

IN WINE THERE IS TRUTH ♣

VINES

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VINES is a national consumer magazine aimed at Canadians who buy, drink and enjoy wine on a regular basis. Our readers range from enthusiastic beginners who want to learn more about the world of wine and the styles of wine that they enjoy to knowledgeable connoisseurs who look to us for insider tips and expert wine-buying advice.

For the past 20 years, we have documented the people, places and bottles that shape a world of enjoyment for Canadian readers. Our expert perspective continues to be honed and enhanced to keep pace with the communities we cover. Insightful content offers a uniquely Canadian viewpoint and is designed to introduce wine lovers to the forces responsible for products they enjoy.

VINES enjoys national circulation via its paid subscriber base and single copy distribution through participating wineries, specialty boutiques and hotels. Each issue receives enhanced circulation to subscribers of select Postmedia Network newspapers targeting higher income readership. We have also partnered with various wine clubs who deliver issues to their membership and remain a proud sponsor of Canada's largest trade show, the Gourmet Food & Wine Expo as well as the Niagara Food & Wine Expo, where magazines are also widely circulated.

CHRISTOPHER WATERS, CO-FOUNDER/EDITOR
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EDITORIAL CALENDAR - 2018 PUBLISHING SCHEDULE

Issue	Booking	Material Due	Distributed:
March-April (Spring)	February 16	February 28	March
May-June (Summer)	May 9	May 16	June
September-October (Harvest)	August 8	August 15	August
InterVin International Wine Awards	September 19	September 26	October
November-February (Holiday)	October 17	October 24	November

VINES

ADVERTISING MEASUREMENTS

Ad Size	Trim	Live Area	Bleed
DPS	16" X 10.875"	15" X 9.875"	16.25" X 11.125"
Full Page	8" X 10.875"	7" X 9.875"	8.25" X 11.125"
1/2 DPS	16" X 5.375"	15" X 4.875"	16.25" X 5.5"
2/3 Vertical	4.6125" X 9.875"		
1/3 Vertical	2.225" X 9.875"		
1/3 Square	4.6125" X 4.875"		
1/6 Horizontal	4.6125" X 2.25"		
1/2 Horizontal	7" X 4.875"		
1/2 Vertical	4.6125" X 7.5"		

ADVERTISING RATES

Full Colour	1x	3x	5x
DPS	3,330	2,905	2,665
Full Pg	1,935	1,745	1,595
2/3 Pg	1,505	1,350	1,250
1/2 Pg	995	895	825
1/3 Pg Sq	765	685	635
1/3 Pg V	765	695	650
1/6 Pg	460	405	375

INSERT RATES

Blow-in Card	Available upon request
Stitch-in	Available upon request
Tip-in	Available upon request

POLY BAG

Single Page	Available upon request
4 Page Booklet	Available upon request
8 Page Booklet	Available upon request

For guaranteed positioning, there is a 10% premium in addition to the space rate cost.

Inside Front Cover	\$300 + Frequency Full Page Rate
Outside Back Cover	\$450 + Frequency Full Page Rate
Inside Back Cover	\$200 + Frequency Full Page Rate

PACKAGES AVAILABLE FOR THE FOLLOWING SHOWS



Format: High Res PDF/x-1a Format
 Colour Space: CMYK
 Binding: Saddle Stich
 Screen: 133 lines per inch

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