

where™

EDMONTON

2012

MEDIA KIT



WELCOME TO WHERE

where EDMONTON



About WHERE magazine:

Founded in 1936, **WHERE** magazine is the largest and most recognizable global network of visitor magazines in the world. **WHERE** is produced in 50 international markets, including Paris, London, New York, Los Angeles, Rome, Moscow, Singapore, and Hong Kong.

In Canada, **WHERE** magazine is published in Vancouver, Toronto, Ottawa, Halifax, Edmonton, Victoria, Winnipeg, the Canadian Rockies, Muskoka, Mississauga, Whistler, and Calgary. **WHERE** Canada is a registered trademark of St. Joseph Media Inc., Canada's largest independent magazine publisher.

The Edmonton Edition:

Each issue of **WHERE** magazine offers an informative blend of comprehensive listings (restaurants, attractions, shops, events, etc.), plus entertaining articles and attractive photography. **WHERE** magazine is produced 6 times per year (bi-monthly), ensuring that the locally written editorial gives visitors an insider's view with credible, timely, and relevant content.

WHERE magazine has been the city's premiere visitor magazine since 1994. The average circulation is 40,000 copies per issue, and the magazine is found in virtually every hotel guest room in Edmonton. It is also distributed in all major shopping centres, office towers, attractions, and information centres.

WHERE magazine delivers value to its advertisers. With competitive display advertising rates and flexible programs, it provides an effective means to increase your sales and profits.



WHERE rates 4 out of 5 stars!

Source: WHERE 2010 Readers Survey

EDITORIAL COMPONENTS

where EDMONTON

Our job is to inform visitors, newcomers, and locals about the best the city has to offer: from great places to dine and shop, to hot ideas for entertainment, attractions, and nightlife. We write about the city we know and love. Interesting features on its people and culture keep the magazine fresh and relevant. Readers continually refer to **WHERE** magazine for all things "Edmonton."

In every issue, **WHERE** magazine has:

- Well-written articles about our city, including features on things to do and see.
- "Hot Pages" that provide insider information on entertainment, art, dining, and shopping.
- Business listings by category (shopping, dining, entertainment, art & antiques, attractions, essentials, and accommodation). These listings are written in a lively voice from an insider's perspective.
- Reliable, up-to-date city maps to help readers navigate the city with highlighted attractions and landmarks.

Readers trust and refer to **WHERE** magazine because we follow the highest standards of editorial integrity, and we adhere to guidelines set out by the Canadian Society of Magazine Editors (CSME).

Our editorial is not for sale.

HOT ART

THE ART OF WARNER BROS. CARTOONS
 THROUGH OCTOBER 31 From the 1930s to the 1950s, Warner Bros. cartoons were a staple of the big screen. From Bugs Bunny to Daffy Duck, these characters have become icons of pop culture. The exhibit at the Art Gallery of Alberta features a collection of original artwork and behind-the-scenes photos, offering a glimpse into the creative process of these beloved characters.

TIMELAND 2010 ALBERTA BIENNIAL
 THROUGH OCTOBER 31 The 2010 Alberta Biennial is a celebration of contemporary art from across the province. This year's theme is "Time," and the exhibition features a diverse range of works, including installations, paintings, and sculptures. The biennial is held at the Art Gallery of Alberta, a premier art space in Edmonton.

LOCAL LENSES: NATURE PHOTOGRAPHERS FROM ST. ALBERT

May 1 - Get ready for the summer months with a collection of nature photography from local artists. The exhibit features a variety of subjects, from wildlife to landscapes, capturing the beauty of the natural world in St. Albert.

HOT SHOPPING

LEATHER BEATS WEATHER
 When the weather turns chilly, you'll want to cover up in style. Leather is the perfect choice for a sophisticated and durable wardrobe. From jackets to boots, leather accessories are a must-have for the season.

WHAT A LUSH RUSH
 Refresh your senses with a selection of local craft beers. Each brewer brings their own unique flavor and style to the table, offering a diverse range of options for beer enthusiasts.

HOT DINING

PRE-SHOW PRANDIALS
 Elevate your dining experience with a selection of pre-show prandials. These small plates are perfect for sharing and are a great way to start your evening.

PAN-ASIAN PERFECTION
 Discover the best of both worlds with a selection of pan-Asian dishes. From sushi to stir-fry, these dishes offer a unique and delicious fusion of flavors.

IT'S ALL GREEK TO YOU
 Celebrate the flavors of Greece with a selection of authentic dishes. From souvlaki to moussaka, these dishes are a true taste of the Mediterranean.

2012 Editorial Outline

JANUARY/FEBRUARY 2012
Editorial Themes: Winter Fun/Valentine's Day
 Entertainment: Winter Festivals
 Shopping: Rejuvenating Spa Treatments
 Dining: Steaming Soups & Stews
 PLUS—the best hot chocolate, Valentine's Day gifts, hot events, more!

