

# downtown

WINNIPEG

This comprehensive magazine is your opportunity to make your voice heard. With features and advertising focusing solely on downtown, your unique business doesn't have to vie for attention with competitors in other parts of the city. This magazine has been created for you and only you. It's the only publication in the entire city where the top-notch shops, restaurants, hotels, attractions and services unique to downtown, get to take centre stage.

## DISTRIBUTED

- 20,000 copies distributed to MLCC stores throughout the city
- 20,000 copies distributed in downtown hotel rooms, shops, restaurants and walkway system, also distributed through Tourism Winnipeg outlets including the airport

Downtown Winnipeg magazine came from the passion we have for our downtown. We have brought the talents, energy and resources of downtown's greatest champions to create a beautiful and memorable piece showcasing the heart of the city.

Magazine partners

- Downtown Winnipeg BIZ
- CentreVenture Development Corporation
- Forks North Portage Development Corporation
- Economic Development Winnipeg

## AUDIENCE

- Winnipeggers aged 25-35
- Young, hip professionals who regularly dine in restaurants and shop in specialty stores
- Downtown residents
- People who frequent entertainment venues as well as the theatre and cultural venues

## EDITORIAL THEMES

Downtown Living exposed

- Peering into the lives of downtown residents

Winter in the heart of the city

- Events and attractions in the winter months
- Christmas gift guide highlighting downtown retailers
- Winter warming recipes from downtown chefs and restaurants

Downtown development

- Portage Avenue entertainment district
- The Forks

## DEPARTMENTS (in every issue)

Downtown news

- Highlighting new openings in retail and dining
- New developments, initiatives, programs and happenings in downtown

Events calendar

- Every Winnipegger's guide to what's happening in entertainment, concerts, sports and arts

Dining listings

- Listing and description of downtown restaurants
- Includes a feature business in each issue with photo

Shopping listings

- Listing and description of downtown shops
- Includes a feature business in each issue with photo

Attractions listings

- Listing and description of downtown attractions and entertainment venues
- Includes feature event or attraction in each issue with photo

Find it downtown

- Back page feature with a focus on great finds in downtown
- Different theme each month highlighting various businesses



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## PRINTING AND DISTRIBUTION

40,000 copies, full colour, perfect bound, FSC paper,  
80 lb. cover, 70 lb. text

20,000 distributed through MLCC in stores  
throughout Winnipeg

20,000 distributed through network of downtown shops, res-  
taurants, hotels, brochure holders, events etc.

## PREFERRED MATERIAL SPECIFICATIONS

- Please submit press-ready PDFs
- Email if smaller than 9MB, if larger than 9MB files can  
be couriered on disk to 426 Portage Avenue.

Email: nisha@downtownwinnipegbiz.com

Acceptable Formats For Camera Ready Ads

- Adobe InDesign CS3 with linked files/fonts
- Adobe illustrator CS3 or below with linkedfiles,  
type converted to curves
- Adobe Acrobat Pdf press-ready
- No Word, Corel or other Microsoft files accepted
- Photos must have minimum resolution of 300 dpi  
and must be CMYK. No RGB files
- All document colours must be CMYK, no RGB  
or spot colour

## SALES INQUIRIES

Nisha Tuli

nisha@downtownwinnipegbiz.com  
204.958.4626

## DESIGN INQUIRIES

If you would like your ad designed, Guppy Graphic Design of-  
fers creative services. Please contact:

Kelly Leschasin, Guppy Graphic Design  
kelly@guppydesign.com  
204.942.4986

## NEXT ISSUE

The next issue will be distributed November 2010.

Ad booking deadline: **September 15, 2010**

Art deadline: **September 30, 2010**

Ad Sizes		
	Width	Height
Full page (with bleed)	8.375"	11"
Full page (trim)	8.125"	10.75"
Half page (horizontal only)	7.625"	5"
Quarter page	3.8125"	5"
Listing ad	3.625"	2.75"

Price per issue/40,000 copies		
	1 issue	2 issues
Full page	\$2,200	\$1,980
Half page	\$1,400	\$1,260
Quarter page	\$850	\$765
Inside front cover	\$2,500	\$2,250
Inside back cover	\$2,500	\$2,250
Outside back cover	\$3,000	\$2700
Listing ad	\$250	\$225