

EAT

Smart. Local. Delicious.

2023 MEDIA KIT

Vancouver Island's most widely read
independent food and drink magazine
for **24** years and counting

Bringing the Best in Local Food, Drink + Culture

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

Contact: Cynthia Annett-Hynes

778-350-6962 sales@eatmagazine.ca



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 most save each copy of the magazine for reference—your ad has staying power!

425,000 annual readership
(print and digital)

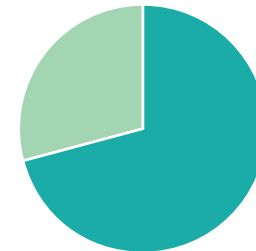
Recent North American surveys show:

- 82% of respondents trusted print ads over all other types (even edging out TV ads)
- people have an easier time recalling ads that were experienced in print over digital
- a higher subconscious value is placed on products and services that are advertised in print

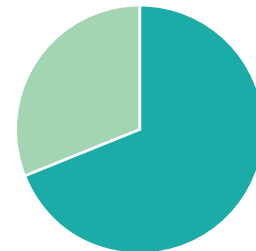
The EAT Reader is



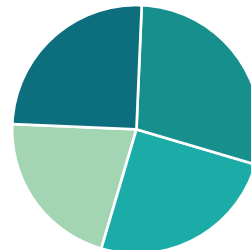
69% Female
31% Male



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

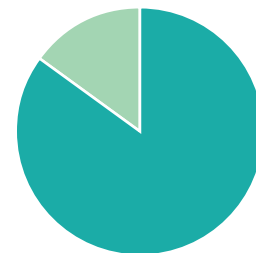


69% eat out at
restaurants 3+
times per week



25% age 25–34
29% age 35–44
21% age 55–64

25% under 25 or over 64

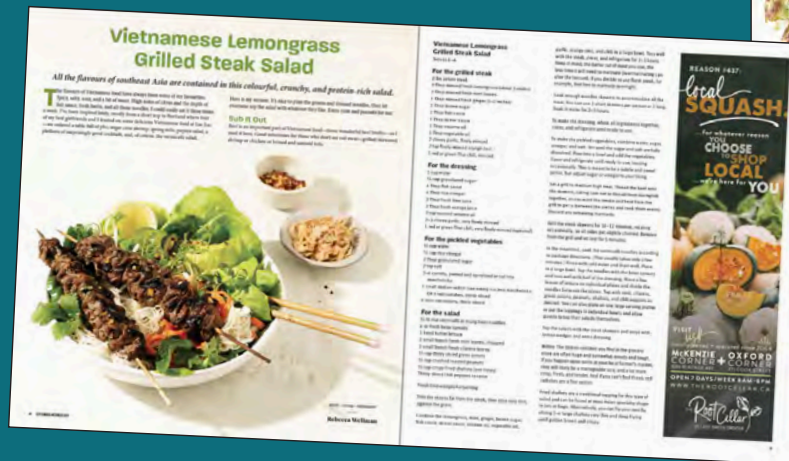


85% read
cover-to-cover
including
advertisements

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.



JANUARY | FEBRUARY
It's a New Year

MARCH | APRIL
New Beginnings

MAY | JUNE
Spring Fever

JULY | AUGUST
Get Fresh

SEPTEMBER | OCTOBER
Harvest Round-up

NOVEMBER | DECEMBER
Winter Warmth

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

Planting the seeds of renewal. It's the time to come out of winter hibernation and get a start on a new season.

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

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

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

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



EAT Advertising

**Our reach is over 60,000 per issue, and growing.
PLUS 1000s more via social media.**

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, and the food and drink loving public). Our readers are more likely to buy based on quality and shop at locally owned stores. EAT's survey shows they our readers love the ads almost as much as the editorial.

