

where EDMONTON

**MEDIA
KIT 2015**

TANNER YOUNG
PUBLISHING GROUP

WHY WHERE?

The *WHERE* commitment: to deliver timely, accurate and entertaining information that helps discerning visitors make the most of their stay. *WHERE*'s exclusive content is concise and easy to read, and the magazine's upscale, sophisticated standards reflect well on the hotels in which the magazine is distributed. Founded in 1936, *WHERE* works hard to maintain trust as the largest global publisher of visitor magazines reaching over 100 million readers in 100 destinations worldwide.

WHERE Canada and where.ca are the perfect tools to help visitors enjoy 10 cities and regions across the country. Our 10 publications alone reach over **9 million readers** and are distributed to more than **900 hotel properties** and attractions.

WHERE Canada Publications

- *WHERE* Victoria
- *WHERE* Vancouver
- *WHERE* Whistler
- *WHERE* Canadian Rockies
- *WHERE* Calgary
- *WHERE* Edmonton
- *WHERE* Winnipeg
- *WHERE* Toronto
- *WHERE* Ottawa
- *WHERE* Halifax

Where.ca

Where.ca offers users one of Canada's most comprehensive travel sites, with thousands of listings for hotels, restaurants, shops, attractions and more. With frequently updated articles, blog posts and galleries, where.ca shares the best tips and ideas for visitors to help them plan their trip even before reaching their destination.

WHERE United States Publications

- *WHERE* Alaska & Yukon
- *WHERE* Atlanta
- *WHERE* Baltimore
- *WHERE* Boston
- *WHERE* Charleston
- *WHERE* Charlotte
- *WHERE* Chicago
- *WHERE* Dallas
- *WHERE* Denver
- *WHERE* Jacksonsville
- *WHERE* Indianapolis
- *WHERE* Las Vegas
- *WHERE* Los Angeles
- *WHERE* Maui
- *WHERE* Miami
- *WHERE* Minneapolis/St. Paul
- *WHERE* New Orleans
- *WHERE* New York
- *WHERE* Northern Virginia
- *WHERE* Oahu
- *WHERE* Orange County
- *WHERE* Orlando
- *WHERE* Philadelphia
- *WHERE* Phoenix/Scottsdale
- *WHERE* San Diego
- *WHERE* San Francisco
- *WHERE* Seattle
- *WHERE* St. Louis
- *WHERE* Washington, DC.

WHERE Europe Publications

- *WHERE* Budapest
- *WHERE* London
- *WHERE* Milan
- *WHERE* Moscow
- *WHERE* Paris
- *WHERE* Rome
- *WHERE* St. Petersburg

WHERE Asia Publications

- *WHERE* Hong Kong
- *WHERE* Macau
- *WHERE* Singapore

MEDIA KIT 2015

Everything we do, we do for **our readers**. We must be accurate, credible, interesting and current. We share our stories, our images and our passion for Edmonton and Alberta both in print and online. We are distributed in all the right places, at the right time, with the right content. It is this long standing relationship with our readers that we offer you... **our advertisers**.

THE POWER OF EDMONTON



The vibrant city of Edmonton is Alberta's capital city, and is home to more than 1 million residents and growing, thanks to a boom in economic expansion, new businesses, and unprecedented growth in the arts. Visitors benefit from world-class festivals and events, a fantastic arts and culture scene, one-of-a-kind entertainment, award-winning dining and nightlife, an impressive selection of retail shops, and more!

"Edmonton is where big thinkers yield big profits, innovators create global economic impact and entrepreneurs invent their own success."

—Edmonton Economic Development

Places Of Interest

Edmonton is home to major attractions that include the stunning Art Gallery of Alberta, heritage sites like the Alberta Legislature Building, cultural institutions like the Winspear Centre, and the interactive Edmonton Valley Zoo that is open year-round! Major events, festivals, and professional sports attract visitors from all over the world.

Accessibility

Edmonton is part of a western Canadian market of 11 million people, and its proximity to the United States provides easy access to an overall market of 64 million people.

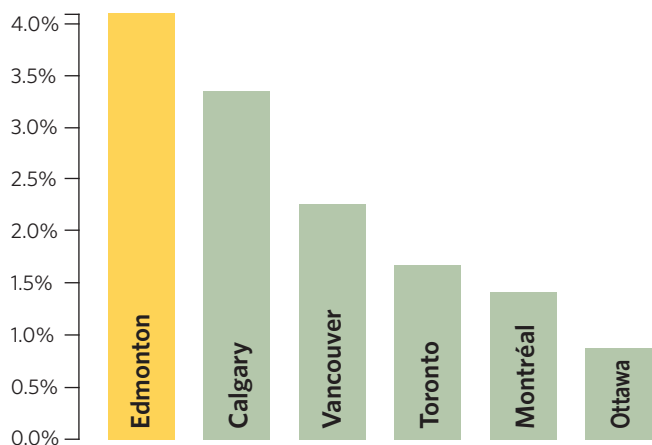
Wealth

Edmontonians have an average household income of \$96,000 — that's almost 25% more than the national average.

