

WINE ACCESS MEDIA KIT 2011/2012

WINEACCESS

Canada's Wine Magazine • wineaccess.ca

REACHING

68,600+ wine aficionados each issue

TARGETING

Sophisticated and savvy decision-makers

PROUD HOST OF THE

Canadian Wine Awards and International Value Wine Awards



AVAILABLE IN OVER

1,000+ RETAIL LOCATIONS





WINEACCESS

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About Wine Access

Wine Access Media Kit 2011 / 2012

WINE ACCESS PROVIDES A FRESH, RELEVANT AND CANADIAN PERSPECTIVE ON WINES FROM AROUND THE WORLD. Our experts provide readers with exclusive, qualified insight in every issue. The magazine is also a guide to wine in the context of a Canadian lifestyle, covering food, restaurants and travel in every issue. *Wine Access* is the definitive word on wine in Canada—in print and online.

DEMOGRAPHIC

Wine Access readers are well educated, affluent and culturally active wine-lovers from across Canada.

77:23	male:female subscriber ratio
80%	of our readers are between 35-64 years old; 58% are between 45-64
77%	have completed a post- secondary degree and 1 in 3 have a post-graduate degree
80%	of readers have a household income above \$100,000/year; 41% earn more than \$150,000
21%	are employed in a corporate, management or executive position; 19% own their own business

85%	save each issue for future reference or pass it along to friends and family
91%	have used a tasting note or wine score to make wine purchases
71%	of readers have made purchasing decisions based on advertisements
67%	of readers dine out more than two times per week
78%	travel abroad at least twice a year; 44% take a trip at least every six months

Source: Leger Marketing Readership Survey, October, 2008



The *Wine Access Canadian Wine Awards* is the country's leading national wine competition for wines that are 100 per cent Canadian grown, fermented and bottled. Since its inception in 2001, the *Canadian Wine Awards* have become the most important competition for Canadian wine in the country.



The *Wine Access International Value Wine Awards (IVWA)* is North America's premier value wine competition. Held annually in Calgary, Alberta, the *IVWA* seeks to find the best wines from around the world that are available to Canadians and retail for \$25 CDN or less anywhere in Canada.

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105, 1210-20 Avenue SE
Calgary, AB T2G 1M8
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Fax: 403-240-9059
Toll Free: 1-877-963-9333 X 0
redpointmedia.ca

ADVERTISING INQUIRIES: 403-240-9055 • advertising@wineaccess.ca

wineaccess.ca



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Print Advertising

Wine Access Media Kit 2011 / 2012

DISTRIBUTION

Wine Access is available for newsstand purchase in every Canadian province at more than 1,000 retail locations including Chapters/Indigo stores across Canada, as well as Great Canadian News, London Drugs, Shoppers Drug Mart and all major Canadian airports.

Wine Access is truly national and proudly Canadian. In addition to being on every major newsstand across the country, Wine Access staff and writers attend and distribute magazines at multiple events, such as:

- Cornucopia
- Ottawa Wine and Food Show
- Rocky Mountain Wine and Food Festivals
- Toronto Wine & Cheese Show
- Vancouver Playhouse International Wine Festival
- Winnipeg Wine Festival

CIRCULATION

READERSHIP OF MORE THAN 70,000 PER ISSUE.*

Minimum circulation of 14,000 per issue.

Newsstands..... 8,000+
 Paid Individual Subscriptions 4,000+
 Wine Shows/Promotions 2,000+

NATIONAL REACH

Province	Newsstand	Subscriber
ON	42%	32%
BC	20%	30%
AB	19%	27%
QC	10%	5%
MARI	5%	3%
MB	2%	2%
SK	2%	1%

*SOURCE: www.mediaincanada.com/articles/mic/20110330/pmb.html

2011-2012 DEADLINES*

ISSUE	SPACE	MATERIALS
August/September 2011	June 15	June 22
October/November 2011	August 12	August 19
December 2011/January 2012	October 12	October 19
February/March 2012	December 7	December 14
April/May 2012	February 14	February 21
June/July 2012	April 13	April 20

ISSUE	SPACE	MATERIALS
Canadian Wine Annual 2011	March 15	March 22

*Dates subject to change

ADVERTISING RATES

AD SIZE	1X	3X	6X
Inside Covers			
Back Cover			
DPS			
Full Page			
1/2 DPS			
2/3 Page			
1/2 Page			
1/3 Page			
1/6 Page			

FOR RATES CONTACT:
 1-877-963-9333 x 0
 advertising@wineaccess.ca

INSIDE DOUBLE GATE FOLD & INSERTS are available. All rates in Canadian dollars (net). Taxes not included.

