

# EDMONTON **where** MEDIA KIT 2019



## WHAT IS **WHERE**

Simply put, *WHERE* Edmonton is your best source of timely visitor information. Published locally since 1994, *WHERE* provides local information on the hottest and most essential shopping, dining, cultural attractions, and entertainment.

## WHERE IS **WHERE**

*WHERE* Edmonton magazine is found in over 80 hotels and 250 pick-up locations throughout Edmonton and Greater Edmonton area. *WHERE* Magazine is found in 72 cities worldwide covering Asia, Europe, Australia, USA, and Canada.

## WHO IS **WHERE**

The power of *WHERE* is its local depth. *WHERE* Edmonton's magazine and online properties are created by local editors and staff who are passionate and knowledgeable about Edmonton and area. They know the best Edmonton has to offer, as they live it every day, not just on a one-week junket.

We are proud to work in cooperation with all tourism organizations, hotel and concierge associations, and Chamber of Commerces in the promotion of our city.

**TANNER YOUNG**  
PUBLISHING GROUP

# The Strength of a Global Brand

For 80+ years *WHERE Magazine* has been the go-to resource for authentic information that helps discerning travellers make the most of their trips.

With over **100 million readers globally**, *WHERE Magazine* is the largest and one of the most recognized travel media outlets.

*WHERE* Canada and where.ca highlight 10 of Canada's top destinations in **over 900 hotels**, giving inbound travellers a unique, local view of Canada.



## CANADA

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



## UNITED STATES

Alaska  
Atlanta  
Baltimore  
Boston  
Charleston  
Charlotte  
Chicago  
Colorado  
Dallas/Fort Worth  
Daytona Beach  
Ft. Lauderdale  
Hawaii  
Houston  
Indianapolis  
Jacksonville  
Kansas City  
Kauai  
Las Vegas  
Los Angeles  
Maui  
Miami  
Nashville  
New Orleans  
\*New York City  
Northern Arizona  
Oahu  
Orange County  
Orlando  
Palm Beach  
Philadelphia  
Phoenix-Scottsdale  
Reno-Tahoe  
San Antonio  
\*San Diego  
San Francisco  
Seattle  
Southwest  
Florida  
St. Louis  
Tampa  
Tucson  
Twin Cities  
Washington D.C.



## EUROPE

Berlin  
Budapest  
Istanbul  
London  
Milan  
Moscow  
Munich  
\*Paris  
Rome  
St. Petersburg  
Venice



## ASIA

Hong Kong  
\*Singapore



## AUSTRALIA

Brisbane  
Gold Coast  
Melbourne  
\*Sydney



# Global Reach — Local Depth

When visitors arrive in Edmonton they dine, they shop, they play, and – most importantly – they spend. *WHERE Edmonton Magazine* reaches them every day in their hotel rooms and around the city in local shops and at attractions.

**Our magazine knows where travellers want to go, and we send them there.**



**WHERE Edmonton Magazine is a portable, bi-monthly guidebook-style magazine that readers take with them when they explore the city.**

## Up Front

**Here & Now** » *WHERE* showcases the premier events, concerts, theatre productions, symphonies, and operas, as well as key community events.

**Features** » Covering a wide variety of topics, *WHERE Edmonton* features provide an in-depth and insightful look at the city, the people, places, and events.

**You Are Here** » In each issue a unique part of an Edmonton community is profiled.

**Local Spotlights** » Each issue of *WHERE* profiles a local artist, entertainer, retailer, and chef, all of whom are making an impact on the city.

**Ask the Expert** » In each issue a local concierge shares their recommendations for places to eat, shop, and be entertained.



## The Guide

**Dining** » Edmonton's dining scene is diverse, creative, and growing. We profile the local culinary scene from hot new restaurants and chefs to long-established dining legends. Our comprehensive listings include brief descriptions, hours of operation, and locations.

**Shopping** » Profiles of unique local products and businesses, plus listings of local boutiques, one-of-a-kind retailers, markets, shopping centres, and districts.

**Museums, Art + Antiques** » Detailed exhibit information from public and commercial art galleries, special art events, plus interesting antiques, galleries, and exhibits.

**Essential Edm** » Listing of services pertinent to the traveller, taxis, limousines, car rentals, airlines, buses, tour companies, business services, tourism offices, foreign exchange, etc.

