




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

 thetomato.ca  @tomatofooddrink  facebook.com/tomatofooddrink

THE TOMATO

food & drink

ADVERTISING RATES 2024

JUICY. VERSATILE. SAUCY.

The Tomato food & drink celebrates Edmonton's food culture. Our timely, in-depth coverage of all things food and drink actively engages readers—in print, at thetomato.ca, in the BITE weekly e-newsletter and on Instagram and Facebook.

Our audience is discerning and passionate about good food and drink. They have a burning desire for timely information about food, wine, beer and spirits; useful kitchen tools; quality ingredients and the sleekest tabletop accoutrements. 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.

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*
- 68% are female; 32% male
- 72% are between the ages of 25 and 55
- 80% have post-secondary education
- 76% hold a managerial or professional position or own their own business
- 83% are home-owners
- 32% earn over \$125,000 annually
- 43% earn between \$60,000 and \$150,000 annually
- Readership is over 74,000

READY TO JOIN US?

Email mary@thetomato.ca with any questions and to book an ad.



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 2023 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.

FILE SUBMISSION

For questions and to book an ad, email mary@thetomato.ca. Submit all finished ads to jan@bossanovaonline.com.

For best results, submit print ads as **CMYK pdf files**. Please ensure all Pantone and spot colours are converted to CMYK.

Submit digital ads as **72 DPI RGB jpg files**. Please ensure all Pantone and spot colours are converted to RGB.

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

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.

DIGITAL AD DIMENSIONS

DIGITAL AD SIZE	PIXELS	DPI
BIG BOX	300 w x 250 h	72

PRINT AD DIMENSIONS

PRINT AD SIZE	DIMENSIONS (WXH)	SAFE AREA	BLEED
1/12 VERTICAL	2.187" x 3.75"	2.187" x 3.75"	No
1/8 HORIZONTAL	4.625" x 2.75"	4.625" x 2.75"	No
1/8 VERTICAL	2.187" x 5.75"	2.187" x 5.75"	No
1/6 HORIZONTAL	4.645" x 3.75"	4.645" x 3.75"	No
1/4 SQUARE	4.625" x 5.75"	4.625" x 5.75"	No
1/4 VERTICAL	2.187" x 11.75"	2.187" x 11.75"	No
1/3 VERTICAL	4.625" x 7.75"	4.625" x 7.75"	No
1/2 HORIZONTAL	9.5" x 5.75"	9.5" x 5.75"	No
1/2 VERTICAL	4.625" x 11.75"	4.625" x 11.75"	No
3/4 VERTICAL	7.062" x 11.75"	7.062" x 11.75"	No
FULL PAGE	10.5" x 13.375"	9.5" x 11.75"	Yes
BACK COVER	10.5" x 13.375"	9.5" x 11.75"	Yes
2-PAGE SPREAD	21" x 13.375"	20" x 11.75"	Yes

Dimensions are listed width x height in inches. When a bleed is required, add .25" on trim edges. **BLEEDS ARE ONLY REQUIRED** on **full-page ads** when the intention is to have the background image print (or bleed) off the trim edges.

2024 EDITORIAL CALENDAR

ISSUE NAME ISSUE DATE	COMFORT JAN/FEB 24	TOP 100 MAR/APR 24	SPRING MAY/JUN 24	SUMMER JULY/AUG 24	HARVEST SEP/OCT 24	HOLIDAY NOV/DEC 24
AD SPACE	DEC 01/23	FEB 09/24	APR 12/24	JUN 07/24	AUG 09/24	OCT 04/24
FINISHED ART	DEC 08/23	FEB 16/24	APR 19/24	JUN 13/24	AUG 16/24	OCT 11/24
KITCHEN SINK EDITORIAL	DEC 08/23	FEB 16/24	APR 19/24	JUN 13/24	AUG 16/24	OCT 11/24
ON STANDS	JAN 01/24	MAR 01/24	MAY 01/24	JUL 01/24	SEP 01/24	NOV 01/24