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WINEACCESS

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Online & Digital Advertising



WineAccess.ca

The online source for wine in Canada. Reviews of more than 19,000 wines available in Canada, winery listings, blogs, events and up-to-date wine news from around the world.

AD SIZES

Leaderboard
(728 X 90)
72 DPI RGB
File Size 40kb

Big Box
(300 X 250)
72 DPI RGB
File Size 40kb



Wine Access Media Kit 2011 / 2012

Buyer's Guide+

A subscriber-based e-newsletter that communicates with Canadian wine lovers each week, providing exclusive tasting notes and scores for wines available across Canada.

AD SIZES

Leaderboard
(728 X 90)
72 DPI RGB
File Size 40kb

Big Box
(300 X 250)
File Size 40kb



Wine Search

Increase your online exposure and drive traffic to your website by sponsoring the Wine Search on WineAccess.ca and benefit from some highly targeted traffic on the site! Only 1 position available each month, so book your space NOW.

AD SIZE
Small Rectangle
(180 X 150)
72 DPI RGB
File Size 40kb



Wine Access App

- Browse 7,000 notes on Canadian and international wines
- Hundreds of new wines added each month
- Our exclusive list of over 500 Canadian wineries
- GPS Map of each Canadian wine region
- Wine journal: make notes about your favourite wines



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Results and tasting notes drive enthusiasts to wineaccess.ca and mobile wine search.

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The 2011 Canadian Wine Annual

Wine Access Media Kit 2011 / 2012

The *Wine Access Canadian Wine Annual* is the number one selling wine publication in Canada. This perfect-bound, high gloss magazine is released every May, targeting oenophiles looking to travel, research or collect knowledge on Canadian wine, its regions and the Canadian wine industry.

The *Canadian Wine Annual* features accommodation, restaurant, viticultural and winery statistics, with regional breakdowns, detailed maps and contact information for wineries all across Canada. It is a stand-alone product with a year-long shelf-life at every major newsstand and magazine retailer in the country.

- Newsstand sales 3x higher than industry standard
- Sold at more than 30 wineries and various hotels throughout Canada's wine regions
- 2011 projected print run is 33,000 copies
- Readership over 130,000

Canadian Wine Annual Advertising Rates*

DPS	
Outside Back Cover	
Inside Front/Back Cover	
Full Page	
2/3 Page	
1/2 Page	
1/3 Page	
1/6 Page	

FOR RATES CONTACT:
1-877-963-9333 x 0
advertising@wineaccess.ca

All rates in Canadian Dollars (net). Taxes not included.
*Discounts available in conjunction with *Wine Access* frequency commitment.



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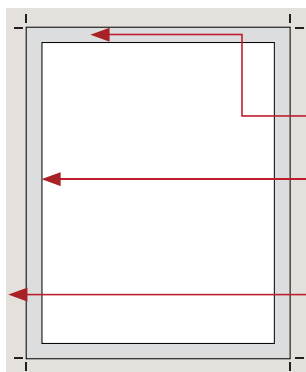