**Maps** » Greater Edmonton proper, Old Strathcona, City Centre, West Edmonton, and South Edmonton.

# Where Edmonton Community Fast Facts

## » READER PROFILE

Affluent travellers turn to the pages of WHERE Edmonton Magazine

### GENDER

Median Age 47



### INCOME

WHERE readers are among the highest income earners

**\$106K**  
Average Household Income

**93%**  
Currently Employed

**73%**  
Full-Time Employment

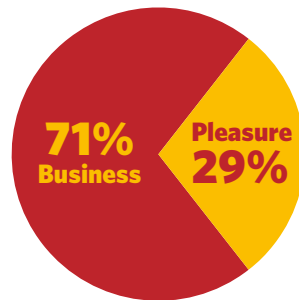
### ENGAGEMENT

Referred to **2.7x**  
25% carry a copy of WHERE



### TRAVEL

Nights spent in hotel **-2.1**  
Return visits annually **-4.7**



### SHOPPING

55% referred to WHERE for shopping information  
75% shopped this trip



**52%**  
Women's Apparel



**43%**  
Men's Apparel



**39%**  
Accessories



**39%**  
Wine & Spirits

### DINING



Refer to WHERE for restaurant information



Dined in hotel for breakfast



Dined out of hotel for lunch



Dined out of hotel for dinner



Entertained an average of 3 people this trip

## » EDMONTON DOMESTIC TOURISM

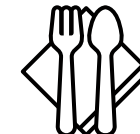
The hub of Central Alberta, Edmonton is a vibrant, thriving city



**7.2M**  
Visitors Spend Annually  
**\$1.8B**

### ALBERTAN VISITORS SPEND MORE

Compared to other Canadian visitors



**Food/  
Beverage**  
**\$361.5M**  
\$104.1M



**Retail/  
Other**  
**\$274.9M**  
\$49.1M



**Hotels/  
Motels**  
**\$133.2M**  
\$70.9M



**Recreation/  
Entertainment**  
**\$53.1M**  
\$21.4M

**Albertans**  
Others



**3.8 MILLION**  
**FIXED ROOF PERSON NIGHTS**

**661K** Access Entertainment and Cultural Activities  
**347K** Shop with Each Spending \$223 per Visit

## WHERE READERS ENJOY LIFE MORE

On the go, they're **more likely to make alcohol purchases** than the general adult population



### CONSUMPTION

Past 7 Days

**Beer** 44.5%  
42.2%

**Wine** 64.3%  
42.8%

Past 30 Days

**Vodka** 33.3%  
18.6%

**Rum** 30%  
19.2%

**Gin** 17.4%  
6.9%

**Rye** 16.7%  
9.8%

**Scotch** 19.6%  
6.1%

**Irish** 13.1%  
2.2%

### RETAIL

Past 30 Days

**Liquor** 76.3%  
39.9%

**Beer** 30.2%  
26.7%

**Wine** 44.8%  
14.5%

**Where**  
Average

## Rates

DISPLAY ADS	1 ISSUE 2 MONTHS	3 ISSUE 6 MONTHS	6 ISSUE 12 MONTHS
Outside Back Cover			
Inside Covers			
Double Page Spread			
Full Page			
2/3 Page Vertical			
2/3 Page Vert Bleed			
1/2 Page Island			
1/2 Page Horizontal			
1/3 Page Square/Vert			
1/3 Page Vert Bleed			
1/6 Page Vert/Horiz			
2/9 Page Horizontal			
1/12 Page Square			

For rates, please  
call **780-465-3362** or email  
**sales@tanneryoung.com**

## Deadlines

ISSUE	FEATURE	BOOKING	MATERIAL
Jan/Feb 2019	Dining Issue	Nov 23, 2018	Nov 30, 2018
Mar/Apr 2019	Green with Envy	Jan 25, 2019	Feb 1, 2019
May/Jun 2019	Patios	Mar 22, 2019	Mar 29, 2019
Jul/Aug 2019	Summer Fun	May 24, 2019	May 31, 2019
Sep/Oct 2019	Culture & Fashion	Jul 26, 2019	Aug 2, 2019
Nov/Dec 2019	Holiday Gift Guide	Sep 27, 2019	Oct 4, 2019

