

EAT

MAGAZINE



2022
Media Kit

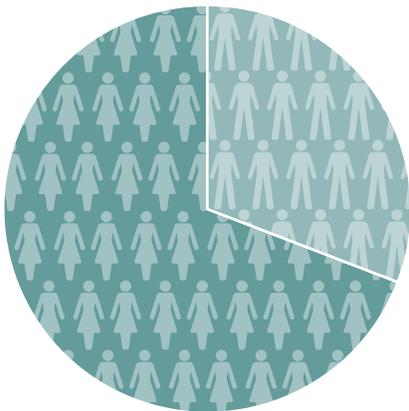


Bringing You the Best in Local Food, Drink + Culture for 22 Years

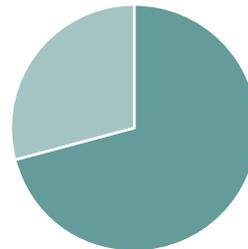
Established in 1999, EAT is the only independent locally owned food magazine on Vancouver Island. EAT is the island's favourite food and beverage magazine with the highest circulation and readership. EAT celebrates our region and through our articles, columns, and recipes, let's our readers know what's new in the industry, what to try, where to shop, and what to eat. EAT's readers rely on us to bring them the best of the food and beverage industry here on our island, and inform their buying choices.

The EAT Reader

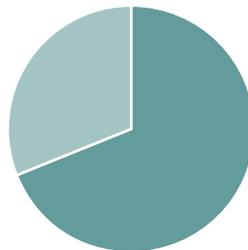
EAT readers are educated, health conscious, and food loving locals who look to EAT's advertisers for the best in dining, services, and products. Our readers love to cook, appreciate our vibrant restaurant scene, and read EAT cover to cover for inspiration and information. EAT readers are loyal and save each copy of the magazine for reference—your ad has staying power!



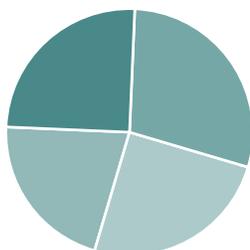
69% Female 31% Male



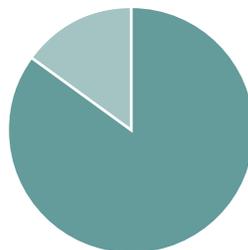
71% refer back to EAT 5+ times in following weeks



69% eat out at restaurants 3+ times per week



25% age 25-34
29% age 35-44
21% age 55-64
25% under 25 & over 64



85% read cover-to-cover

EAT's Editorial

A team of professional writers, photographers, recipe creators, and food stylists is behind every issue of EAT. Each issue features editorial relating to restaurants, food and drink, recipes, and the people behind our industry. EAT's targeted demographic is actively looking for products and services related to food and drink.

Editorial Calendar

JANUARY | FEBRUARY
It's a New Year

Whether it's the new restaurant on the block, an old standby, or the pleasure of cooking from scratch, we've got it covered.

MARCH | APRIL
Global Flavours

Spices, flavourful dishes, and tasting the world cuisines here at home.

MAY | JUNE
Spring Check-in

Celebrating the diversity of our province and restaurant industry. From ciders to farm markets, we love it all.

JULY | AUGUST
Get Fresh

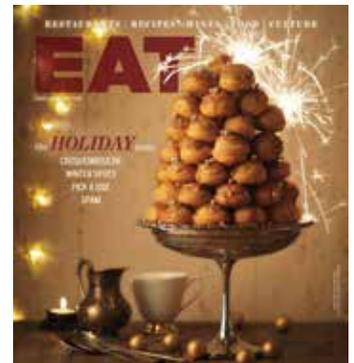
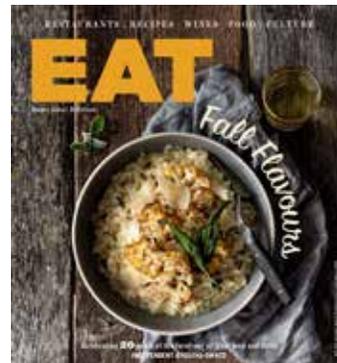
It's the season to celebrate warm nights and cool drinks, BBQs, just picked veggies, patio dinners, and local travel.