MARCH/APRIL 2012
Editorial Themes: Spring Fashion/Home Décor
 Entertainment: Western Canada Fashion Week
 Shopping: Chic Fashion/Fabulous Home Décor
 Dining: Couture Cuisine (stylish presentation)
 PLUS—the essential little black dress, the perfect white cotton T-shirt for men, hot shoes, more!

MAY/JUNE 2012
Editorial Themes: Eco-friendly Finds/Naturals/Local & Handmade Treasures
 Entertainment: Farmer's Markets
 Shopping: The New Vintage (fashion)
 Dining: Discovering Seasonal, Local Fare
 PLUS—The Enjoy Centre, upscale raw food dining, eco-resin jewellery, more!

JULY/AUGUST 2012
Editorial Themes: Summer Fun/Keeping Cool
 Entertainment: Summer Festivals
 Shopping: Sun-free Body Bronzers
 Dining: The "5 to 7" Soiree (outdoor patios)
 PLUS—the best gelato, flattering swimwear, more!

SEPTEMBER/OCTOBER 2012
Editorial Themes: Fall Fashion/Fall Harvest
 Entertainment: Live Theatre Preview
 Shopping: Luxe Leather/Trendy Tech Gadgets
 Dining: The Art of Charcuterie/Microbreweries
 PLUS—stylish scarves, cozy sweaters, more!

NOVEMBER/DECEMBER 2012
Editorial Themes: Holiday Gifts/Celebrations
 Entertainment: Christmas Events
 Shopping: Holiday Gift Guide
 Dining: Going Out for Turkey Dinner
 PLUS—Spirits, Canadian Finals Rodeo, more!

*Note: Editorial content is subject to change.

BROOKS & DUNN
 MAY 5
 The Last Rodeo Tour is, sadly, the end of the line for Kix and Ronnie. Says their website: "After 20 years... we have agreed as a duo that it's time to call it a day. This ride has been everything and more than we could ever have dreamed... We owe it all to you, the fans." Royal Plaza, \$76.26-\$99.26, call 780-451-8000 for tickets.

HENRY ROLLINS
 MAY 21
 After recent travels to Saudi Arabia, Indonesia, Brunei, Sri Lanka, Bangladesh, India, Nepal, China, and Thailand, his straight-talking actor, author and radio host shares his worldview with edgy humour and a spoken-word brilliance that has won him legions of fans around the globe. Winipeg Centre, \$26.50-\$34.50, call 780-428-1414 for tickets.

GEORGE THOROGOOD
 MAY 19
 Even when he's growling B-b-b-bad to the B-b-bone, he's g-g-great. This soaring blues-rock singer and his band, The Destroyers, have hit the road to play the hits as well as promote The Dirty Dozen, his latest album. A toast to George! One Bourbon, One Scotch, One Jubilee. Auditorium, \$57.15-\$97.90, call 780-451-8000 for tickets.

FABER DRIVE
 MAY 22
 G-Get Up and Dance! Canada's 2008 Juno nominees have released their second album, can't help it Secret, which deftly brings new colour, tone, and emotion into the fold as the band crosses borders into pure electro-pop and dance music. With special guests: The Latency. Edmonton Event Centre, \$27, call 780-451-8000 for tickets.

ROBERT MUNSCH
 MAY 27 AND 29
 What's more fun than a storytelling concert with Canada's best-selling children's author? Nothing on this planet! If you're lucky enough to be a kid, young or old, in Robert Munsch's audience, you know for sure that he'll Love You Forever. May 27 at Winipeg Centre, \$20.50, call 780-428-1414 for tickets; May 29 at Horizon Stage (Spruce Grove), \$22.25, call 780-451-8000 for tickets.

MAY

RANDY TRAVIS
 May 1 - The country star who embraced gospel and Three Wooden Crosses comes to the River Cree (page 30).

CHARLEY PRIDE
 May 6 - Get ready to yell "Lips" with this platinum country legend at the Jubilee Auditorium (page 29).

MAXIMUM FIGHTING 25: VINDICATION
 May 7 - These guys NEVER play nice — and that's why we love to watch 'em thrash it out in the ring (page 31).

JOE DEFERRANCO TRIO
 May 14-15 - The finest jazz legend at the planet comes to the Yardbird Suite (page 30).

GERRY AND THE PACEMAKERS
 May 27 - This Brit invasion band still rocks without any medical pacemakers (page 30).

THE BUDDY HOLLY STORY
 Through June 27 - The timeless tunes of the Lubbock, Texas, legend at Mayfield Dinner Theatre (page 28).

THE LAW & THE ORDER
 Through June 6 - Jubilations Dinner Theatre sends up one of TV's top crime shows (page 28).

BON LOCAL APPETIT!

Savour the fresher, delicious dishes of River City's homegrown fare BY JAKE HOSKINS

Some folks call it the 100-mile-diet. Others simply call it eating locally. In a province rich with culinary pleasures for the carnivore and herbivore alike, it's downright comforting — and a tonic for the local farm economy — when we chow down on healthy homegrown grub.