Economic Strength

Alberta's per capita GDP of \$77, 489 is the highest of any state or province in North America!

GDP Growth Rate, Major Canadian Cities (2013)



Sources: Edmonton Census Metropolitan Area, Alberta Economic Quick Facts, Tourism in Edmonton and Area Tourism Destination Region: A Summary of 2010 Visitor Numbers and Characters, Statistics Canada, Alberta Innovation and Advanced Education.

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ABOUT *WHERE* IN EDMONTON

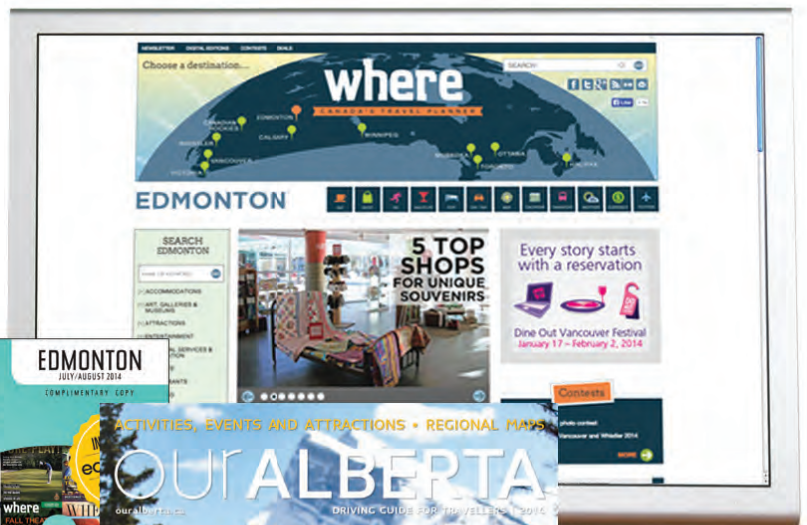
In Edmonton, the *WHERE* brand extends beyond *WHERE Edmonton Magazine* and where.ca/edmonton to include social media and an annual luxury publication that serves visitors no matter their preference.

"*WHERE Magazine* is my go-to information source when it comes to what is fresh and new in any city. Whether I am looking for a new restaurant, or the latest in boutique shopping, *WHERE Magazine* always provides great suggestions. I have learned more about the city from *WHERE Magazine* than I have just living here the past 15 years!"

—Dawn, Owner
Dawn's Bra-tique

***WHERE Edmonton* offers visitors unparalleled coverage on:**

- Dining
- Shopping
- Attractions
- Spas
- Nightlife
- Theatre and concerts
- Festivals, events and exhibits
- Galleries and museums
- Day trips



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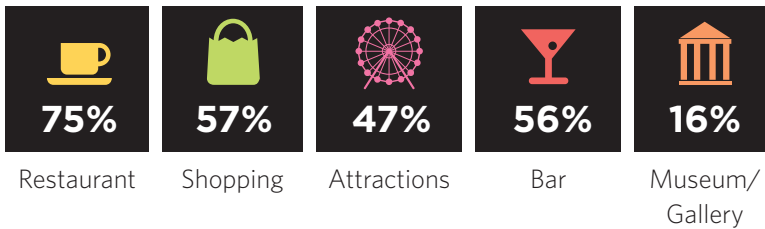
WHERE EDMONTON COMMUNITY

WHERE readers are affluent and ready to spend

WHERE readers spend an average of **\$1,300** during their stay, whereas the average traveller in Canada only spends **\$960. That's 30% more!**

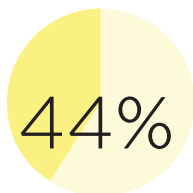
Active Visitors

Visitors to Edmonton are actively engaged in the city and all that it offers. Of total visitors, the following percentages visited Edmonton destinations:

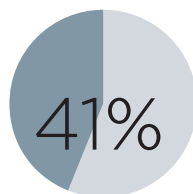


"WHERE magazine is found everywhere within the city and the surrounding areas, making it an extremely good media to send our message to potential customers."

—Ramesh Devangodi, Owner
New Asian Village



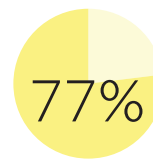
of WHERE readers keep an issue of WHERE for future reference.



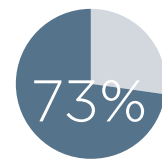
of WHERE readers carry a copy of the magazine when travelling.

Sources: WHERE 2013 Readers Survey

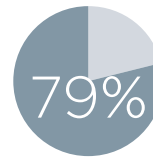
WHERE readers act on advertising



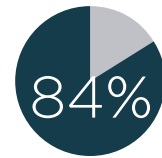
dined at a restaurant they saw advertised in WHERE



have shopped at a store they saw advertised in WHERE



visited an attraction they saw advertised in WHERE



agree that "WHERE ads provide useful and relevant information"

Compared to the average Canadian traveller, WHERE Alberta readers are:

57% more likely to shop during their trip

34% more likely to eat at a high quality restaurant during their trip

25% more likely to visit a gallery or museum

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WHERE EDMONTON MAGAZINE

WHERE Edmonton is an invaluable resource to an engaged audience of 2,946,000 readers annually.