SEPTEMBER | OCTOBER
Harvest Round-up

Time for preserves, can the fresh tomatoes, and thinking cool weather dishes; the latest on braising and baking.

NOVEMBER | DECEMBER
Winter Warmth

Keep warm on these long nights with family and friends, joy and laughter during the holidays, and good food and drink throughout the winter. Bring it on!



Advertising

Our reach is over 123,055 people per issue, and growing. And we reach the people who make the decisions—the ones with the authority to choose or recommend your products and services (hospitality professionals, chefs, retail buyers, restaurant and hotel managers, business owners). Our readers are more likely to buy based on quality and shop at locally owned stores. EAT's readers' survey shows they love the ads almost as much as the editorial.

EAT offers half- and full-page advertorials. Please ask your sales representative for more information.

Advertising Deadlines 2021

Issue	Booking	Material
January February	Nov 12	Nov 26
March April	Jan 12	Jan 26
May June	Mar 11	Mar 25
July August	May 12	May 26
September October	July 13	July 25
November December	Sept 12	Sept 25



MYTH: Print advertising is dead.

FALSE! Research shows print advertising is still the best vehicle to advertise your product or service.

- A recent survey showed 82% of respondents trust print ads over all other types (even edging out TV ads).
- A Penn State study confirmed the power of print advertising by testing the memories of participants that read print and electronic advertisements; print won.
- Another recent study showed print ads activate different parts of the brain than digital ads, and people have an easier time recalling ads that were experienced in print.
- On top of that, the study uncovered that people place a higher subconscious value on products and services that they've seen advertised in print.



JUST SO YOU KNOW

Issues per year: Six

Platform: In print and online through [issuu.com](https://www.issuu.com)

Annual Print Circulation: 180,000 copies (30,000 per issue)

Distribution: over 200 pick up locations on Vancouver Island and through subscription

Social Media followers: 35,689 and growing

Publisher: Pacific Island Gourmet, located in Victoria



Print Advertising

Bundle with web advertising and save!

Size	1x	2x	3x	6x
Full Page Premium Positioning				
Inside Front or Back:	\$3465	\$3095	\$2935	\$2645
Outside Back:	\$3650	\$3300	\$3145	\$2835
Double-Page Spread				
	\$5765	\$5185	\$4905	\$4365
No Bleed:		Width: 19 in	Height: 9.8125 in	
Full Bleed:*		Width: 20 in	Height: 10.75 in	
<small>*Add 0.25in bleed on each side. Safe area: 0.25in from edges. No crop marks. Size including bleed: 20.5in x 11.25in.</small>				
Full Page				
	\$3205	\$2885	\$2725	\$2425
No Bleed:		Width: 9.125 in	Height: 9.8125 in	
Full Bleed:*		Width: 10 in	Height: 10.75 in	
<small>*Add 0.25in bleed on each side. Safe area: 0.25in from edges. No crop marks. Size including bleed: 10.5in x 11.25in.</small>				
1/2 Page				
	\$1825	\$1650	\$1555	\$1460
1/2 Vertical:		Width: 4.375 in	Height: 9.8125 in	
1/2 Horizontal:		Width: 9.125 in	Height: 4.75 in	
1/3 Page				
	\$1415	\$1295	\$1175	\$1125
1/3 Vertical:		Width: 2.792 in	Height: 9.8125 in	
1/3 Horizontal:		Width: 9.125 in	Height: 3 in	
1/4 Page				
	\$1005	\$930	\$885	\$785
Width: 4.375 in		Height: 4.75 in		
1/6 Page				
	\$760	\$685	\$665	\$635
Width: 4.375 in		Height: 3 in		
1/9 Page				
	\$445	\$420	\$395	\$350
Width: 2.792 in		Height: 3 in		

