



Wish Book

Digital Media Kit 2021

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where
EDMONTON MAGAZINE

Celebrating the Holiday Season

WITH THE SPIRIT OF GIVING AND CELEBRATION

With the success of last year's digital **Wish Book**, we are proud to announce its return for the 2021 holiday season. We are confident this year's holiday season will be one of our best, though with respect to ongoing COVID uncertainties we are continuing with our popular digital format. The digital **Wish Book** offers unique engagement with direct links to YOUR e-commerce and YOUR website, allowing you to directly control sales and promotions with our publication.

A comprehensive promotion of the **Wish Book** will be featured in print, online, and across social media platforms.

DRIVE-THRU FESTIVITIES
MAKING OF LIGHTS | November 22 - January 4
WINTER WONDER STREET | November 22 - January 3
DISTANCED DELIGHTS

FROZEN FUN
 Plan to stay warm and frosty for one of Edmonton's most popular winter events, including the **Winter Park** Snow Festival (2020) from Valley Rd. to **Woods Park** during 11:00 AM to 4:00 PM and the **Winter Park** at **Woods Park** (2020) from Valley Rd. to **Woods Park** during 11:00 AM to 4:00 PM.

WINTER WHITE LIGHT UP | starts November 26
 The annual Winter White Light Up is a community event that takes place in the heart of downtown Edmonton. The event is a celebration of the winter season and is a great way to spend time with family and friends.

Article

SHOP THE SEASON.
 ENTER TO WIN all featured products!
 Visit stonyplain.com/shop for complete details.

love

- 1. Local Honey and Cinnamon
- 2. Reddy's Tea
- 3. Winter Sausage
- 4. Winter Sausage
- 5. Winter Sausage
- 6. Winter Sausage
- 7. Winter Sausage
- 8. Winter Sausage
- 9. Winter Sausage
- 10. Winter Sausage
- 11. Winter Sausage
- 12. Winter Sausage
- 13. Winter Sausage
- 14. Winter Sausage
- 15. Winter Sausage
- 16. Winter Sausage
- 17. Winter Sausage
- 18. Winter Sausage
- 19. Winter Sausage
- 20. Winter Sausage

stonyplain.com/shop

Advertisement

FOR THE Foodie

- Apron—Wine Tasting**
100% cotton apron with adjustable straps. \$30 from Twisted Goods. Southgate Shopping Centre, 5015-111 St., 780-758-8770, twistedgoods.ca
- STB Woodwork Coasters**
Handcrafted hardwood & resin coaster set. \$60 from Hideout Distro, 12407-108 Ave., 780-249-8303, hideoutdistro.com
- RIESS Sauceron**
0.5-L or 0.75-L enamel cookware from Australia. \$49-\$53 from Maren & Grace, 9601-82 Ave., 780-760-0139, marenandgrace.com
- Duchess at Home: Sweet & Savory**
Comforting french-inspired cuisine from the founder of Duchess Bake Shop. \$35 from Glass Bookshop, glassbookshop.com
- Beer Club Subscription**
Monthly curated selection of 6 craft beers. \$60 (1 month) or \$350 (6 months) from Sherbrooke Liquor, 1819 St. Albert, 780-455-4556, sherbrookeliquor.com
- Handcrafted Butter Dishes**
Functional artworks by Alberta artists, such as this carved dish by Renée Wynn. \$55 from Alberta Craft Gallery, 10186-106 St., 780-488-5900, albertacraftabc.ca
- Blume Milk Frother**
Custom 3-speed milk frother. \$26 from Red Ribbon, 12505-102 Ave., 780-454-4336, redribbon.ca
- Custom Cedar Gift Box**
Choose your own flavours of 200 ml. olive oil & vinegars. \$56+ from Evolution, Multiple locations, including 0130-104 St., 587-521-3442, evolution.ca
- Popcorn Seasonings Set**
Set of 4 Flavors, including Inca Fine Salt. \$45 from The Silk Road Spice Merchants, 10818-82 Ave., 780-428-0224, silkroadspeices.ca
- Holiday Party Box**
Assorted goodies, including chocolate-covered coffee beans, salted caramels, and holiday lollipops. \$120 from JACEX Chocolate Couture, 406 Kaska Rd., Sherwood Park, 780-464-5200, jacexchocolate.com
- Whiskey Wedge**
A silicone ice form & whiskey glass. \$25 from Shop Chop, 10265-107 St., 780-429-1420, shopchop.ca

Gift Guide

This is your **ONE-STOP** holiday wish book

Join us in this comprehensive multiplatform promotion

Celebrating the Holiday Season

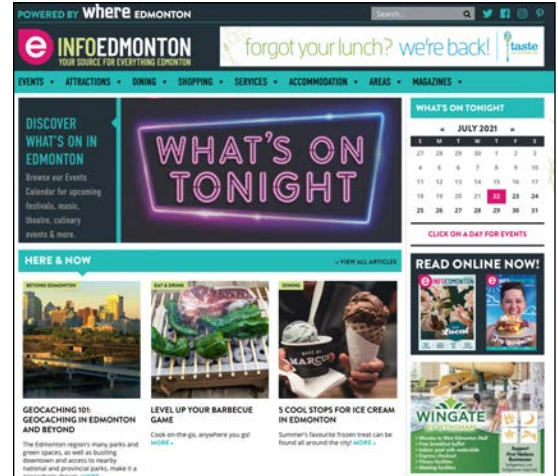
WITH THE SPIRIT OF GIVING AND CELEBRATION

Info Edmonton Fall/Winter Guide

- Full-page ad with QR code directing readers to the Wish Book, plus various mentions with QR codes throughout publication.