Fast Facts

WHERE EDMONTON

Frequency

6 issues per year

Average annual reach

2,946,000

Annual distribution

222,000

Average circulation
(per issue)

37,000

Average readers per copy

5

Gender split

46% Male/54% Female

TOPICS THAT ARE IMPORTANT TO THESE READERS

97% Tourist Attractions

97% Dining

92% Events/Theatre/Concerts

90% Shopping

WHERE ALBERTA READER

Average age

46

Average household income

\$106,134

Average traveller in Canada:

\$90,235

Business owner, executive,
manager or skilled professional

54.9%

Average traveller in Canada:

25.9%

Employed full-time

73.0%

Average traveller in Canada:

58.1%

Sources: WHERE 2013 Reader Survey:
Total sample: 1,362

WHERE.CA

Unique visitors

149,705

Total visits

168,660

Page views per month

509,340

Twitter

Canada: **4,100+ followers**

Toronto: **11,800+ followers**

Ottawa: **9,200+ followers**

Vancouver: **14,100+ followers**

Calgary: **17,900+ followers**

Edmonton: **7,850+ followers**

Facebook

Canada: **1,575 Likes**

Age

80% are in the core 25-64 demographic

Gender

36.3% Male/63.7% Female

Mobile

46.6% access Where.ca through a mobile device

TOP 5 Reasons for Advertising to Visitors

- 1 Visitors are in spending mode.
- 2 Visitors need to eat.
- 3 Visitors like to shop.
- 4 Visitors want to be entertained.
- 5 Visitors typically have never heard of you.



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INSIDE *WHERE EDMONTON* AND WHERE.CA/EDMONTON

The Guide



Dining

A diverse sampling of the city's restaurants serving regional Canadian cuisine, as well as Italian, French, Japanese, Thai, Mexican and more. Includes information on price ranges and hours of operation.



Shopping

Coverage of shopping destinations and stores offering everything from jewellery and footwear to clothing and spas.



Maps

Comprehensive maps of downtown Edmonton and the Greater Edmonton Area, including the LRT, neighbourhoods and key attractions.



Entertainment

A roundup of must-see attractions, tours and nightlife, plus details on festivals, events, theatre, dance, concerts and sporting events.



Museums, Art + Antiques

Detailed exhibit information from the city's top public art galleries, museums and commercial galleries, as well as special art events and artist profiles.



Essentials

Neighbourhood profiles as well as helpful information for getting around the city via public transit, taxis, highway driving, and important phone numbers.



Features

In-depth coverage on a variety of topics including shopping, dining, theatre, seasonal attractions, and must-see events, festivals and more.



Hot Dates

A round up of the hottest events, concerts and must-do activities.

You Are Here

Profiles of Edmonton neighbourhoods.

Where.ca

Themed Itineraries

Curated stories for select interests, families, couples and more.

Extended Content

Additional coverage on festivals, events and seasonal highlights.



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2015 EDITORIAL AT-A-GLANCE

JANUARY/FEBRUARY

Where's Pick for the Best New Restaurant(s) of 2014 | Tastemakers/New Builds, Businesses & Entrepreneurs | Winter 101

You Are Here: Garneau District

Ad close: Dec 3 **Ad due:** Dec 10 **Distributed on:** Jan 1

MARCH/ APRIL

Bohemian Edmonton | Spring Fashion | Art Feature
You Are Here: 124 St. between 108 Ave. & 107 Ave.

Ad close: Feb 4 **Ad due:** Feb 11 **Distributed on:** Mar 1

MAY/ JUNE

Festival City Feature | Golf Feature | Dining Feature
You Are Here: East of the Tracks (Whyte Ave. east of the train tracks on 103 St.)

Ad close: Apr 1 **Ad due:** Apr 8 **Distributed on:** May 1

JULY/ AUGUST

Festival City! | Food Trucks | Best New Attraction
You Are Here: Capitol Boulevard

Ad close: Jun 3 **Ad due:** Jun 10 **Distributed on:** Jul 1

SEPTEMBER/ OCTOBER

Fall Fashion Guide | Fall Theatre Preview | Best Beer
You Are Here: The West End

Ad close: Aug 6 **Ad due:** Aug 13 **Distributed on:** Sep 1

NOVEMBER/DECEMBER

Holiday Gift Guide | Canadian Finals Rodeo | Holiday Festivals and Events

You Are Here: Jasper Ave.

Ad close: Oct 8 **Ad due:** Oct 15 **Distributed on:** Nov 1



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WHERE Edmonton Magazine is readily available to hotel guests in over **11,900** hotel rooms and typically found on the night stand, desk or coffee table.