Production Requirements

Print

Accepted File Types:

1. PDF exported using Adobe's Press Quality setting with no modifications (preferred).
2. Adobe Illustrator CC (or earlier), fonts must be converted to outlines. Placed images and Raster Effects at 300 dpi. Document colour mode CMYK. Placed images CMYK colour mode preferred.
3. JPEG files 300dpi at specified dimensions for ad booked. Save using Maximum Quality. CMYK colour mode preferred.
4. Adobe Photoshop PSD files 300dpi at final size. CMYK colour mode preferred. Fonts must must be rasterized.

Notes for all file types:

- Images must be 300dpi at 100% scale.
- Supply file at specified dimensions for ad booked.
- No crop marks, page information or extra space around the outside.
- Must not include spot colours.
- Blacks: Black text under 72pt, borders and thin black lines must be 100% black (not a 4-colour mix) and set to overprint to avoid misregistration. Any large black areas such as overall backgrounds should be rich black set to 100% Black, 40% Cyan and not set to overprint.
- Overprints: White text and graphics must not be set to overprint or will disappear when printed. Colours layered on top of one another must not overprint but knock out of the colour below it so as not to change colour.
- EAT cannot guarantee 100% colour accuracy.
- Please proof your ads for accuracy. Unproofed ads will run as is.



Web

- JPEG or GIF at 72dpi at specified dimensions for ad booked.
- Please provide the linking URL.

Send Print Ad Files

adproofs@eatmagazine.ca

Send Web Ad Files

sales@eatmagazine.ca

Digital Advertising/Bundles

EATmagazine.ca has over 19k Twitter, 10k Instagram, and 7500 Facebook followers

The Power of Web Ads

Web display advertising is immediate and stands out on the page. It is flexible and your ad can be placed in multiple locations — including the top of every web page, near the heavy traffic Load More button and adjacent to our articles. Every reader that visits EAT will see your ad. With over a million impressions per year, your web display ad will have the greatest reach and will benefit from repeated views by readers.

Web display ads link directly with your website or any URL. They work best with a clear, strong image or graphic.

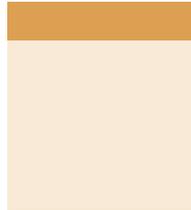
It's the best way to reach readers when there's a call-to-action or if you have an event to promote.

"I also regularly visit the websites of the advertiser's that I'd like to get to know better." - Readers Survey

Monthly	1 month	3 or more months	Bundle with print ad & save!
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Top	\$750	\$500	\$350/month
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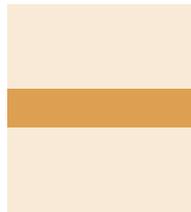
Leaderboard:
Highest visibility.
Appears on all pages.



Width: 728px Height: 90px

Middle
Leaderboard:

High visibility.
Embedded among the feature articles on the home page.

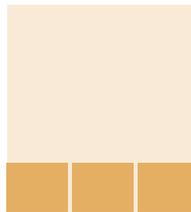


\$500	\$350	\$250/month
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Width: 940px Height: 100px

Load More
Button

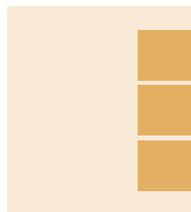
Sidebar:
Heavy traffic area on the homepage.



\$300	\$200	\$100/month BEST VALUE
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Width: 300px Height: 250px

Sidebar:
Also appears beside articles.



Digital Ad Files

JPEG or GIF at 72 dpi to size
Please provide the linking URL

Booking Anytime

Deadline one week prior to publishing

- Visitors spend an average of 4.5 minutes on the EAT website
- Our 15,000 unique visitors/month generate 25,000 pageviews
- Our growing social media following drives reader engagement with news, articles, and recipes
- Our tweets have an impression reach of 971.2K per year