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Production Specifications

Wine Access Media Kit 2011 / 2012



Trim area 8.25 x 10.75

Live area 7.25 x 9.75

Bleed area 1/4" 8.25 x 10.75 each side, top and bottom

- We suggest the live area or ads designed not to bleed be 1/2" in from the trim size.
- For full page ads and double page spread ads that require bleed, build your document to the trim size, then extend images and/or graphics 1/4" beyond the document on all sides. We recommend live images and type must be a minimum of 1/2" inside trim size measurements. All other AD sizes do not bleed.
- All bleeds must extend 1/4" on each side - this ONLY applies to full page ads, double page spreads and 1/2 double page spreads. All other ads do not need bleed.
- We suggest designers use a "rich black" (except for text below 24pt) 20%C - 20%M - 20%Y - 100%K
- All colours must be converted to CMYK
- Minimum resolution of 300 dpi for all images & logos at 100%
- Completed ad must be submitted as a press ready high-resolution PDF
- All ads, except full page ads, must have a defining border on all sides
- All files' ink density levels (in image or graphic element) must not exceed 300%

Files under 5MB can be e-mailed; If over 5MB they should be uploaded to the FTP site.

FTP: ftp.redpointmedia.ca
User ID: wineaccessin
Pswd: wineaccessin

Production Inquiries:
(403) 781-1782
production@wineaccess.ca

WINE ACCESS AD SIZES

Full Page	Width/Height	Width/Height
Trim Size	8.25" X 10.75"	21 X 27.3 cm
Live Area	7.25" X 9.75"	18.4 X 24.8 cm

Double Page Spread

Trim Size	16.5" X 10.75"	42 X 27.3 cm
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1/2 Page Double Spread

Trim Size	16.5" X 5.25"	42 X 13.4 cm
Live Area (Left)	7.75" X 4.75"	19.7 X 12 cm
Live Area (Right)	7.75" X 4.75"	19.7 X 12 cm

For all above sizes include 1/4" (.635 cm) bleed on every side

2/3 Vertical	4.75" X 9.75"	12 X 24.8 cm
1/2 Horizontal	7.25" X 4.75"	18.5 X 12 cm
1/3 Square	4.75" X 4.75"	12 X 12 cm
1/3 Vertical	2.25" X 9.75"	5.7 X 24.8 cm
1/6 Vertical	2.25" X 4.75"	5.7 X 12 cm

Online Specifications

REQUIREMENTS:

- JPEG, GIF (including animated GIFs) or Flash are acceptable file formats.
- Third-party server accepted.
- All material due at least 7 days prior to posting date.
- Software that monitors and sends information about computer usage to a remote computer or server without the knowledge or approval of the user (i.e. Spyware) is not permitted.
- All ads should be 40KB or less.
- Flash ads need to have URL links in file.
- No sound.
- Please include URL separately with file submission if not flash file.

WineAccess.ca and Buyer's Guide+

AD SIZES
Leaderboard (728 X 90)
72 DPI RGB
File Size 40kb
Big Box (300 X 250)
72 DPI RGB
File Size 40kb

Wine Access Mobile

mobile.wineaccess.ca

AD SIZES
Mini Banner (234 X 60)
72 DPI RGB
File Size 30kb

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Editorial

Wine Access Media Kit 2011 / 2012

HIGHLIGHTS

August/September 2011 Eat and Drink Around the World

Impressive Architecture. Phenomenal food. And, of course, excellent wine. Explore some of the world's leading winery restaurants, as chosen by our team of experts.

Plus, a look at food and wine trends around the world, and recipes, too.

October/November 2011 International Value Wine Awards

The world's best wines, available in the Canadian market for \$25 or less. Check out the results of the successful *Wine Access* 2011 International Value Wine Awards. Find out which labels are the Category Champions and Judges' Choice, Top 25 Killer Values, Best Wines by Country and Best Label Design.

December 2011/January 2012 Canadian Wine Awards

Celebrating the 11th anniversary of Canada's largest wine competition, this issue features full results of the *Wine Access* 2011 Canadian Wine Awards, including: Winery of the Year, the Performance Report highlighting the top 20 performing wineries of the competition, and the Top 25 Wines from the East and the West.

Also included are our Editor-in-Chief's Favourite 101 Wines from 2011, selected from everything he has tried this year, from every wine-producing country and at every price point.

February/March 2012 Our 2012 Hot List

Postcard updates from 10 of the world's major wine regions — Australia, South Africa, Germany, Portugal, Spain, Chile, Argentina, California and more. What you need to know about the global wine scene in 2012.