84+ hotels

11,789 rooms

742,707+ guests exposed per issue*

* # of hotel rooms X 70% occupancy X 60 days x 1.5 average guests per room

THE **RIGHT MESSAGE** | IN THE **RIGHT PLACE** | AT THE **RIGHT TIME**

Ask yourself, when hotel guests are hungry, bored, or want to go shopping, will they find your business in *WHERE Edmonton Magazine*?

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CITY CENTRE

18 Locations
3,253 Guest Rooms **Rms**

Alberta Place Suite Hotel	84
Best Western Plus City Centre Inn	109
Canterra Suites Hotel	44
Chateau Louis Hotel Conference Centre	140
Coast Edmonton Plaza Hotel	299
Comfort Inn & Suites	108
Courtyard by Marriott	177
Chateau Lacombe	307
Days Inn Edmonton Downtown	76
Delta Edmonton Centre Suite Hotel	169
Fairmont Hotel Macdonald	199
Glenora Bed & Breakfast	26
Holiday Inn Express Downtown	140
Matrix Hotel	184
Ramada Conference Centre	428
Sutton Place Hotel	313
Union Bank Inn	34
The Westin Edmonton	416

WEST

21 Locations
3,144 Guest Rooms **Rms**

Best Western Westwood Inn	172
Chateau Nova	152
Comfort Inn West	100
Continental Inn	100
Courtyard by Marriott Edmonton West	136
Days Inn & Suites	108
Double Tree by Hilton West	327
Executive Royal Inn West Edmonton	236
Hampton Inn & Suites Edmonton West	103
Hilton Garden Inn West Edmonton	160
Holiday Inn Express	102
Holiday Inn & Suites West Edmonton	112
Home 2 Suites	123
Marriott Edmonton at River Cree Resort	249
Quality Inn West Harvest	159
Sandman Hotel Edmonton West	149
Staybridge	126
Super 8 Hotel	117
Travelodge Edmonton West	220
West Edmonton Mall Inn	88
Wingate by Wyndham	105

SOUTH

22 Locations
2,804 Guest Rooms **Rms**

Argyll Plaza Hotel	48
Best Western Cedar Park Inn	195
Best Western Plus Edmonton South Inn & Suites	105
Days Inn South	85
Delta Edmonton South	237
Four Points by Sheraton	139
Four Points by Sheraton Gateway	154
Holiday Inn Conference Centre South	224
Edmonton Hotel Convention Centre	93
Hampton Inn by Hilton Edmonton South	100
Holiday Inn Express	120
Metterra Hotel on Whyte	98
Radisson Hotel South	235
Ramada Inn & Waterpark	125
Sandman Signature Hotel South	198
Sawridge Inn Edmonton South	136
Hotel Selkirk / Fort Edmonton	30
Signature Suites Campus Tower	90
Super 8 Hotel	64
Travelodge Edmonton South	219
U of A Conference Services	20
Varscona Hotel	89

NORTH

6 Locations
502 Guest Rooms **Rms**

Chateau Nova Yellowhead	127
Eastglen Inn	47
Holiday Inn Express & Suites Edmonton North	95
Rosslyn Inn & Suites	93
Sands Hotel	54
Travelodge Edmonton East	86

EDMONTON AIRPORT/ GREATER EDMONTON

17 Locations
2,086 Guest Rooms **Rms**

Best Western Plus Denham Inn Leduc	95
Best Western Plus Sherwood Park	129
Best Western Plus St Albert	120
Coast Edmonton East Hotel	258
Days Inn & Conference Centre Nisku	120
Executive Royal Inn (Leduc)	256
Franklin's Inn	40
Holiday Inn Express Nisku	120
Nisku Inn & Conference Centre	158
Quality Inn & Suites Edmonton Airport	73
Ramada Ltd	63
Renaissance Edmonton Airport Hotel	213
RoadKing Super 8	120
Royal Inn Express Spruce Grove	48
St. Albert Inn & Suites	148
Travelodge Edmonton Airport	65
Travelodge Stony Plain	60

40% Non-Hotel Distribution

WHERE Magazine is not just for hotel guests. It is essential reading for new residents, and long-time Edmontonians also turn to **WHERE** Magazine to learn what's new in our great city. Distributed in all major shopping centres, selected office buildings, attractions, information centres, and transportation hubs, **WHERE** Magazine can increase your sales by reaching the local resident market as well as visiting friends and relatives.