MADISSON'S GRILL — LINDOR BANK INN
 Quebec Dinner, Brunch, Beer & Spirit Bar
 Quebec Dinner, Brunch, Beer & Spirit Bar
 Not only does this new food hall (opened in April) have a great food court, it also has a great bar. The bar is open from 11 a.m. to 11 p.m. and has a great menu. The bar is open from 11 a.m. to 11 p.m. and has a great menu.

LA BONNE — CROUVÉ PLAZA CHATEAU LACOMBE
 Lunch and Dinner
 The menu is a mix of local and international dishes. The menu is a mix of local and international dishes.

WILD TANGERINE
 The City's Own Provisions Park
 The menu is a mix of local and international dishes. The menu is a mix of local and international dishes.

BY THE NUMBERS

where EDMONTON

IN 2012, OVER **4 Million Visitors**
 WILL SPEND MORE THAN **1 Billion Dollars***
 ...THAT'S A LOT OF WHAT YOU'RE SELLING!

WHERE: THE NO.1
 VISITOR MAGAZINE

Internationally recognized as an
 invaluable information source
 for the global visitor market,
WHERE is a name readers trust.



\$1.1 BILLION PER YEAR.
\$3 MILLION PER DAY.
\$125,000 PER HOUR.

That's how much domestic and international visitors spend annually in Edmonton. Get your share by introducing these spenders to your business. When they're ready to shop, dine, and enjoy local entertainment, they turn to WHERE—we're right there at their fingertips, in their hotel room or key visitor-trafficked locations.

Reach this lucrative market and make sure they know about your business.

ACTIVITY	WHERE READERS LAST TRIP	TOTAL CANADA TRAVELLED IN LAST 12 MONTHS ***	INDEX
Shopping	62.4%	34.1%	183
Attractions/Sightseeing	47.3%	37.4%	126
Nightlife/Clubs	20.7%	9.2%	225
Art Gallery/Museum	16.4%	9.3%	176
Casual Restaurant Dining*	73.5%	46.7%	157
High-End Restaurant Dining**	50.1%	34.3%	146

*reservation is not normally required **reservation is normally required ***PMB 2010 Fall

- ➔ **66%** of total travellers purchased alcohol, beer, or wine on most recent trip compared to **42%** of all Canadians in past 30 days
- ➔ Average time spent with WHERE: 22.3 minutes; **41%** read for more than 20 minutes
- ➔ Average length of stay: 3.4 days; **82%** travelled with at least one other person

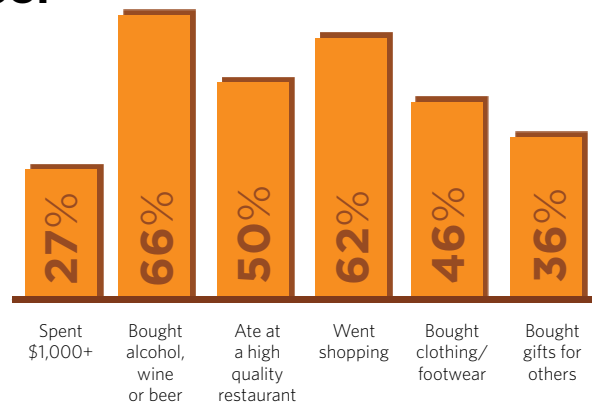
*Source: WHERE 2010 Readers Survey

Over the next 72 hours, a WHERE reader is going to spend over \$1,000 in Alberta, whereas the average traveller in Canada spends only \$738!

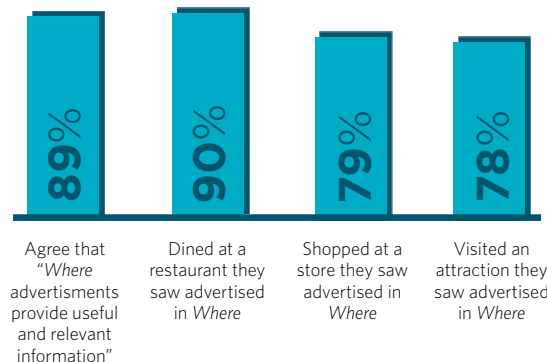
95% of readers are return travellers to the same Alberta city

Average length of each trip is **3 days**

Average spending per trip, excluding travel costs, is **\$1,037**



Alberta WHERE readers pay attention to advertising...



Compared to the average Canadian traveller, Alberta Where readers are:

- 83%** more likely to shop
- 76%** more likely to visit a gallery or museum
- 46%** more likely to eat at a high-end quality restaurant
- 26%** more likely to visit attractions

WHERE CALGARY

Total annual circulation: 300,000
Editions: 6

WHERE EDMONTON

Total annual circulation: 240,000
Editions: 6

WHERE ROCKIES

Total annual circulation: 390,000
Editions: 2

ALBERTA WHERE READERS

Gender split
46% Male / 54% Female

Average age
43 years

Average HHI
\$100,687

MANAGER/BUSINESS OWNER/
PROFESSIONAL/EXECUTIVE
37%

Employed full-time
80%

Have children under 18 years
38%

Topics that are important to these readers:

- 94%** Dining
- 94%** Tourist attractions
- 86%** Shopping
- 83%** Events/theatres/concerts



READERS RATE WHERE 4 OUT OF 5 STARS!