Top producers, up-and-coming winemakers, major and emerging regions and more.

PLUS: Our Up-and-Comer Hot List

Brazil, Israel, Austria, Georgia, Hungary, Greece and more — Discover rising wine regions around the world. Our globetrotting writers share what they've learned about vineyard practices and indigenous varietals from countries that are just starting to make appearances on the shelves of Canadian wine stores. Plus, a sidebar of wines in the Canadian market from those regions.

April/May 2012

Our Favourite Things

Have you ever wondered where the latest trends in wine come from? Often, they are started, literally, by wine writers such as the intrepid tasters and travelers on our national tasting panel. Find out what they are most excited about these days; what are they drinking? Where are they travelling? What are they most interested in, and why?

How to Plan Your Own European Wine Vacation

The best winery hotels, agritourism, restaurants, wine routes and more, plus a sidebar of Canadian tour operators offering prearranged wine tours.

June/July 2012 So, You Want to Start a Winery

Many wine lovers dream of one day owning a winery. But is that dream realistic? Get the facts from winery owners across North America. Whether you have millions to invest, or just a few hundred bucks, we'll show you how you can create a wine with your name on the bottle.

Cool Climates

A tie-in to the second annual Cool Climate Chardonnay Celebration in Niagara in July. What is a cool climate? Where are the world's greatest cool climates for winemaking? Are we a cool climate? By Anthony Gismondi. Plus, a sidebar of cool-climate chards to try.

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August/September 2012

Wine Tech

From satellite imagery to wireless fermentation systems, a look at 10 innovative new technologies that are influencing the way wine is made. Plus, wines from the wineries using those technologies.

All the Dirt That's Fit to Print

Gravel. Sand. Clay. Chalk. A vineyard's soil has a significant influence on its grapes. But how? A look at some of the world's major wine regions and their different soils. What that means, what those soils contribute to wines. Plus, a sidebar of iconic wines from each of those regions, available in the Canadian market.

October/November 2012

International Value Wine Awards

The world's best wines, available in the Canadian market for \$25 or less. Check out the results of the successful

Wine Access 2012 International Value Wine Awards. Find out which labels are the Category Champions and Judges' Choice, Top 25 Killer Values, Best Wines by Country and Best Label Design.

December 2012/January 2013

Canadian Wine Awards

Celebrating the 12th anniversary of Canada's largest wine competition, this issue features full results of the Wine Access 2012 Canadian Wine Awards, including: Winery of the Year, the Performance Report highlighting the top 20 performing wineries of the competition, and the Top 25 Wines from the East and the West. Also included are our Editor-in-Chief's Favourite 101 Wines from 2011, selected from everything he has tried this year, from every wine-producing country and at every price point.

DEPARTMENTS

5 FINEST

A selection of 5 great events, ingredients or ideas from the world of food.

LATITUDES

Spotlights on lesser-known wine regions around the world, including top producers, statistics and travel information.

HOT PICKS

Editor-in-chief Anthony Gismondi selects the seven best bottles reviewed in the

issue. Includes Killer Value, Local Heroes (Canadian wines) and Cellar Dweller categories

CANADIAN CONTENT

Profiles of people, wineries and grapes that define Canada's wine industry

THE DISH

Ingredient-specific recipes featuring chefs from Canada's best restaurants, including wine pairings

DISTILLED

An informative yet light-hearted exploration of spirits available in Canada

BUYING THE LABEL

An in-depth profile of a dozen bottles from the world's top producers

BUYER'S GUIDE

Hundreds of wine reviews and scores for wines available in Canada, with bottle shots and regional pricing

FINAL BLEND

Industry hot-button topics and thoughts on the art, culture and business of wine from Anthony Gismondi

EARTH NOTES

Highlighting environmentally conscious initiatives and innovations in the international wine industry.

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Wine Access Media Kit 2011 / 2012



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National Account Executive Keiron Gallagher

kgallagher@wineaccess.ca
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(production specifications, FTP info)
production@wineaccess.ca



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