arrange for a time for an interview and photography.
- 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.
- 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 2025 | EARLY SPRING | LATE SPRING | SUMMER  | HARVEST | HOLIDAY | WINTER 2026 |
|-----------------------|-------------|--------------|-------------|---------|---------|---------|-------------|
| Booking               | NOV 12      | JAN 9        | MAR 11      | MAY 6   | JULY 15 | SEPT 15 | NOV 12      |
| Client final approval | DEC 15      | FEB 13       | APRIL 14    | JUNE 11 | AUG 18  | OCT 19  | DEC 15      |

## 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.



## 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.