Over 16,000 copies* of each issue of WHERE Magazine go to Edmontonians at many locations throughout the city, including:

Alberta Aviation Museum
Alberta Legislative Building Visitors Information Centre
AMA (all locations)
Budget Rent A Car
Casino Edmonton
Casino Yellowhead
Century Casino
Citadel Theatre
Edmonton City Centre Shopping Centre
Edmonton International Airport
Garneau Theatre
Edmonton Welcome Centre

Enterprise Rent-a-Car
Fantasyland Hotel
Fort Edmonton Park
Leduc Chamber of Commerce Visitors Information Centre
Londonderry Mall
Muttart Conservatory
Northern Alberta Institute of Technology
Red Arrow Bus Lines Calgary & Edmonton
Red Deer Visitors Information Centre
Reynolds Alberta Museum
River Cree Resort & Casino
Royal Alberta Museum

Royal LePage Relocation
Shaw Conference Centre
Sherwood Park Visitors Information Centre
St. Albert Visitors Information Centre
Stony Plain Visitors Information Centre
TELUS World of Science
The Bay Southgate
Tix on the Square
TransAlta Arts Barn
Downtown Business Association
University of Alberta Faculties
Via Rail
WHERE Advertisers

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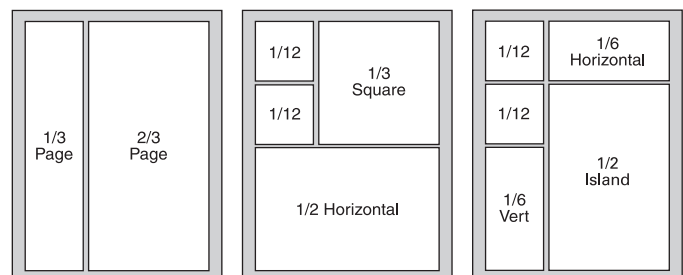
WHERE EDMONTON MAGAZINE AD RATES AND SPECS

Display Ad Size	1 Issue (2 Months)	3 Issues (6 Months)	6 Issues (12 Months)
Full Page	\$3,995	\$3,420	\$2,820
2/3 Page	\$3,325	\$2,825	\$2,325
1/2 Page Island	\$3,130	\$2,660	\$2,195
1/2 Page Horizontal	\$2,795	\$2,375	\$1,960
1/3 Page (vertical/square)	\$2,015	\$1,710	\$1,395
1/6 Page	\$1,195	\$1,020	\$840
1/12 Page	\$805	\$685	\$565
Special Position			
IFC/IBC	\$4,298	\$3,655	\$3,010
OBC	\$4,688	\$3,985	\$3,280
DPS	\$6,640	\$5,645	\$4,648

MATERIAL SPECIFICATIONS

AD SIZES	NON-BLEED	TRIM	WITH BLEED
	W x D	W x D	W x D
Double Page Spread	15.25" x 10"	16.25" x 10.75"	16.75" x 11.25"
Full Page	7.125" x 9.875"	8.125" x 10.75"	8.625" x 11.25"
2/3 Page	4.625" x 9.875"		
1/2 Page Horizontal	7.125" x 4.875"		
1/2 Page Island	4.625" x 7.375"		
1/3 Vertical	2.25" x 9.875"		
1/3 Square	4.625" x 4.875"		
1/6 Vertical	2.25" x 4.875"		
1/12 Page	2.25" x 2.375"		

AD SIZES



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INSIDE THE PILLARS OF *WHERE.CA*

Reach visitors before they arrive

66% of Canadians gather travel information or make travel arrangements online. Where.ca offers the most comprehensive information for travellers so they can plan ahead to make the most of their trip.

SEARCH EDMONTON

Comprehensive listings of a wide range of businesses

WHERE TO EAT, WHERE TO SHOP, WHERE TO GO, WHERE TO STAY, WHAT TO SEE

Updated blogs and galleries featuring the best of the city

The screenshot shows the 'where.ca' website for Edmonton. At the top, there's a navigation bar with 'HOMELETTER', 'DIGITAL EDITION', 'CONTACTS', and 'DEALS'. Below that is a search bar and a map of Canada with various cities marked. The main content area is divided into several sections:

- SEARCH EDMONTON:** A sidebar with filters for ACCOMMODATIONS, ART GALLERIES & MUSEUMS, ENTERTAINMENT, ESSENTIAL SERVICES & INFORMATION, NIGHTLIFE, RESTAURANTS, and SHOPPING.
- Featured Article:** 'THE HOCKEY-LOVER'S GUIDE TO EDMONTON: 10 THINGS YOU DON'T WANT TO MISS' with an image of a hockey arena.
- Contests:** 'Every story starts with a reservation' and 'Dine Out Vancouver Festival January 17 - February 2, 2014'.
- Where to Eat:** '5 Edmonton Restaurants for Gluten Free Diners', '10 Spots for a Great New Year's Eve Dinner in Edmonton', and 'Holiday Gift Ideas Edmonton'.
- Where to Shop:** 'Spots to Shop for Books in Edmonton', 'Top 5 Edmonton Shops for Unique Gifts and Souvenirs', and 'Exclusive Simons Department Store in Western Canada'.
- Where to Go:** 'Edmonton Guide to Weekday Nightlife', 'Best Venues for Live Entertainment in Edmonton', and 'Check Out All of Our Edmonton Nightlife Stories'.
- Where to Stay:** 'The 5 Most Luxurious Hotels in Edmonton', 'Edmonton's Top Business Hotels', and 'Check Out All of Our Edmonton Hotel Stories'.
- What to See:** 'Happy Homes: The Exhibition at Tsukuru World of Statues', '20 Things to Do in Edmonton With Kids', and 'Check Out All of Our Stories About Edmonton Attractions'.
- Where Recommends:** A list of businesses like 'Artisan Resto Cafe', 'The Creperie', 'Transcend Coffee', 'Sugar Bowl', 'The Common', 'Pudmanadi Vegetarian Restaurant', 'Clever Rabbit', 'The Briefing Room', 'Blue Plate Diner', 'Moriarty's Bistro & Wine Bar', 'Hawaii Restaurant & Lounge', 'Central Social Hall', 'Argyll Plaza Hotel', 'Leduc #1 Energy Discovery Centre', and 'Days Inn & Suites West Edmonton'.
- Deals:** 'Save on airfare to Asia with discounted flights', 'Save 50% on the hotel deal of the day!', 'LPGA CN Canadian Women's Open Tour Hotel and Ticket Package', 'Body Worlds EXHIBIT & Hotel Package', and 'Edmonton Attractions Pass'.
- Newsletter:** 'Travel Tips & Deals' with a sign-up form.
- Current Weather:** A weather forecast for Edmonton.
- Currency Converter:** A tool to convert currency.

