

# Canadian GRAPES to WINE

The Most Read Business To Business Wine Industry Publication In Canada

With content  
featuring..

- Wine Business
- Viticulture
- Wine making
- New Equipment
- New Products
- Education  
& Research

New Website:  
[www.cdngrapes2wine.com](http://www.cdngrapes2wine.com)

2016/2017 MEDIA KIT



# Canadian GRAPES<sub>TO</sub>WINE

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Canadian Grapes to Wine introduces YOU and YOUR business to the winemakers, production coordinators/buyers, vineyard owners, growers, and decision makers of all of Canada's large and small wineries. Every winery receives a hard copy of our publication and it is also available on-line for everyone to access. Our readers are looking for reliable information from true professionals within the wine industry, which we provide. We circulate up to 2,500 issues per edition (varies per issue).



Website:  
[www.cdngrapes2wine.com](http://www.cdngrapes2wine.com)

## ***Included in the Price of your ad:***

- **Free** professionally designed ads.
- Distribution to selected mailing list.
- **Free** website exposure (your ad is posted on our website under Current Issue).

### **Tari DiBello**

Editor & Director of Sales

Tel: 778-515-6539

Fax: 250-492-9843

Email: [editor@cdngrapes2wine.com](mailto:editor@cdngrapes2wine.com)

For Print Or Online  
Advertising Inquiries Contact:

### **Liza Simpson**

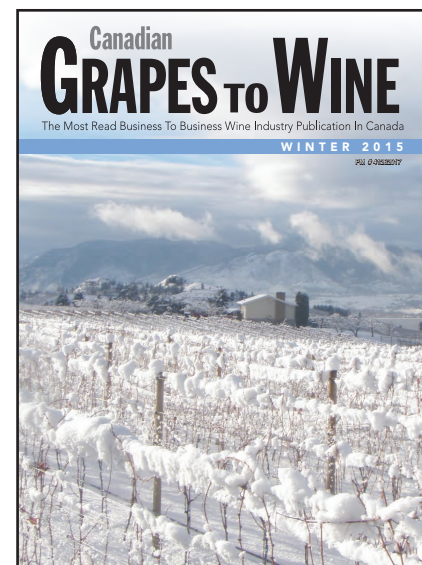
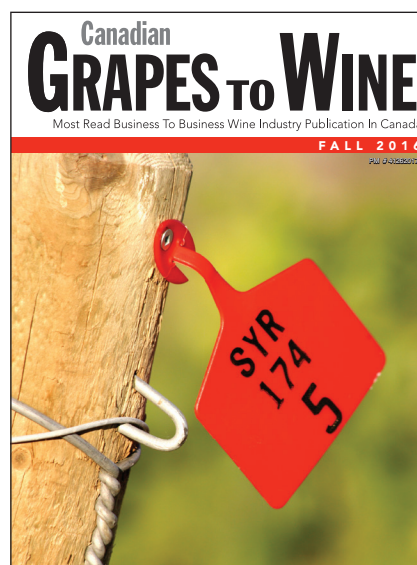
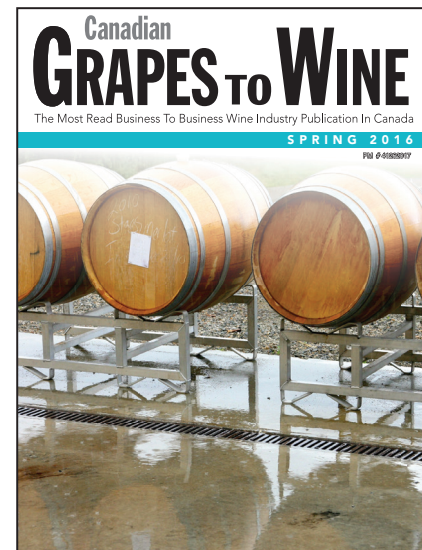
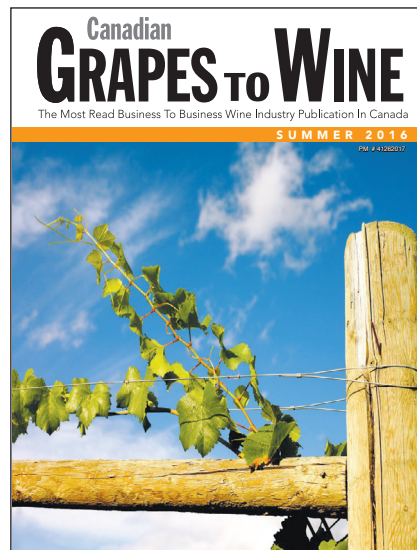
Special Projects Coordinator

