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, in our weekly newsletter called the Bite 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 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.

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ADVERTISING RATES 2022 - 2023

JUICY. VERSATILE. SAUCY.
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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

thetomato.ca
MAGAZINE DIMENSIONS
Trim size: 10.5” wide x 13.25” high
Live area: 9.95” wide x 11.75” high
Bleed size: 11” wide x 13.75” high

The Tomato is a digital offset publication produced using Adobe InDesign 2022 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 photographic 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 areas of black: 20%C, 20%M, 0%Y, 100%K.
- Use 100 per cent black for type smaller than 8pt.
- Always use vector type.

CANCELLATIONS
Print ad cancellations must be received in writing (email) 60 days before publication date. Digital ad cancellations must be received in writing (email) four days before publication date.

FILE SUBMISSION
Please submit print ads as CMYK PDF files. Please ensure all Pantone and spot colours are converted to CMYK.
Please submit digital ads as 72 DPI RGB jpg files. Please ensure all Pantone and spot colours are converted to RGB.

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Inserts available $95/1000. Rates are per issue (two months). Contact The Tomato regarding custom ad packages.

Editorial Calendar

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