FEATURES

Articles and special stories

CONTESTS

The latest promotions and giveaways

TO DO

Featured events, attractions and special ticket offers

DEALS

Special offers available to where.ca visitors



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ADVERTISING ON WHERE.CA

Target your potential clients before they arrive by advertising on where.ca. There are many different opportunities available based on your marketing objectives.

Standard Advertising Positions

AD UNIT	SIZE	WEB RATES
1. Leaderboard	728 × 90 pixels	\$30 CPM
2. Wallpaper	Customizable	\$45 CPM
3. Big Box	300 × 250 pixels	\$30 CPM
4. Lower Big Box	300 × 250 pixels	\$20/CPM

Bulletin Ads

AD UNIT	SIZE	DIGITAL RATES
Leaderboard	600 × 90 pixels	\$200

Enhanced Listings

Drive users right to your doorstep and upgrade your listing so that it's seen immediately and more frequently, with more detailed information:

\$595/YEAR

Upgrades Include:

- Website URL
- Priority Placement
- Enhanced Description
- Logo
- Photos
- And More!



Leader Board

EDMONTON'S TRAVEL PLANNER January 2014

TOP 10 THINGS TO DO IN JANUARY!

- 1. Deep Freeze Festival**
Where: January 11-12
Where: 118 Ave. Between 90 - 94 St. | deepfreeze.ca
Admission: Free!
About: This family festival is a winter adventure that embraces the magic and beauty of the season with authentic Russian & Ukrainian cultural and heritage winter games and activities.
- 2. Hawksley Workman: The God That Comes**
Where: January 15 - 25
Where: Citadel Theatre, 9828-101A Ave. | 780-425-1820 | citadeltheatre.com
Admission: \$45. Tickets can be purchased in advance; call or visit website.
About: This dark but humorous rock and roll cabaret is performed solo by acclaimed Canadian singer/songwriter Hawksley Workman. Part rock concert and part theatrical performance, the show details a spirited uprising in a world ruled by greed and an oppressive king obsessed with rules and order.
- 3. Ice on Whyte**
Where: January 22 - February 2
Where: End of Steel Park, 103 St. & Tommy Banks Way | 780-758-5878 | iceonwhyte.ca
Admission: \$6 Adult; \$3 Children; Children Under 2 are free.
About: In the heart of Old Strathcona is one of the city's most popular winter festival! Ice and snow sculptures by international artists line the outdoor venue, and there are fun activities for the whole family including a giant ice slide and a heated cafe.
- 4. Up Close**
Where: January 17 - 18
Where: Timms Centre for the Arts, 112 St. & 87 Ave. | 780-428-6839 | albertaballet.com
Admission: \$20 - \$35. Tickets can be purchased in advance; call 780-420-1727 or visit www.theorthosquare.ca
About: Get ready to experience Alberta Ballet like never before! This electrifying performance mixes contemporary ballets from some of Alberta's emerging choreography talents.
- 5. History of Rock and Roll**
Where: Through February 2

6. Canoe Theatre Festival
Where: January 22 - February 2
Where: Various venues; visit www.workshopwest.org for more information.
Admission: \$18 - \$35 per show; festival passes are available.
About: This showcase of avant-garde theatre celebrates non-traditional and unique productions — one even takes place in an elevator! — by local and international artists.

7. Music of the Night Sky
Where: January 11
Where: Winspear Centre, 4 Sir Winston Churchill Sq. | 780-428-1414 | www.winspearcentre.com
Admission: \$13 - \$29. Tickets must be purchased in advance; call or visit website.
About: The Edmonton Symphony Orchestra presents this special symphony just for kids! Discover the wonders of our solar system with "interstellar" music accompanied by breathtaking images from the Hubble Telescope and the Mars Curiosity Rover.

