

2010 rate sheet

advertising rates - colour

	1x	3x	6x
back cover	\$ 4100	\$ 4020	\$ 3780
full page	3690	3540	3360
three quarter	3070	2960	2790
half	2170	2110	1960
third	1850	1730	1650
quarter	1490	1325	1290
sixth	1270	1205	1190
eighth	1130	1090	1020
twelfth	1070	1040	990

advertising rates - black & white

	1x	3x	6x
back cover	\$ 3350	\$ 3035	\$ 2910
full page	2880	2710	2410
three quarter	2310	2240	2130
half	1650	1590	1500
third	1340	1270	1210
quarter	1210	1050	960
sixth	890	820	780
eighth	725	690	660
twelfth	600	590	570

who we are

City Palate is a magazine celebrating Calgary's food culture. It is written for and by people who are passionately interested in good food and drink and in knowing what's happening on the city's culinary scene. Check us out at www.citypalate.ca

where we are

Published bi-monthly, 40,000 copies of *City Palate* are distributed through over 200 food-oriented locations across Calgary, and through the Saturday home delivery of the *Globe and Mail*.

who our readers are

City Palate readers have a high demographic profile – they have both the desire and the means to fulfill their culinary tastes:

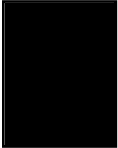

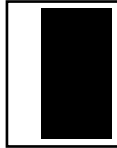










- Readership is over 60,000
- 91% said they had bought products based on ads/articles in *City Palate*
- 83% are home-owners
- 81% are female; 18% male
- 80% have a post-secondary education; 21% have at least 2 degrees
- 66% are between the ages of 25 and 50
- 57% hold a professional or managerial position or own their own business
- 32% earn over \$100,000 annually
- 37% earn between \$50,000 and \$100,000 annually

2010 deadlines

ISSUE	JAN/FEB/10	MAR/APR	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC	JAN/FEB/11
AD SPACE	NOV 30	JAN 25	MAR 29	MAY 31	JULY 26	SEPT 27	NOV 29
AD SUBMISSION	DEC 8	FEB 2	APR 6	JUNE 8	AUG 3	OCT 5	DEC 7
STANDS	DEC 31/09	FEB 25	APR 29	JULY 1	AUG 26	OCT 28	DEC 30/10

- Cancellations must be received in writing 60 days before publication date.
- For quotes on ad production or special requirements, please contact your ad sales representative.

PAGE TRIM SIZE: 10.5 x 13.25 INCHES. AD DIMENSIONS (WIDTH x HEIGHT IN INCHES) BELOW

												
FULL BLEED PAGE 10.5 x 13.25 + 1/4" BLEED ON ALL SIDES	FULL PAGE WITH MARGIN 9.5 x 11.75	3/4 VERTICAL 7.062 x 11.75	1/2 HORIZONTAL 9.5 x 5.75	1/2 VERTICAL 4.625 x 11.75	1/3 VERTICAL 4.625 x 7.75	1/4 SQUARE 4.625 x 5.75	1/4 VERTICAL 2.187 x 11.75	1/6 HORIZONTAL 4.625 x 3.75	1/6 VERTICAL 2.187 x 7.75	1/8 HORIZONTAL 4.625 x 2.75	1/8 VERTICAL 2.187 x 5.75	1/12 VERTICAL 2.187 x 3.75