PLUS:

53% of Alberta Where readers keep an issue for future reference.

40% of Alberta Where readers carry a copy of the magazine when travelling.

Source: Where 2010 Reader Survey; total sample: 1,108.

→ CONTACT US TODAY TO BOOK YOUR AD!

ADS IN WHERE SELL!

Readers Act On The Advertisements In WHERE

89% agree that “**WHERE** advertisements provide useful and relevant information” **82%** have shopped at a store they saw advertised in **WHERE**

85% dined at a restaurant they saw advertised in **WHERE** **80%** visited an attraction they saw advertised in **WHERE**

Source: Where 2010 Reader Survey; total sample: 1,108.

Magazine Advertising Is Targeted

Magazines reach and engage your target in a meaningful way. When you want to influence affluent business and leisure travellers who are ready to buy, advertising with **WHERE** is a must.

Magazines Strengthen Advertisements

Magazine editorial provides an environment that engages readers and enhances your message.

Source: Magazines Canada, 2009.

AFFLUENT AND READY TO SPEND

The average traveller in Canada spends **\$738** during their stay, whereas **WHERE** readers spend an average of **\$1,153**. That's **56%** more!

Direct these big spenders to your business with an ad in WHERE.

Sources: PMB 2010 Fall two-year readership database; Where 2010 Reader Survey; total sample: 1,108.

THE WHERE READER

Gender Split
46% Male / 54% Female

Average Age
41 years

Average Household Income
\$99,253

Manager/Business Owner/
Professional/Executive
40%

Employed Full-Time
79%

Married
67%

Have Children Under 18 Years
32%

★★★★★

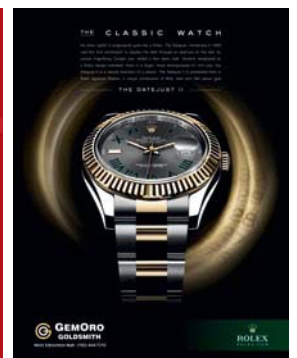
**READERS RATE WHERE
4 OUT OF 5 STARS!**

PLUS:

38% of **WHERE** readers say they carry a copy of the magazine when travelling.

52% of **WHERE** readers say they save copies for future reference.

Source: Where 2010 Reader Survey; total sample: 1,108.



WHERE EDMONTON IS GOOD FOR YOUR BUSINESS

where EDMONTON

Prominently placed in over 11,700 city hotel rooms, **WHERE** magazine is a key ingredient to guest satisfaction. In fact, **WHERE** magazine outperforms in the “Free Newspapers” and “Free Breakfast” categories!



A ConsumerMetrics survey asked hotel guests which amenities they use. Guest information publications ranked in the Top 3!

Amenity:	Used During Last Trip:	Ever Used:
Television	81%	92%
Free Toiletries	72%	88%
Guest Information Publications	63%	86%
Restaurant	58%	93%
Free Breakfast	51%	86%
Premium Cable Channel	48%	79%
Free Newspaper	46%	80%
Express Checkout	42%	64%
Bar/Lounge on Premises	39%	74%
Swimming Pool	37%	83%
Free In-Room Coffee	37%	65%
Exercise or Weight Room	23%	61%
In-Room Stereo	23%	48%
Tourist Information Channels	21%	62%
Room Service	20%	59%

Source: ConsumerMetrics, Hotel/Motel Group random sample survey.



TOP 5 Reasons for Advertising to Visitors

- 1 Visitors are in spending mode.
- 2 Visitors need to eat.
- 3 Visitors like to shop.
- 4 Visitors want to be entertained.
- 5 Visitors typically have never heard of you.

DISTRIBUTION & CIRCULATION

where EDMONTON



60% Hotel Distribution

WHERE Edmonton magazine is readily available to hotel guests in over **11,720** hotel rooms and typically found on the night stand, desk or coffee table.

88+ hotels

11,720 rooms

455,000+ guests exposed per issue*

THE **RIGHT MESSAGE**
IN THE **RIGHT PLACE**
AT THE **RIGHT TIME**

Ask yourself, when hotel guests are hungry, bored, or want to go shopping, will they find your business in WHERE Edmonton magazine.