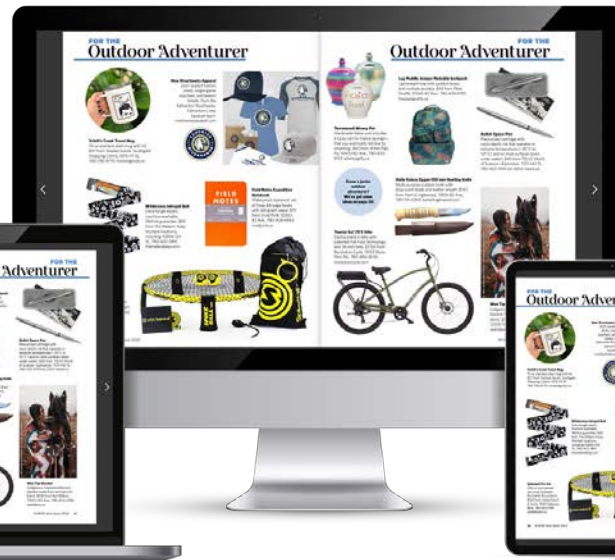
Infoedmonton.com

- Home page promotion on slider
- ROS Big Box ad
- Access to Wish Book digital edition alongside our digital editions of Info Edmonton
- Infoedmonton.com has over 90,000 QR Codes through Edmonton and area



Social Media Platforms @WhereEdmonton (includes boosted targeted reach)

- Twitter
- Instagram
- Facebook



Accessible on desktop, tablet, & mobile devices.



Our editorial team is working hard to source out unique and inspirational gift ideas for:

- ▶ Foodies,
- ▶ Trendsetters,
- ▶ Children,
- ▶ Pet owners,
- ▶ Outdoor adventurers,
- ▶ and more!

Each gifting section will be given three pages to highlight creative and unique gift ideas from various price points.

In addition, a comprehensive look at holiday events, entertainment, and dining options in Edmonton and area will be featured.

Celebrating the Holiday Season

INSPIRE THE SPIRIT OF GIVING AND CELEBRATION

2020 Wish Book by the numbers

Publication views	6,435
Page Views	144,268
Website Total Page Views	23,335
Social Media Total Impressions	131,312
Downloads	112
Average reading time	4:01 min
TOTAL CLICK-THROUGHS	1,378

Data range: Nov 17-Dec 31, 2020

Our focus for 2021 will include all levels of businesses with a presence in Edmonton and Greater Edmonton, from shopping centres and districts to national retailers and standalone independent shops. As always, preference will be given to local and independent retailers and restaurants to encourage both in-person and online shopping.

On behalf of the entire team at Tanner Young Publishing Group, we wish you every success this holiday season.

ADVERTISING INVESTMENT OPPORTUNITIES

Showcase your business with a high-impact display ad

AD SIZE	RATE	RATE when ad also placed in <i>Info Edmonton Fall/Winter</i>	DEADLINES
BEST POSITION	For rates, please call 780-465-3362 or email sales@tanneryoung.com		Booking: October 15
Double-Page Spread			Ad Material: October 22
Inside Cover			
Full Page			
Half Page			

Limited space available. BOOK EARLY

DIGITAL AD FILE REQUIREMENTS

Publish-Ready File

- Size: 8.125" x 10.75"
- Colours: RGB
- Resolution: 300 dpi
- Format: pdf, jpg
- Do not include crop marks
- Do not include bleeds
- All fonts must be embedded
- Supply URL ad should link to

Supplied Material

For Ad Design Services

- Image at 300 dpi at 100% required size
- Text in digital format
- Supply URL ad should link to

File Delivery Information

- Files up to 10 MB: email traffic@tanneryoung.com
- Files bigger than 10 MB: use services like WeTransfer, Dropbox, or Google Drive, and email the link to traffic@tanneryoung.com

ADVERTISEMENT POLICIES

- The publisher will not assume any responsibility for advertising reproductions that do not conform to the requirements listed below.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements.
- The publisher reserves the right to add a keyline to fractional ads to differentiate them from editorial.
- All advertising is subject to acceptance by the publisher.
- Late receipt of ad materials or changes are subject to additional charges.
- The publisher owns all rights to advertisements and related media produced by the company. Advertiser purchases only space and one time use of artwork.

BOOK BY OCTOBER 15

Call or email today to book your ad space in *Wish Book 2021* now!

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Wish Book 2021 goes live on InfoEdmonton.com on **November 2, 2021!**