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

Just so you know

Issues per year: Six

Platform: In print and online through issuu.com/eatmag

Annual Print Circulation: 160,000 copies

Distribution: over 150+ pick up locations on Vancouver Island and through subscription

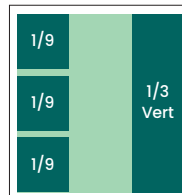
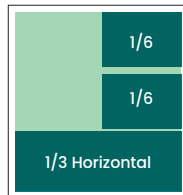
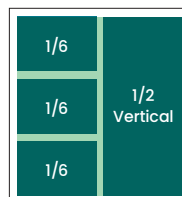
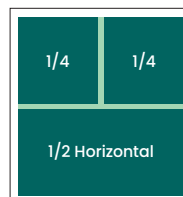
Social media followers: 37,000+ and growing eatmagazine.ca

EAT Print Advertising

Full page
with .25 bleed
all around

.5 inside
margin = safe
area for text

Ad rates (each insertion)	Number of insertions			
	1x	2x	3-5x	6x
1/9 page	\$445	\$420	\$395	\$345
1/6 page	\$760	\$685	\$665	\$635
1/4 page	\$1005	\$930	\$885	\$785
1/3 page	\$1415	\$1295	\$1175	\$1125
1/2 page	\$1825	\$1650	\$1555	\$1460
Full page	\$3205	\$2885	\$2725	\$2425
Full page: inside front or back	\$3465	\$3095	\$2935	\$2645
Full page: outside back	\$3650	\$3300	\$3145	\$2835
Double-page spread	\$5765	\$5185	\$4905	\$4365



Ad sizes	Dimensions (inches w x h)
Full page (bleed) Add .25" bleed on all sides. No crop marks. Keep all text .5" from trim.	Trim size: 10 x 10.75 Size including .25 bleed: 10.5 x 11.25 Text safe area: 9 x 9.75
1/2 page	V: 4.375 x 9.8125 H: 9.125 x 4.75
1/3 page	V: 2.792 x 9.8125 H: 9.125 x 3
1/4 page	4.375 x 4.75
1/6 page	4.375 x 3
1/9 page	2.792 x 3
Double-page spread Add .25" bleed on all sides. No crop marks. Keep all text .5" from trim and centre fold.	Trim size: 20 x 10.75 Size including .25 bleed: 20.5 x 11.25 Text safe area: 9 x 9.75 (each side)

Sponsored Content

Showcase your business with a half page or full page advertorial-style story.

Ad design included

\$2675 full page

\$1550 half page

+275 EAT writer

+275 EAT photographer

Holiday Gift Guide

Nov | Dec issue

Feature your hottest products and services for the holiday gift giving season.

Includes 1 image, a 50-80 word write-up, address, phone number, and website.

\$495

Send your ad

Format: PDF, CMYK, 300dpi at 100% size, no crop marks

Also accepted: JPEG, 300dpi at 100% size, CYMK, saved as maximum quality.

No rich black text. EAT may adjust ink coverage to meet printer specifications.

EAT cannot guarantee 100% colour accuracy.

PLEASE CHECK YOUR AD for accuracy.
EAT will provide an ad proof for approval.

Unapproved proofs will run as attached in the final EAT approval request email.

Send print ad files

adproofs@eatmagazine.ca



Bundle with web advertising and save!

Contact:

Cynthia Annett-Hynes

sales@eatmagazine.ca

EAT Digital Advertising & Bundles

The Power of Web Ads

Web display advertising is immediate and stands out on the page. It is visible 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



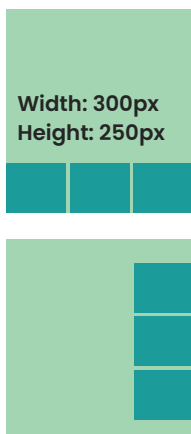


Bundle with print advertising and save!

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EAT magazine.ca has over 18.2k Twitter, 10.5k Instagram, and 8.3k Facebook followers



Monthly		1 to 2 months	3 or more months	Bundle with print ad and save!
TOP Leaderboard: Highest visibility. Appears on all pages.		\$750	\$500	\$350/month
MIDDLE Leaderboard: High visibility. Embedded among the feature articles on the home page.		\$500	\$350	\$250/month
LOAD MORE BUTTON Sidebar: Heavy traffic area on the homepage. Sidebar: Also appears beside articles.		\$300	\$200	\$100/month BEST VALUE



Send your digital ad

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

Book anytime
Deadline one week prior to publishing

Send digital ads to
sales@eatmagazine.ca