Phone: 250.492.3636

Cell: 250.718.0406

e-mail: [liza.simpson@blackpress.ca](mailto:liza.simpson@blackpress.ca)

## Large Format Magazine



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## RATE CARD

### Open Advertising Rates:

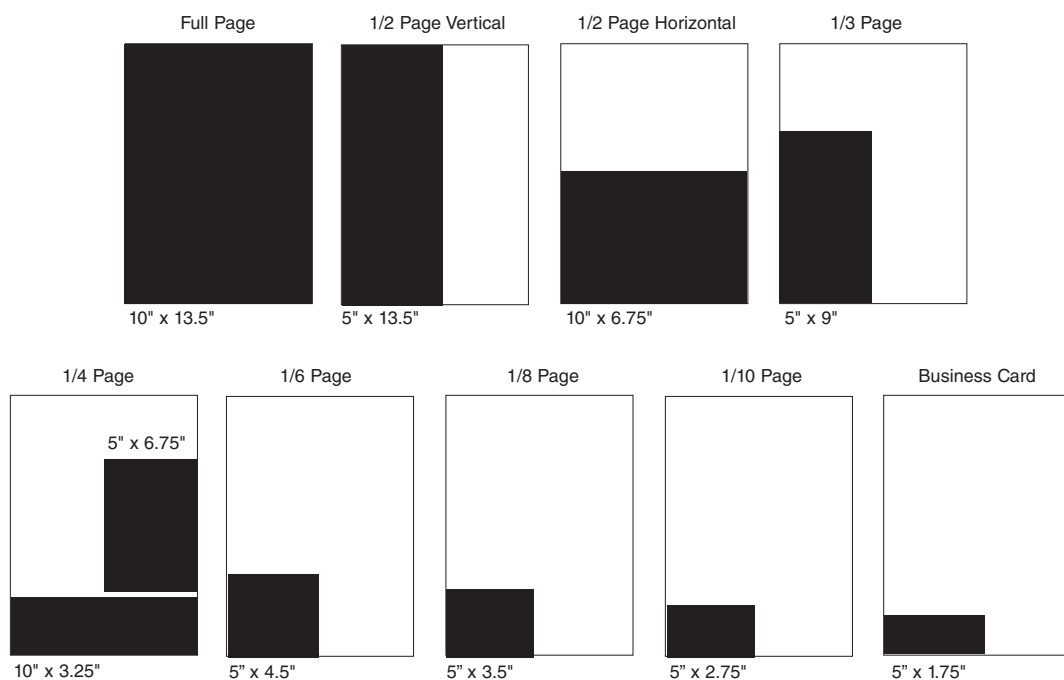
Back cover .....	\$1,750
Inside front cover.....	\$1,750
Inside back cover .....	\$1,650
Full Page.....	\$1,600
1/2 Page.....	\$950
1/3 Page.....	\$725
1/4 Page.....	\$625
1/6 Page.....	\$400

1/8 Page.....	\$350
1/10 Page .....	\$275
Business Card .....	\$175

Guaranteed Position:.....+10%

Positions will be guaranteed for full page ads only. All remaining positions or placements of ads are at the discretion of the editor.

## AD SIZING & FORMATS



### 2016 Winter Issue:

Ad material deadline is November 3rd, 2016.  
Story/Article deadline November 7th, 2016.  
Mailed first week of December, 2016.

### 2017 Spring Issue:

Ad material deadline is February 3rd, 2017.  
Story/Article deadline February 7th, 2017.  
Mailed first week of March, 2017.

### 2017 Summer Issue:

Ad material deadline is May 2nd, 2017.  
Story/Article deadline May 5th, 2017.  
Mailed first week of June, 2016.  
The summer issue is distributed at the BC Enology & Viticulture Conference held in July in Penticton BC.

### 2017 Fall Issue:

Ad material deadline is August 1st, 2017.  
Story/Article deadline August 8th, 2017.  
Mailed first week September, 2017.