* # of hotel rooms X 65% occupancy X 60 days

CITY CENTRE

19 Locations
3,550 Guest Rooms

Rms

Alberta Place Suite Hotel	84
Best Western City Centre Inn	109
Canterra Suites Hotel	44
Chateau Louis Hotel Conference Centre	140
Coast Edmonton House	297
Coast Edmonton Plaza Hotel	299
Comfort Inn & Suites	108
Courtyard by Marriott	177
Crowne Plaza Chateau Lacombe	307
Days Inn Edmonton Downtown	76
Delta Edmonton Centre Suite Hotel	169
Fairmont Hotel Macdonald	199
Glenora Bed & Breakfast	26
Holiday Inn Express Downtown	140
Matrix Hotel	184
Ramada Conference Centre	428
Sutton Place Hotel	313
Union Bank Inn	34
The Westin Edmonton	416

WEST

22 Locations
3,461 Guest Rooms

Rms

Best Western Westwood Inn	172
Chateau Nova	152
Comfort Inn West	100
Continental Inn	100
Courtyard by Marriott Edmonton West	136
Days Inn & Suites	108
Executive Royal Inn West Edmonton	236
Fantasyland Hotel	355
Hampton Inn & Suites Edmonton West	103
Hilton Garden Inn West Edmonton	160
Holiday Inn Express	102
Holiday Inn & Suites West Edmonton	112
Howard Johnson	59
Mayfield Inn & Suites	327
Marriott Edmonton at River Cree Resort	249
Quality Inn West Harvest	159
Sandman Hotel Edmonton West	149
Super 8 Hotel	117
Travelodge Edmonton West	220
West Edmonton Mall Inn	88
Wingate by Wyndham	105
Yellowhead Motor Inn	152

SOUTH

28 Locations
3,243 Guest Rooms

Rms

Argyll Plaza Hotel	48
Best Western Cedar Park Inn	195
Best Western South Edmonton	105
Chateau Motel	52
Days Inn	118
Days Inn South	85
Delta Edmonton South	237
Econolodge South	37
Four Points by Sheraton	139
Four Points by Sheraton Gateway	154
Greenwood Inn	224
Edmonton Hotel Convention Centre	93
Hampton Inn by Hilton Edmonton South	100
Holiday Inn Express	120
Metterra Hotel on Whyte	98
Quality Inn	73
Radisson Hotel South	235
Ramada Inn & Waterpark	125
Sandman Signature Hotel South	198
Sawridge Inn Edmonton South	136
Hotel Selkirk/ Fort Edmonton	30
Signature Suites Campus Tower	90
Super 8 Hotel	64
Travelodge Edmonton South	219
U of A Conference Services	20
Varscona Hotel	89
Whitemud Inn	55

NORTH

7 Locations
569 Guest Rooms

Rms

Coliseum Inn	98
Eastglen Inn	47
Jockey Motel	96
Holiday Inn Express & Suites Edmonton North	95
Rosslyn Inn & Suites	93
Sands Hotel	54
Travelodge Edmonton East	86

EDMONTON AIRPORT/ GREATER EDMONTON

14 Locations
897 Guest Rooms

Rms

Best Western Denham Inn Leduc	95
Coast Edmonton East Hotel	258
Executive Royal Inn (Leduc)	256
Holiday Inn Express Nisku	120
Franklin's Inn	40
Nisku Inn & Conference Centre	158
Nisku Place Motel	30
Ramada Ltd	63
RoadKing Super 8	120
Royal Inn Express Spruce Grove	48
St. Albert Inn & Suites	148
Super 8 Motel Nisku	104
Travelodge Leduc	65
Travelodge Stony Plain	60

40% Non-Hotel Distribution

WHERE magazine is not just for hotel guests. It is essential reading for new residents, and long-time Edmontonians also turn to **WHERE** magazine to learn what's new in our great city. Distributed in all major shopping centres, selected office buildings, attractions, information centres, and transportation hubs, **WHERE** magazine can increase your sales by reaching the local resident market as well as visiting friends and relatives.

Over 16,000 copies* of each issue of WHERE magazine go to Edmontonians at many locations throughout the city, including:

- Alberta Aviation Museum
- Alberta Legislative Building Visitors Information Centre
- AMA (all locations)
- Baccarat Casino
- Budget Rent A Car
- Casino Edmonton
- Casino Yellowhead
- Century Casino
- Citadel Theatre
- Edmonton City Centre Shopping Centre
- Edmonton International Airport
- Gateway Park Visitors Information Centre
- Edmonton Tourism World Trade Centre
- Enterprise Rent-a-Car
- Fort Edmonton Park
- Hub Cigar Store
- Kingsway Mall
- Leduc Chamber of Commerce Visitors Information Centre
- Londonderry Mall
- Mayfield Common Shopping Centre
- Muttart Conservatory
- Northern Alberta Institute of Technology
- Red Arrow Bus Lines Calgary & Edmonton
- Reynolds Alberta Museum
- River Cree Resort & Casino
- Royal Alberta Museum
- Royal LePage Relocation
- Shaw Conference Centre
- Sherwood Park Visitors Information Centre
- Southgate Centre
- St. Albert Visitors Information Centre
- Stony Plain Visitors Information Centre
- TELUS World of Science
- The Bay Southgate
- Tix on the Square
- TransAlta Arts Barn
- Downtown Business Association
- University of Alberta Faculties
- Via Rail
- WHERE Advertisers

