

CURATED

FOOD & DRINK MAGAZINE

2019 Media Kit



**OUR SINGLE
PURPOSE IS
TO SERVE
PEOPLE IN
THEIR SEARCH
FOR THE BEST
EXPERIENCES
AVAILABLE.**



2018 Highlights

EAT. DRINK. LOCAL.

675 attend sell-out event

25 BEST PLACES TO EAT

All-new special edition magazine releases in March

DELISH - AN EPICUREAN SOIRÉE

375 people attend all-new event hosted on April 28

THE CURATED GUIDE

Our third edition 124-page culinary guide releases in May

EAST COAST CIDER FESTIVAL

1,900 attend two session sell-out event

CURATEDMAGAZINE.CA

New website launches in late August

\$84,320

As we have done since day one, we compensated our food and drink vendor participants

**ADVERTISING
IN CURATED
FOOD & DRINK
MAGAZINE
GETS YOU
FIRST ACCESS
TO EVENT
PARTICIPATION.**



Events Calendar



EAT. DRINK. LOCAL.

THURSDAY, JANUARY 10

An all-inclusive Signature Series event showcasing local food, craft beer and cider.



550 ATTENDEES



DELISH - AN EPICUREAN SOIRÉE

THURSDAY, APRIL 18

An all-inclusive Signature Series event showcasing local food, cocktails, cider and wine.



550 ATTENDEES



EAST COAST CIDER FESTIVAL

SATURDAY, JUNE 15

A two session Tasting Series event showcasing craft cider from Nova Scotia and other provinces.



1,900 ATTENDEES



EAST COAST BEER FESTIVAL

SATURDAY, JUNE 29

A two session Tasting Series event showcasing craft beer from Nova Scotia and other provinces.



950 ATTENDEES

PLEASE NOTE: Space availability is in limited supply and is claimed on a first come, first served basis.

A top-down view of a white bowl filled with a colorful salad. The salad includes green leafy vegetables, shredded orange carrots, pieces of cooked chicken, and dark brown crumbles. Red chopsticks are placed vertically in the center of the bowl. The bowl sits on a light-colored wooden surface. A white rectangular box is overlaid on the upper half of the image, containing text.

***100% OF OUR
MAGAZINE
BUDGET
COMES FROM
AD DOLLARS,
BUT WE DO
NOT SELL
EDITORIAL.***

5 Issues for 2019

21,000 copies per issue are distributed in urban Halifax, Annapolis Valley and South Shore.

34

25 BEST PLACES TO EAT SPECIAL EDITION

RELEASES MARCH 15, 2019

Special issue showcasing the 25 Best Places to Eat in urban Halifax, Annapolis Valley and South Shore.

**ART DUE
FEBRUARY 15**

35

SPRING ISSUE

RELEASES MAY 15, 2019

This issue will focus on fun places to eat in Halifax and feature a local food producer on the cover.

**ART DUE
APRIL 15**

36

ROAD TRIPS ISSUE

RELEASES JULY 15, 2019

Our annual road trips issue will again cover the Annapolis Valley and South Shore.

**ART DUE
JUNE 15**

37

CRAFT BEER ISSUE

RELEASES SEPTEMBER 15, 2019

Typically our beer focused issue. We have yet to determine the specific editorial direction, but there will be lots of beer (and cider).

**ART DUE
AUGUST 15**

38

THE HOLIDAY ISSUE

RELEASES NOVEMBER 15, 2019

Eating and drinking fabulously in Halifax will be the general theme. We promise some great reads as we head into the holidays.

**ART DUE
OCTOBER 15**

2019 Ad Rates

AD SIZE	5x	3x - 4x	1x - 2x
OUTSIDE COVER	\$2000	\$2100	\$2200
INSIDE FRONT	\$1800	\$1900	\$2000
INSIDE BACK	\$1800	\$1900	\$2000
2 PAGE SPREAD	\$2500	\$2600	\$2700
FULL PAGE	\$1400	\$1500	\$1600
2/3 PAGE	\$1100	\$1200	\$1300
1/2 PAGE	\$1000	\$1100	\$1200
1/3 PAGE	\$900	\$950	\$1000
1/4 PAGE	\$600	\$650	\$700
1/6 PAGE	\$500	\$550	\$600

OUR READERSHIP

We define our readership as culinary explorers. These people seek out the best experiences and really know what's what. Like us, they are all about quality. Many of them attend our events throughout the year, and use Curated Food & Drink Magazine and The Curated Guide to help them discover new and exciting things (and places) to eat and drink.

Sizes & Specs

2 PAGE SPREAD
17 x 10.75in
(requires .125in bleed)

FULL PAGE
8.5 x 10.75in
(requires .125in bleed)

2/3
5 x 10.75in
(requires .125in bleed)

1/2
3.9 x 10.4in

1/3
3.9 x 6.9in

1/4
3.9 x 5.1in

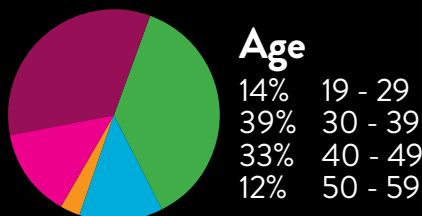
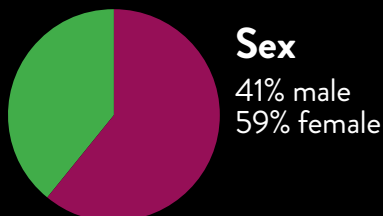
1/6
3.9 x 3.4in



**PREFERRED FORMAT IS PRESS QUALITY PDF,
WITH A RESOLUTION OF 300PPI IN CMYK.**

*Please include document
bleed when required.*

DEMOGRAPHICS

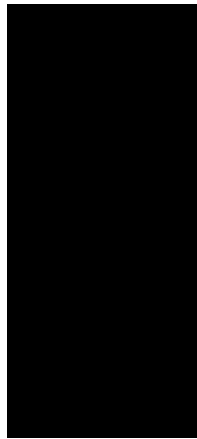




***THE BEST FOOD
& DRINK GUIDE
IN CANADA IS
ABOUT TO
GET BETTER!***

Ads & Upgrades

60,000 copies are distributed annually in urban Halifax, Annapolis Valley and South Shore.



FULL PAGE AD

5.35 x 10.75in
(requires .125in bleed)

\$1500

ADVERTISING

To ensure the highest level of product quality, only full page advertising is available in The Curated Guide. At a cost of \$1500 or \$0.025/copy, it's also the best value going.



LISTING UPGRADE

Occupies 1/2 page
(includes photo, logo and website URL)

\$750

LISTING UPGRADES

Purchasing a listing upgrade is a means of dramatically improving your businesses visibility in The Curated Guide, and at a cost of just \$750 or \$0.0125/copy, it's also a tremendous value.

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THE 2019 CURATED GUIDE

RELEASES MAY 30, 2019

Our annual food & drink guide highlighting the best spots in urban Halifax, Annapolis Valley and South Shore.

ART DUE
MARCH 15

The best value in town!

We encourage you to compare our product quality and our prices with any of our competitors!



LOCAL CONNECTIONS PUBLISHING

2131 MAITLAND STREET,

HALIFAX B3K 2Z8

contact@curatedmagazine.ca