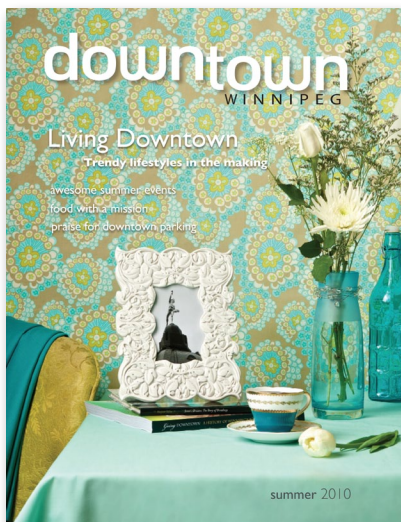


## media kit

Make your voice heard with the city's **only magazine** focusing on the top-notch shops, restaurants, hotels, attractions and services **unique to downtown**.

Take centre stage with features and advertising focusing solely on downtown and **never vie for attention** with competitors in other parts of the city again.



### distribution

- 20,000 copies distributed to Winnipeg Liquor Marts throughout the city
- 20,000 copies distributed in downtown hotel rooms, shops, restaurants and walkway system, as well other areas of the city including:
  - Winnipeg Airport
  - The Forks
  - MTS Centre concerts
  - Goldeyes games
  - Manitoba Moose games
  - Portage Place Mall
  - cityplace
  - Winnipeg Square
  - Convention Centre
  - Superstore locations
  - 7-11 Stores
  - Downtown Living event
  - Lights on Broadway
  - Out to Lunch Concerts
  - Santa Claus parade
  - Manitoba Museum
  - downtown walkway system holders



### audience

- Winnipeggers aged 25-45
- Young, hip professionals who regularly dine in restaurants and shop in specialty stores
- Downtown residents (15,000 pop.)
- Downtown workers (82,000 daily)
- Downtown students (30,000 daily)
- People who frequent entertainment venues as well as theatre and cultural venues (4,000,000 annually)



## editorial

### memo

- downtown news and developments including new openings and announcements

### matter

- issues affecting downtown including development, transportation, government and initiatives

### market

- highlighting shopping including gift guides, fashion features and specialty features
- shopping listings along with highlight store in each issue

### menu

- highlighting dining including recipes and profiles
- restaurant listings along with highlight restaurant in each issue

### mode

- downtown living and developments
- features on residents and downtown properties

### mingle

- events, attractions and festivals happening in downtown
- listings including a feature event and attraction in each issue

## details

### printing and distribution

- 40,000 copies, full colour, perfect bound, FSC paper, 80 lb. cover, 70 lb. text
- 15,000 distributed through Winnipeg Liquor Marts in stores throughout the city
- 25,000 distributed through network of downtown shops, restaurants, hotels, brochure holders, events etc.

### 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: signy@downtownwinnipegbiz.com
- Acceptable Formats For Camera Ready Ads • Adobe InDesign CS3 with linked files/fonts
- Adobe illustrator CS3 or below with linked files, 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

Kelly Leschasin  
 kellyleschasin@gmail.ca  
 204-230-3767

### design inquiries

If you would like your ad designed, Guppy Graphic Design offers creative services.

Please contact:

Nicole Ungurian  
 Guppy Graphic Design  
 nicole@guppydesign.com  
 204-942-4986

### next issue

The the winter 2011/12 issue will be distributed in November 2011.

Ad booking deadline: **September 15, 2011**

Art deadline: **September 30, 2011**

ad sizes		
	Width	Height
<b>Full page</b> (with bleed)	8.375"	11.00"
<b>Full page</b> (trim)	8.125"	10.75"
<b>Half page</b> (horizontal only)	7.625"	5.00"
<b>Listing ad</b>	2.625"	3.75"

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