* based on % of average circulation



ADVERTISING RATES

where EDMONTON

2012 Deadlines

MARCH / APRIL

Sales Deadline: **Jan 19, 2012**

Material Deadline: **Jan 26, 2012**

MAY / JUNE

Sales Deadline: **Mar 20, 2012**

Material Deadline: **Mar 27, 2012**

JULY / AUGUST

Sales Deadline: **May 22, 2012**

Material Deadline: **May 29, 2012**

SEPTEMBER / OCTOBER

Sales Deadline: **July 19, 2012**

Material Deadline: **July 26, 2012**

NOVEMBER / DECEMBER

Sales Deadline: **Sep 20, 2012**

Material Deadline: **Sep 27, 2012**

JANUARY / FEBRUARY 2013

Sales Deadline: **Nov 16, 2012**

Material Deadline: **Nov 23, 2012**

FOUR COLOUR PROCESS DISPLAY ADS

Ad Item	1 Issue (2 Months)	3 Issues (6 Months)	4 Issues (8 Months)	6 Issues (12 Months)
Full Page	\$3,545	\$3,010	\$2,830	\$2,480
2/3 Page	\$2,925	\$2,490	\$2,345	\$2,050
1/2 Page Island	\$2,755	\$2,345	\$2,205	\$1,930
1/2 Page Horizontal	\$2,472	\$2,100	\$1,975	\$1,730
1/3 Page	\$1,775	\$1,510	\$1,420	\$1,240
1/6 Page	\$1,055	\$895	\$845	\$735
1/12 Page	\$710	\$600	\$565	\$500

BLACK & WHITE DISPLAY ADS

Ad Item	1 Issue (2 Months)	3 Issues (6 Months)	4 Issues (8 Months)	6 Issues (12 Months)
Full Page	\$3,096	\$2,630	\$2,475	\$2,170
2/3 Page	\$2,556	\$2,175	\$2,045	\$1,790
1/2 Page Island	\$2,410	\$2,048	\$1,925	\$1,685
1/2 Page Horizontal	\$2,160	\$1,836	\$1,728	\$1,512
1/3 Page	\$1,555	\$1,320	\$1,244	\$1,090
1/6 Page	\$925	\$785	\$740	\$650
1/12 Page	\$621	\$525	\$495	\$435

PREMIUM DISPLAY AD POSITIONS & SIZES

Ad Item	1 Issue (2 Months)	3 Issues (6 Months)	4 Issues (8 Months)	6 Issues (12 Months)
Outside Back Cover	\$4,128	\$3,715	\$3,508	\$3,096
Inside Front Cover	\$3,785	\$3,405	\$3,215	\$2,838
Inside Back Cover	\$3,785	\$3,405	\$3,215	\$2,838
Double Page Spread	\$5,848	\$5,265	\$4,970	\$4,386

- Prices are per issue, net, plus applicable taxes.
- Prices are effective January 2, 2012. Prices subject to change.

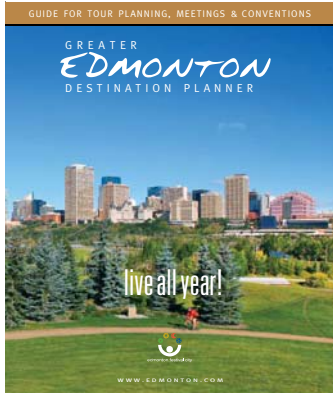


INTERNET ADVERTISING

Enhanced Listing*		Rate: \$449/ year
Leaderboard	Size 728 x 90	Rate: \$25/m, (min. 40m)
Skyscraper	Size 160 x 600	Rate: \$25/m, (min. 40m)
Big Box	Size 300 x 250	Rate: \$30/m, (min. 40m)

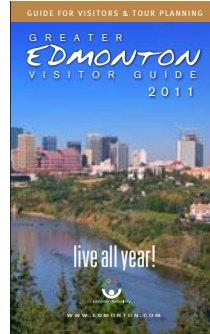
* Enhanced Listings are sold and billed annually

OTHER PUBLICATIONS BY TANNER YOUNG PUBLISHING GROUP



Edmonton Tourism's Official Destination Planning Guide Annual

Target your advertising dollars towards influential travel industry professionals—the people who plan the itineraries of the major conventions, tour groups and other large-scale business and leisure events being held in Edmonton and surrounding area.



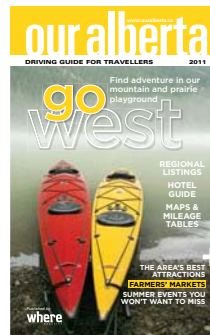
Edmonton Tourism's Official Visitor Planning Guide Annual

Business and leisure travellers alike who are planning their next trip to Edmonton love this book. The Visitor Planning Guide is formatted in a convenient digest-sized publication, containing valuable and timely editorial, sample itineraries, maps, and more.



