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

bite e-newsletter | thetomato.ca | @tomatofooddrink



# THE TOMATO food & drink

# 2026-2027 ADVERTISING RATES

## 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.

## THE BITE E-NEWSLETTER

Open rate averages 62.20 per cent (industry average is 18.50)

## 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*
- 67% are female; 33% male
- 86% are between the ages of 25 and 55
- 89% have post-secondary education
- 81% hold a managerial or professional position or own their own business
- 84% are home-owners
- 54% earn over $125,000 annually
- 46% earn between $60,000 and $150,000 annually
- Readership is over 80 ,000

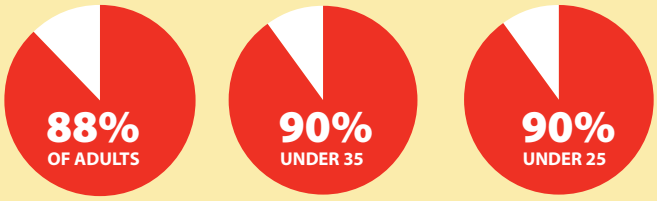
## READY TO JOIN US?

Contact Mary Lynn Meiklejohn:

- **ml@thetomato.ca**
- **780-886-6279** (call or text)




## ALL AGES READ MAGAZINES




*Source: MRI-Simmons, Fall 2020*

Canadian Online Publishing Awards Gold/Or 2022

THE TOP TEN Canadian Online Publishing Awards

FeedSpot TOP EDMONTON FOOD BLOG

## 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 (add .25" all sides)

*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. Rich black is a blend of 40%C, 40%M, 0%Y, 100%K.
- Use 100 per cent black for type smaller than 10pt.
- 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

For questions and to book an ad, email **ml@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. If ad is created in Photoshop, please supply **300 DPI tif files**.

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.

## DIGITAL AD DIMENSIONS (WEB & BITE)

| DIGITAL AD SIZE | PIXELS | DPI | COST |
|---|---|---|---|
| BIG BOX | 300 w x 250 h | 72 | $200/mth |

## PRINT AD DIMENSIONS

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.

| 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 HORIZONAL | 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 |

## AD INSERTION RATES

Prices are per two months. Rates are based on print-ready ads; production services are available on request. Ads on *The Tomato* website (thetomato.ca): $200/month. Ads for *The Bite*: $70/insertion weekly

| SIZE | 6 TIME (FULL YEAR) | 3 TIME | 1 TIME |
|---|---|---|---|
| Twelfth | $ 420 | $ 460 | $ 490 |
| Eighth | $ 650 | $ 700 | $ 800 |
| Sixth | $ 800 | $ 900 | $ 1000 |
| Quarter | $ 1200 | $ 1300 | $ 1400 |
| Third | $ 1500 | $ 1650 | $ 1800 |
| Half | $ 2300 | $ 2500 | $ 2700 |
| Three Quarter | $ 3400 | $ 3650 | $ 3800 |
| Full Page | $ 4500 | $ 4700 | $ 4900 |
| Back Cover | $ 4700 | $ 5000 | $ 5400 |

## 2026 EDITORIAL CALENDAR

30TH Anniversary Issue

| ISSUE DATE | TOP 100 MAR/APR 26 | SPRING MAY/JUN 26 | SUMMER JULY/AUG 26 | HARVEST SEP/OCT 26 | HOLIDAY NOV/DEC 26 | COMFORT JAN/FEB 27 |
|---|---|---|---|---|---|---|
| AD SPACE | FEB 05/26 | APR 9/26 | JUN 11/26 | AUG 6/26 | OCT 8/26 | DEC 3/26 |
| FINISHED ART | FEB 12/26 | APR 17/26 | JUN 19/26 | AUG14/26 | OCT 16/26 | DEC 11/26 |
| KITCHEN SINK EDITORIAL | FEB 12/26 | APR 17/26 | JUN 19/26 | AUG 14/26 | OCT 16/26 | DEC 11/26 |
| ON STANDS | MAR 1/26 | MAY 1/26 | JUL 1/26 | SEPT 1/26 | NOV 1/26 | JAN 1/27 |