8. Romeo and Juliet
Where: January 21 - 22
Where: Jubilee Auditorium, 11455-87 Ave. | 780-427-2760 | jubileeauditorium.com
Admission: \$40 - \$125. Tickets must be purchased in advance; call or visit www.ticketmaster.ca
About: The Royal Winnipeg Ballet presents Shakespeare's timeless beautiful, tragic romance. The magnificence and grandeur of this production captivates with its riveting sword fights, compelling drama, and breathtaking classical choreography.

9. Edmonton Rush Lacrosse
Where: January 11 vs Colorado; January 17 vs Calgary
Where: Royal Plaza, 7424-118 Ave. | 780-471-7210 | edmontonrush.com
Admission: \$39 - \$69. Tickets can be purchased in advance; visit the website for details.
About: Catch all the action of professional lacrosse as the Edmonton Rush returns for another season. UFC champion George "Rush" St. Pierre will be at the home opener on January 11.

10. Telus World of Science — Edmonton
Where: Telus World of Science, 1121-142 St. | 780-451-3344 | telusworldofscienc Edmonton.com
Admission: General Admission: \$16.95 Adult; \$14.95 Senior/Youth; \$12.95 Child (3-12). Additional charges apply for IMAX films and the feature exhibition. Visit the website for more information.
About: Good things come in threes. Check out the newly renovated IMAX theatre with new seats, a larger screen, and a digital projector that enables 3D IMAX screenings. In the feature exhibit gallery, step into the fantastical world of Harry Potter™ as you explore the sets, costumes, and

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ESSENTIAL EDMONTON



Reaching an affluent audience of travellers to the city, *Essential Edmonton* is the prominent source of information on the very best the city has to offer for visitors as they arrive in their hotel rooms. With its oversized format and elegant blend of interesting photography and compelling content, *Essential Edmonton* highlights the best of high-end fashion, exclusive dining, culture and the arts in the city.



Our Alberta magazine has been published since 1996 as a collaboration between *WHERE Calgary* and *WHERE Edmonton* Magazines, and showcases all parts of the province with essential information for travellers. Detailed listings and exciting editorial promote attractions, activities, tours, accommodation, and more!

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DIGITAL AND PROOF REQUIREMENTS

WHERE will not assume any responsibility for advertising reproductions that do not conform to the requirements listed below.

PRINT MATERIAL REQUIREMENTS

- Ads must be supplied as digital files
- Ads must be accompanied by a printed colour proof

PRESS READY FILES

Acceptable formats include:

- PDF, all fonts embedded, images 300 dpi and placed at 100% size in the document
- EPS, type converted to outlines, images 300 dpi and placed at 100% size in the document

Please ensure:

- All colours and images are CMYK (No RGB or PANTONE® Process)
- Bleed ads include 1/4" bleed, crop marks outside of the bleed and live area for images and type is 1/2" inside the trim area
- All Images are 300 dpi and placed at 100% size in the document

APPLICATION FILES

Acceptable formats include:

- InDesign CS4 and earlier
- Illustrator CS4 and earlier
- PhotoShop CS4 and earlier

Please ensure:

- All colours and images are CMYK (no RGB or PANTONE® Process)
- Bleed ads include 1/4" bleed, crop marks outside of the bleed and live area for images and type is 1/2" inside the trim area
- All images are 300 dpi and placed at 100% size in the document
- All supporting files (images and fonts) are supplied with the application file

MATERIAL FOR PRINT ADS BUILT BY **WHERE**

- Image size minimum 4"x6" at 300 dpi for up to 1/4 page ads
- Image size minimum 8"x10" at 300 dpi for half-page and full-page ads
- Text in digital format

PROOFING REQUIREMENTS

- Digital proofs only, such as Iris or Fuji Pictro, are required by **WHERE** as a guide to colour reproduction
- All digital proofs must be generated from final file format supplied to **WHERE** for reproduction
- Colour lasers, tear sheets and black/white lasers will not be accepted for reference
- **WHERE** will not be held responsible for poor colour reproduction when a proper colour proof is not supplied

DELIVERY INFORMATION

Please supply all material for the publication and website together.

EMAIL

- Please ensure that digital files sent via email are no larger than 10 MB in size. If larger, please post to FTP site (see below)
- Please use compression software to avoid file corruption

YOUSENDIT

URL: dropbox.yousendit.com/Tanner-Young-Publishing-Group

- Drag and drop files (up to 2GB each) into You Send It folder

FTP

Host: [ftp.worldweb.com](ftp://ftp.worldweb.com)
User ID: wedmftp

Password: 6ucxw55

- If uploading anything over 50 MB to the FTP site, please inform us before starting the upload; maximum file size is 100 MB
- Uploaded files have to be placed in a folder with the client's name, publication name and issue (ie. Client_where_OctNov2011)
- When the file is posted please email confirmation and file name to Traffic Coordinator

COURIER

Deliver material to the address below.

