

Take a bite of your city. Take a bite of The Tomato.



thetomato.ca



#tomatofooddrink



facebook.com/tomatofooddrink

THE TOMATO

food & drink

Formerly City Palate

Advertising Rates 2016 - 2017

Juicy. Versatile. Saucy.

The Tomato food & drink magazine celebrates Edmonton's food culture. Our timely, in-depth coverage of all things food and drink actively engages readers — in print, online at thetomato.ca and on our popular Facebook page.

Our audience is discerning and passionate about good food and drink. They have a burning desire for the newest information on food, wine, beer and spirits; the best kitchen tool; the coolest travel destination; and sleekest tabletop accoutrement. They trust The Tomato (formerly City Palate, the flavour of Edmonton's food scene) to give them the goods.

Our writers, food and drink people all, deliver the goods with verve and authority, seasoned with a pinch of sass and a dash of irreverence.

Published bi-monthly, 35,000 copies of The Tomato are distributed at over 250 locations across the Edmonton region and by subscription.

We support our advertisers and reach loyal buyers through social media.



tomatofooddrink/facebook



tomatofooddrink



thetomato.ca

Our readers

The Tomato readers are savvy, and possessed with both the means and desire to explore their culinary tastes:

- 91% said they had bought products based on ads/articles in The Tomato
- 78% are female; 22% male
- 72% are between the ages of 25 and 50
- 80% have post-secondary education
- 68% hold a managerial or professional position or own their own business
- 83% are home-owners
- 32% earn over \$100,000 annually
- 43% earn between \$50,000 and \$125,000 annually
- Readership is over 72,000

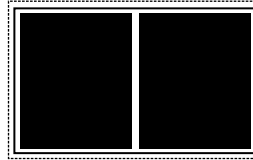


Take a bite of your city. Take a bite of The Tomato.

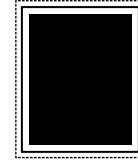


Ad Dimensions: width x height in inches

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: 21.5 x 13.75



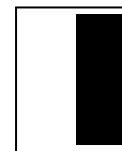
FULL PAGE / BACK COVER
 LIVE: 9.5 x 11.75
 TRIM: 10.5 x 13.25
 BLEED: 11 x 13.75



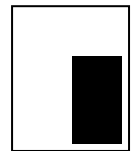
3/4 VERTICAL
 7.062 x 11.75



1/2 HORIZONTAL
 9.5 x 5.75



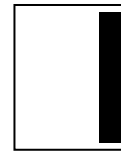
1/2 VERTICAL
 4.625 x 11.75



1/3 VERTICAL
 4.625 x 7.75



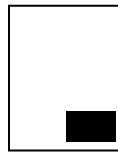
1/4 SQUARE
 4.625 x 5.75



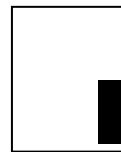
1/4 VERTICAL
 2.187 x 11.75



1/6 HORIZONTAL
 4.625 x 3.75



1/8 HORIZONTAL
 4.625 x 2.75



1/8 VERTICAL
 2.187 x 5.75



1/12 VERTICAL
 2.187 x 3.75

2016/2017 Deadlines

ISSUE	TRAVEL 	WINE	SUMMER 	HARVEST	HOLIDAY	COMFORT
DATE	MAR/APR 16	MAY/JUN 16	JUL/AUG 16	SEP/OCT 16	NOV/DEC 16	JAN/FEB 17
AD SPACE	FEB 05/16	APR 04/16	JUN 03/16	AUG 05/16	OCT 07/16	DEC 02/16
FINISHED ART	FEB 12/16	APR 08/16	JUN 10/16	AUG 12/16	OCT 14/16	DEC 09/16
KITCHEN SINK EDITORIAL	FEB 12/16	APR 08/16	JUN 10/16	AUG 12/16	OCT 14/16	DEC 09/16
ON STANDS	MAR 1/16	APR 30/16	JUN 30/16	SEP 01/16	OCT 28/16	DEC 30/16



Web Advertising 2016/2017

Web Ad Rates

Ads run for seven days starting Wednesday. Weeks run consecutively unless otherwise arranged.

Please submit **web ads** as **72 DPI RGB jpeg files**. Please ensure all pantone and spot colours are converted to RGB. Files submitted in other formats will incur additional charges of minimum \$100.

Size	1 week	4 weeks	8 weeks
Regular	\$ 50	\$ 160	\$ 275
Jumbo	\$ 75	\$ 175	\$ 300

Ad Dimensions: width x height

Regular

300 x 125 pixels, 4.167" x 1.736" at 72dpi

Jumbo

300 x 250 pixels, 4.167" x 3.472" at 72dpi

For information on web sponsorship and other web ad formats, email marybee@telus.net



Mechanical Requirements

Magazine Dimensions

Trim size: 10.5" x 13.25"
 Live area: 9.95" x 11.75"
 Bleed size: 11" x 13.75"

The Tomato is a digital offset publication produced using InDesign CS6 on a Macintosh platform. It is web-printed, 4-colour process on high-quality newsprint, with a minimum line screen of 100 and photoscreen of 300DPI. For best results:

- Increase the contrast and brightness of all digital images. Newsprint is an uncoated, porous paper, and is not pure white. You can expect a 20% dot gain throughout.
- Use rich black for large background areas: 20%C, 20%M, 0%Y, 100%K.
- Use 100 per cent black for type smaller than 8pt.
- Always use vector type.

File submission

Please submit **print ads** as **CMYK print optimized PDF files**. Please ensure all pantone and spot colours are converted to CMYK.

Please submit **web ads** as **72 DPI RGB jpeg files**. Please ensure all pantone and spot colours are converted to RGB.

Files submitted in other formats will incur additional charges of minimum \$100.

Contact Jan at 780.448.9500 with any questions regarding your ad submission. Please submit your ad electronically to:

Email:

jan@bossanovaonline.com (max. 8MB)

FTP:

Host: ftp.bossanovaonline.com
 User: upload
 Password: bos_upload
 Folder: TheTomato

Print ad cancellations must be received in writing 60 days before publication date. Web ad cancellations must be received in writing four days before publication date.