## Contacts

**Sales** sales@whereedmonton.com

**Publisher** Rob Tanner, rob@whereedmonton.com

**Editor** Carmen D. Hrynchuk, editor@whereedmonton.com

**Production** Cheryl Lindquist, traffic@whereedmonton.com

**Customer Relations** Marie Tanner, marie@whereedmonton.com

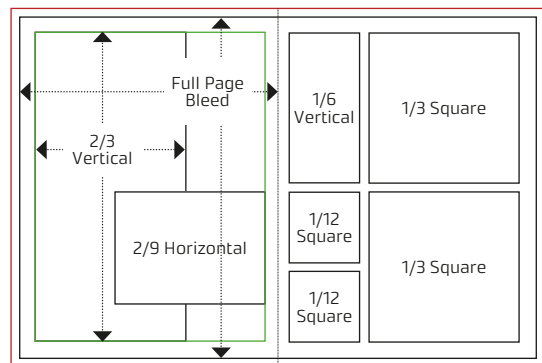
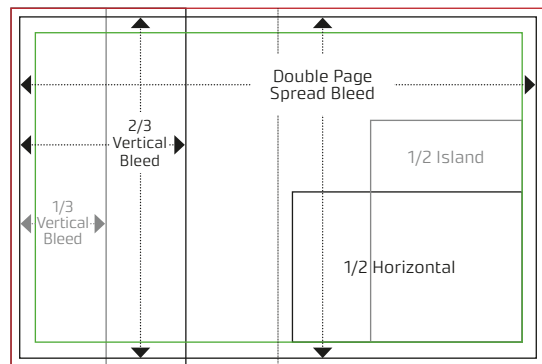
### Tanner Young Publishing Group

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

780-465-3362 | tanneryoung.com

## Print Ad Sizes

Display Ad	Dimensions (width x depth)
Full Page Bleed	8.125" x 10.75" Trim 8.625" x 11.25" Bleed 7.125" x 9.75" Live Area
Double Page Spread Bleed	16.25" x 10.75" Trim 16.75" x 11.25" Bleed 15.25" x 9.75" Live Area
2/3 Page Vertical Bleed	5" x 10.75" Trim 5.5" x 11.25" Bleed 4.5" x 9.75" Live Area
2/3 Page Vertical	4.625" x 9.875"
1/2 Page Island	4.625" x 7.375"
1/2 Page Horizontal	7.125" x 4.875"
1/3 Page Vertical Bleed	2.75" x 10.75" Trim 3.25" x 11.25" Bleed 2.25" x 10.25" Live Area
1/3 Page Square	4.625" x 4.875"
1/6 Page Vertical	2.25" x 4.875"
1/12 Page Square	2.25" x 2.375"



## Ad Policies

- The publisher will not assume any responsibility for advertising reproductions that do not conform to the requirements listed below.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements.
- All advertising is subject to acceptance by the publisher.
- The publisher reserves the right to add a keyline to fractional ads to differentiate them from editorial.
- Late receipt of ad materials or changes are subject to additional charges.
- The publisher owns all rights to advertisements and related media produced by the company. Advertiser purchases only space and one time use of artwork.

## Ad Requirements

### Press Ready Files

- Please build your ad to the exact size specified, with no excess white surrounding the image area.
- Ads intended to bleed should be built to the publication's Trim Size with images extending beyond that by an additional 1/4" on all sides. This can be done using the bleed settings in your software program. Keep all essential elements (text & logos) 1/2" inside the TRIM.
- Do not include crop marks.
- Press-ready files must be supplied in PDF/X-1a format to comply with industry standards.
- All files MUST be supplied in CMYK colour mode. Any non-process colours (i.e. RGB, Pantone) will be converted to CMYK. The publisher will not be responsible for any colour shifts that may result from this conversion.
- All fonts must be embedded.
- All images must be a minimum resolution of 300 dpi at 100% size.
- The combined ink density of CMYK colours should not exceed 300%.
- Do not apply trapping to PDF files.

### Proofs

- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDF, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference).
- Hard-copy proof must be generated from the same PDF file that is supplied for publishing.

### Supplied Material For Ad Design Services

- Up to 1/4 page ads: image size minimum 6" x 4" at 300 dpi.
- Half-page and full-page ads: image size minimum 8" x 10" at 300 dpi.
- Text in digital format.

### Web Ready Files

- Web optimized files (JPG, GIF, PNG), maximum file size 100 KB.
- Include 1 pixel border.