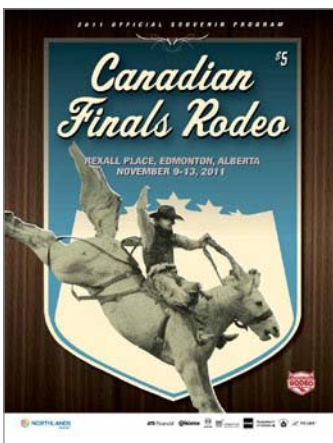
Canadian Cowboy Country Bi-Monthly

Canada's leading western lifestyle magazine highlights great Canadian ranches and Western personalities. Regular features include news from the western world; regular columnists cover rodeo, chuckwagon racing, western lifestyle, humour, western music reviews, horse training, great recipes and even some cowboy poetry!



Our Alberta - Driving Guide and Hotel Directory Annual

A comprehensive and portable digest-size magazine for travellers and visitors, Our Alberta covers sights, attractions, festivals, and accommodations in every region throughout Alberta. Our Alberta also provides information on local history, culture, adventure travel, maps, mileage charts and more.



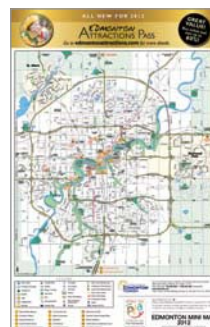
Canadian Finals Rodeo Official Souvenir Program Annual

One of the most highly collectible souvenirs of Canada's biggest rodeo for fans and archivists! Each program includes photos and stats of each competitor, Bucking Stock of the Year Awards, Timed Event Horses of the Year Awards, Rules of Rodeo and profiles on the High Point Award Winner, Cowboy of the Year, and the most coveted prize—All Around Cowboy.



Yellowhead IT Annual

The Trans Canada Yellowhead Highway joins communities across the Canadian West through Manitoba, Saskatchewan, Alberta and British Columbia. This magazine highlights the attractions, accommodations, businesses and more along this popular route.



Edmonton Mini Map Annual

This large and colorful two-sided map features a full-city map on one side and downtown and key neighborhood maps on the other. This product is a favourite of visitors and hotel staff.

Tanner Young Publishing Group

#1, 9301-50 St, Edmonton, Alberta, Canada T6B 2L5

Tel: 780-465-3362 • Fax: 780-448-0424

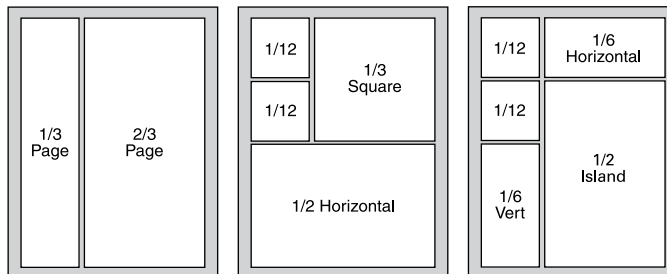
AD SUBMISSION GUIDELINES



MATERIAL SPECIFICATIONS

AD SIZES	NON-BLEED	TRIM	WITH BLEED
	W x D	W x D	W x D
Double Page Spread	15.25" x 10"	16.25" x 10.75"	16.75" x 11.25"
Full Page	7.125" x 9.875"	8.125" x 10.75"	8.625" x 11.25"
2/3 Page	4.625" x 9.875"		
1/2 Page Horizontal	7.125" x 4.875"		
1/2 Page Island	4.625" x 7.375"		
1/3 Vertical	2.25" x 9.875"		
1/3 Square	4.625" x 4.875"		
1/6 Vertical	2.25" x 4.875"		
1/12 Page	2.25" x 2.375"		

AD SIZES



WHERE will not assume any responsibility for advertising reproductions that do not conform to the requirements listed below.

PRINT MATERIAL REQUIREMENTS

- Ads must be supplied as digital files
- Ads must be accompanied by a printed colour proof

PRESS READY FILES

Acceptable formats include:

- PDF, all fonts embedded, images 300 dpi and placed at 100% size in the document
- EPS, type converted to outlines, images 300 dpi and placed at 100% size in the document
- TIFF, images 300 dpi and placed at 100% size in the document

Please ensure:

- All colours and images are CMYK (No RGB or PANTONE® Process)
- Bleed ads include 1/4" bleed, crop marks outside of the bleed and live area for images and type is 1/2" inside the trim area
- All Images are 300 dpi and placed at 100% size in the document

APPLICATION FILES

Acceptable formats include:

- InDesign CS4 and earlier
- Illustrator CS4 and earlier
- PhotoShop CS4 and earlier

Please ensure:

- All colours and images are CMYK (no RGB or PANTONE® Process)
- Bleed ads include 1/4" bleed, crop marks outside of the bleed and live area for images and type is 1/2" inside the trim area
- All images are 300 dpi and placed at 100% size in the document
- All supporting files (images and fonts) are supplied with the application file

MATERIAL FOR PRINT ADS BUILT BY **WHERE**

- Image size minimum 4"x6" at 300 dpi for up to 1/4 page ads
- Image size minimum 8"x10" at 300 dpi for half-page and full-page ads
- Text in digital format

PROOFING REQUIREMENTS

- Digital proofs only, such as Iris or Fuji Pictro, are required by **WHERE** as a guide to colour reproduction
- All digital proofs must be generated from final file format supplied to **WHERE** for reproduction
- Colour lasers, tear sheets and black/white lasers will not be accepted for reference
- **WHERE** will not be held responsible for poor colour reproduction when a proper colour proof is not supplied

DELIVERY INFORMATION

Please supply all material for the publication and website together.