TARI DI BELLO, Editor & Director of Sales

Tel: 778-515-6539 Fax: 250-492-9843

Email: sales@cdngrapes2wine.com

For Print Or Online Advertising Inquiries Contact:

**Liza Simpson**

Phone: 250.492.3636 Cell: 250.718.0406

e-mail: liza.simpson@blackpress.ca

BOOK 4  
CONSECUTIVE  
ISSUES

AND RECEIVE

15%  
OFF

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## 2016/2017 INSERTION ORDER

Business Name (please print): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Contact Name (please print): \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ Phone: \_\_\_\_\_

**FAX COMPLETED CONTRACT TO: 250-492-9843**

- ☐ Back cover ..... \$1,750
- ☐ Inside front cover ..... \$1,750
- ☐ Inside back cover ..... \$1,650
- ☐ Full Page ..... \$1,600
- ☐ 1/2 Page ..... \$950
- ☐ 1/3 Page ..... \$725
- ☐ 1/4 Page ..... \$625
- ☐ 1/6 Page ..... \$400
- ☐ 1/8 Page ..... \$350
- ☐ 1/10 Page ..... \$275
- ☐ Business Card ..... \$175

### IN THE FOLLOWING ISSUE(S):

- ☐ December 2016 Winter Issue
- ☐ March 2017 Spring Issue
- ☐ June 2017 Summer Issue
- ☐ September 2017 Fall Issue

**Supplier:** Canadian Grapes To Wine Magazine

**Contact:** Tari Di Bello, editor.

**Address:** 2250 Camrose St., Penticton, B.C. V2A 8R1

**Ph:** 778-515-6539

**Ad Production:** 250-492-3636 ext 232

**Fax:** 250-492-9843

**Emails:** editor@cdngrapes2wine.com  
sales@cdngrapes2wine.com

**Please indicate your chosen ad size dimensions (horizontal or vertical)** \_\_\_\_\_

Your signature on this Insertion Order authorizes Canadian Grapes To Wine to invoice you for the amount of the advertisement as outlined above

Signature \_\_\_\_\_ Date \_\_\_\_\_

☐ \* **15% Discount to advertisers who commit to four consecutive issues/year\***

**Please check box for discount option** \* Discount will be forfeited upon cancellation of your ad in any of the four issues.

☐ Credit Card

☐ On Account - client to be invoiced

All advertising is subject to the Publisher's approval and agreement by the Advertiser and the Advertising Agency to indemnify and protect the Publisher and its agents from and against any claims, loss, liability or expense, including reasonable attorney's fees arising out of publication of such advertisement.



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## SUPPLIED AD DESIGN SPECIFICATIONS

We will be pleased to assist you with the design of your ad and produce it with your approval.

Canadian Grapes To Wine prints on uncoated bookstock paper, so please review the list of Submission Requirements below if supplying artwork.

- Electronic files should be saved in PDF format, with fonts and graphics embedded, 200 dpi resolution and CMYK colour.
- Save PDF as editable, so our production staff can make changes if needed.
- Rich black; if your ad is predominately black, your colour mix should be 100% black not a 4 color mix of black.
- Fonts reverse (white) on a black or dark background should be bold and at least 12 point in size.
- Darker colours will print almost black so please adjust your colour mix accordingly (up to 30% lighter) as uncoated paper absorbs more ink than glossy paper does. Photos should be adjusted approx. 30% lighter for newsprint as well.
- PDF's should NOT be over 200 dpi as they will oversaturate with too much detail to print.
- Contact info and logo should be as large as possible for best reproduction.

**Contact: Canadian Grapes To Wine 250-492-3636**

**Fax: 250-492-9843**



2250 Camrose Street, Penticton, BC V2A 8R1

[www.cdngrapes2wine.com](http://www.cdngrapes2wine.com)

[ads@cdngrapes2wine.com](mailto:ads@cdngrapes2wine.com) [editor@cdngrapes2wine.com](mailto:editor@cdngrapes2wine.com) [sales@cdngrapes2wine.com](mailto:sales@cdngrapes2wine.com)



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## A few words from our readers...

"It is not often that I find so many good articles in a single magazine. A lot of wine knowledge there."

John Pritchard, Divine Wines Vinters, Chilliwack BC

"I find the Grapes to Wine publication to be the "go to" piece to get info on what is going on in the Canadian Wine industry from coast to coast.

Our industry is growing and Grapes to Wine provides great information on what's going on in each region. It is beneficial to see what other regions are dealing with in terms of weather, vineyard growing conditions and any other issues that come up. I like reading about new ideas that have been implemented in the winery or vineyard and try and see if we can work that into any of the things we are working on to make our company more efficient/sustainable/and Make the best wine we can."

Curtis Fielding, President Fielding Estate Winery

"As a new winery owner I continue to find great stories and valuable information on what's happening what's helpful and what's current in the BC wine scene on the pages of Grapes to wine. It has become valuable reading for me and my staff. Keep inspiring and informing."

Cheers,  
Rick Thrussell  
Owner/Head Weed Picker  
Sage Hills Estate Winery and Vineyards, Summerland BC