### Delivery Information

- EMAIL** traffic@tanneryoung.com up to 10 MB
- HIGHTAIL** hightail.com/u/Tanner-Young-Publishing-Group
- COURIER** Tanner Young Publishing Group  
#1, 9301 50 Street, Edmonton, AB T6B 2L5 Canada

# Distribution\*

\* Subject to change

## CIRCULATION

**200,000+ Annually**  
**33,000+ Average Per Issue**

**12,000+** Hotel Rooms

- › Restaurants
- › Retailers
- › Attractions
- › Galleries
- › Transportation Hubs
- › Visitor Info Centres
- › Office Towers
- › Corporations
- › Educational Institutions

**300+** Pick-Up Locations

**60%**  
Distributed  
in Hotels

**40%**  
Other

## FIRST IMPRESSIONS MATTER

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

**How will you make your first impression?**

### EDMONTON CITY CENTRE

#### HOTELS

- Best Western Plus City Centre Inn
- Canterra Suites
- Chateau Lacombe
- Chateau Louis Hotel
- Chateau Nova Kingsway
- Coast Edmonton Plaza
- Comfort Inn & Suites Downtown
- Courtyard by Marriott
- Days Inn Downtown
- Delta Edmonton Centre Suite Hotel
- Edmonton Inn & Conference Centre
- Fairmont Hotel Macdonald
- Holiday Inn Express Downtown
- Matrix Hotel

- Quarter Note Hotel Downtown
- Sutton Place
- Union Bank Inn
- Westin Hotel

### EDMONTON

#### SOUTH HOTELS

- Argyle Plaza Hotel
- Best Western Cedar Park Inn
- Best Western Plus South Edmonton Inn & Suites
- Campus Tower Suite Hotel
- Days Inn South
- Delta Edmonton South
- Four Points by Sheraton Edmonton Gateway

- Four Points by Sheraton Edmonton South
- Hampton Inn by Hilton South
- Holiday Inn Conference Centre
- Holiday Inn Express & Suites
- Metterra Hotel on Whyte
- Radisson Hotel & Convention Centre
- Ramada Edmonton South
- Sandman Signature Hotel
- Sawridge Inn
- Super 8 South
- Travelodge South
- Varscona Hotel on Whyte
- Whitemud Inn

#### WEST HOTELS

- Candlewood Suites
- Coast West Edmonton Hotel & Conference Centre
- Comfort Inn West
- Continental Inn
- Courtyard by Marriott West
- Days Inn & Suites West
- DoubleTree by Hilton
- River Cree Resort & Casino
- Executive Royal Hotel West
- Fantasyland Hotel
- Hampton Inn & Suites West
- Hilton Garden Inn West
- Holiday Inn Express & Suites
- Holiday Inn Hotel & Suites West
- Home2 Suites
- Howard Johnson West
- Quality Inn West Edmonton
- Ramada Edmonton West
- Sandman Inn West
- Staybridge Suites
- Super 8 Hotel West
- Travelodge West
- West Edmonton Mall Inn
- Wingate by Wyndham West

### EDMONTON INTERNATIONAL AIRPORT REGION

#### HOTELS

- Best Western Plus Edmonton Airport Hotel
- Executive Royal Hotel Edmonton Airport
- Coast Nisku Inn
- Quality Inn & Suites Edmonton International Airport
- Travelodge Edmonton Airport
- Western Budget Motel
- Wingate by Wyndham Edmonton Airport

### CAPITAL REGION

**St. Albert, Stony Plain, Spruce Grove, Sherwood Park**

#### HOTELS

- Best Western Plus the Inn at St. Albert
- St. Albert Inn & Suites
- Best Western Plus Sherwood Park Inn & Suites
- Days Inn & Suites Sherwood Park
- Park Centre & Hotel Sherwood Park
- Ramada Sherwood Park
- Super 8 Sherwood Park
- Travelodge Spruce Grove
- Travelodge Stony Plain

#### OTHER DISTRIBUTION POINTS

- Alberta Motor Association
- Budget Rent A Car – Edmonton International Airport
- Chateau Nova Yellowhead
- City Hall Citizen & Newcomer Centre
- Dow Centennial Centre City of Fort Saskatchewan
- Downtown Business Association
- Driving Force
- Edmonton International Airport
- Edmonton Oilers Offices
- The Enjoy Centre St. Albert
- Glowing Embers RV Park & Travel Centre Edmonton
- Integra Air-Executive Flight Centre
- Leduc Visitor Information Centre
- Legislative Assembly of Alberta Visitor Centre
- Premium Outlet guest service desk
- Rosslyn Inn & Suites
- Shaw Conference Centre
- Shell Aero Centre
- Sherwood Park Visitor Information Centre
- St. Albert Visitor Welcome Centre
- Stony Plain Visitor Information Centre
- Students' Union Building U of A
- TIX on the Square
- U of A International Student Services
- U of A Lister Hall

**This is only a partial list of where you can pick up WHERE**