EMAIL

- Please ensure that digital files sent via email are no larger than 10 MB in size. If larger, please post to FTP site (see below)
- Please use compression software to avoid file corruption

YOUSENDIT

URL: dropbox.yousendit.com/Tanner-Young-Publishing-Group

- Drag and drop files (up to 2GB each) into You Send It folder

FTP

Host: ftp.worldweb.com

User ID: wedmftp

Password: 6ucxw55

- If uploading anything over 50 MB to the FTP site, please inform us before starting the upload; maximum file size is 100 MB
- Uploaded files have to be placed in a folder with the client's name, publication name and issue (ie. Client_where_OctNov2011)
- When the file is posted please email confirmation and file name to Traffic Coordinator

COURIER

Deliver material to the address below.

CONTACT INFORMATION

TRAFFIC COORDINATOR

Cheryl Lindquist

P 780-628-5217

E cheryl@whereedmonton.com

WHERE EDMONTON

#1, 9301- 50 Street, Edmonton, AB T6B 2L5

P 780-628-5231 F 780-448-0424

SPECIAL NOTES

- Publisher reserves the right to crop 1/4" from either side of bleed ads to compensate for left or right-hand page.
- Changes to ad material will be made by the publisher only on written instruction from the agency or client, and all changes must be received at least 30 days prior to cover date. Proofs incorporating such changes will be sent to the agency or client for approval. Publisher assumes no responsibility for errors and omissions resulting from changes. **WHERE** endeavours to comply with all advertiser's changes. However, the publication cannot be responsible for additional copy/design changes to client-approved final proofs.
- Publisher reserves the right to refuse any advertisement for any reason whether or not such matter has previously been accepted or published.
- All digital files, artwork, etc., will be destroyed by Publisher if not demanded within one year after last use.
- Late receipt of digital files or changes are subject to an additional charge of \$60.00.

WHERE Edmonton Magazine will not assume any responsibility for advertising reproductions that do not conform to these requirements.

WHERE MAGAZINE RETAINS THE RIGHTS TO ALL DESIGNS DONE IN-HOUSE. ARTWORK CAN BE RELEASED TO CLIENTS FOR \$125.

TARGETED MARKETING APPROACH FOR RESTAURANTS

Many travellers seek out independent and locally owned restaurants for their meals while in town, and will refer to a trusted friend for recommendations... **WHERE** Magazine. Our readers are actively looking for advertising information and are ready to visit a restaurant that day, with no coupons or incentives needed to bring them in.

- **Directional advertising works!**

We direct travellers to your place of business – when they are ready to dine

- **RIGHT MESSAGE in the RIGHT PLACE at the RIGHT TIME**

WHERE Edmonton Magazine is available to all hotel guest's right in their room, for reference 24 hours per day, 365 days per year
Excellent local distribution with 45% of our circulation targeting the local Edmontonian

- **Internationally recognized**

Published in Edmonton since 1994 and in over 50 cities internationally since 1936

- **Over 70 % of WHERE readers dine out**

On average they dine out 2.1 times per stay and entertain on average 3 people

- **On any given night there are over 10,000 hotel guests making a dining decision**

1 of every 14 meals is purchased by a hotel guest and they spend over \$250 million annually in Edmonton

IN ADDITION, all our restaurant listings are featured on our popular website www.where.ca/edmonton making this one of Edmonton's most comprehensive dining guides. Add your menu, link to your OPEN TABLE reservation engine or your own website, or add a digital brochure with video showcasing your restaurant. For further information call 780-465-3362 and ask for sales. It's that easy!

WHERE Magazine

"For those who have arrived"

WHY TRAVELLERS?

Travellers:

- are in a carefree state of mind, away from daily worries
- have planned to spend money on shopping, dining, entertainment, souvenirs and gifts
- on business and convention trips typically have expense accounts
- are open to suggestions to explore new places and try new things
- staying in hotels will dine out at least twice daily
- rely on **WHERE Edmonton** Magazine as their primary source of information about Edmonton

Compared to residents who:

- have job related stress
- have every day financial concerns
- have established shopping and entertainment habits
- dine out only occasionally, perhaps on a weekend or special occasion
- are deluged with local media and advertising
- save money for holidays out of town

WHERE Magazine

"For those who have arrived"