CONTACT INFORMATION

TRAFFIC COORDINATOR

Cheryl Lindquist

P 780-628-5217

E cheryl@whereedmonton.com

WHERE EDMONTON

#1, 9301 – 50 Street, Edmonton, AB T6B 2L5

P 780-628-5231 F 780-448-0424

SPECIAL NOTES

- Publisher reserves the right to crop 1/4" from either side of bleed ads to compensate for left or right-hand page.
- Changes to ad material will be made by the publisher only on written instruction from the agency or client, and all changes must be received at least 30 days prior to cover date. Proofs incorporating such changes will be sent to the agency or client for approval. Publisher assumes no responsibility for errors and omissions resulting from changes. **WHERE** endeavours to comply with all advertiser's changes. However, the publication cannot be responsible for additional copy/design changes to client-approved final proofs.
- Publisher reserves the right to refuse any advertisement for any reason whether or not such matter has previously been accepted or published.
- All digital files, artwork, etc., will be destroyed by Publisher if not demanded within one year after last use.
- Late receipt of digital files or changes are subject to an additional charge of \$60.00.

WHERE Edmonton Magazine will not assume any responsibility for advertising reproductions that do not conform to these requirements.

WHERE MAGAZINE RETAINS THE RIGHTS TO ALL DESIGNS DONE IN-HOUSE. ARTWORK CAN BE RELEASED TO CLIENTS FOR \$125.



November/December 2014



May/June 2014



November/December 2014



January/February 2014

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TANNER YOUNG PUBLICATIONS



WHERE Edmonton
Bi-Monthly



Essential Edmonton
Annual



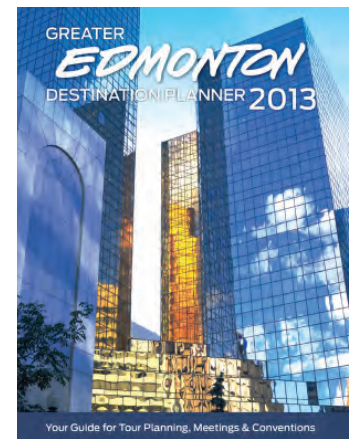
Our Alberta
Annual



Edmonton Visitor Guide
Annual



Yellowhead IT!
Annual



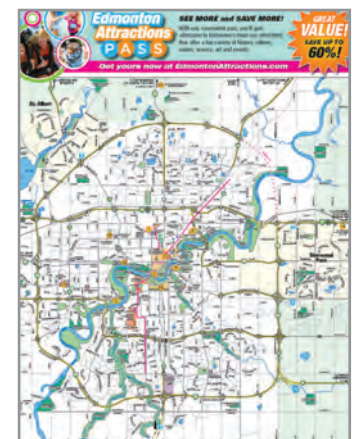
Destination Planner
Annual



Canadian Cowboy Country
Bi-Monthly



CFR Official Program
Annual



Edmonton Mini Map
Annual

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TARGETED MARKETING APPROACH FOR RESTAURANTS

Many travellers seek out independent and locally owned restaurants for their meals while in town, and will refer to a trusted friend for recommendations... *WHERE* Magazine. Our readers are actively looking for advertising information and are ready to visit a restaurant that day, with no coupons or incentives needed to bring them in.

- **Directional advertising works!**

We direct travellers to your place of business – when they are ready to dine

- **RIGHT MESSAGE in the RIGHT PLACE at the RIGHT TIME**

WHERE Edmonton Magazine is available to all hotel guests right in their room, for reference

24 hours per day, 365 days per year

Excellent local distribution with 45% of our circulation targeting the local Edmontonian

- **Internationally recognized**

Published in Edmonton since 1994 and in over 50 cities internationally since 1936

- **Over 70 % of *WHERE* readers dine out**

On average they dine out 2.1 times per stay and entertain on average 3 people

- **On any given night there are over 12,000 hotel guests making a dining decision**

1 of every 14 meals is purchased by a hotel guest and they spend over \$250 million annually in Edmonton

IN ADDITION, all our restaurant listings are featured on our popular website www.where.ca/alberta/edmonton

making this one of Edmonton's most comprehensive dining guides. Add enhanced venue information, link to your OPEN TABLE reservation engine or your own website, or add photos showcasing your restaurant. For further information call 780-465-3362 and ask for sales. It's that easy!

WHY TRAVELLERS?

Travellers:

- are in a carefree state of mind, away from daily worries
- have planned to spend money on shopping, dining, entertainment, souvenirs and gifts
- on business and convention trips typically have expense accounts
- are open to suggestions to explore new places and try new things
- staying in hotels will dine out at least twice daily
- rely on *WHERE Edmonton* Magazine as their primary source of information about Edmonton

Compared to residents who:

- have job related stress
- have every day financial concerns
- have established shopping and entertainment habits
- dine out only occasionally, perhaps on a weekend or special occasion
- are deluged with local media and advertising
- save money for holidays out of town

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