

SARA WAXMAN TASTES AND TELLS

DINE

AND DESTINATIONS

MEDIA KIT

2019/2020

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DINE

AND DESTINATIONS

DINE and Destinations celebrates unique stories from coast to coast that will entice you to explore our home and native land.

We will continue to surprise you with *features from distant lands*. And in every story, we answer your all important questions: What's the best place to eat? What's the best place to stay? What are the exciting "off the beaten track experiences?"

DINE and Destinations is for the *discerning food lover* and *travel enthusiast* who enjoys dining out around the world.

DEMOGRAPHICS

Age		25-75
Dine Out		4X weekly average
Post Secondary Education		91%
Employment		73%
(Owners/Professionals/Executives)		
Employed by Global organizations		64%
Purpose of Travel:	business	60%
	leisure	40%

EXPOSURE

- > DINE appeals to savvy food lovers who enjoy travel, a luxury lifestyle, adventure and the thrill of discovering new dining experiences.
- > DINE has been the foremost Destination Dining Guide in Canada for over ten years, with an international readership.
- > DINE Editor in Chief Sara Waxman, Executive Editor Adam Waxman and selected professional, global travel writers, travel the world covering every aspect of gastronomic and cultural delights.
- > This year will mark the 13th annual issue of DINE.

DISTRIBUTION

TORONTO

National Newspapers:

Home delivery to select postal codes.

Hotels: The Four Seasons, Fairmont Royal York, Hilton, Le Germain, Intercontinental Toronto Centre, Park Hyatt, Renaissance, Westin Harbour Castle, Delta Hotel, Chelsea Hotel, King Edward Hotel, Ritz Carlton, Soho Metropolitan, Shangri-La, Thompson, Marriott Hotel Markam

Montreal: Ritz Carlton Hotel
Reception Areas: US, Japan, France Consulates

Professional offices: (legal, medical, dental), beauty salons and spas, livery car services

ONTARIO

Ontario Tourism

Information Centres: Union Station (Toronto), Bainsville (near Quebec border), Niagara Falls (by New York border), Sarnia (near Michigan border), Windsor (near Michigan border).

CANADA

Air Canada Maple Leaf

Lounges: Vancouver, Calgary, Toronto, Montreal, Ottawa, Halifax

Air France Lounges:

Toronto, Montreal

Air Transat Corporate

Lounge: Montreal

VIA Rail Lounges: Toronto, Montreal, Ottawa

INTERNATIONAL

Air Canada Maple Leaf

Lounges: New York, Los Angeles, London, Paris, Frankfurt

Canada Consulates

New York and Hong Kong

DIGITAL NEWSSTANDS

PressReader: PressReader is one of the largest digital newsstands in the world. PressReader's total audience is over 300 million.

ADVERTISING INFORMATION

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DINE readers have an *average household income of \$120,000*

Canada's first tri-lingual publication: English, French, Chinese

DINE

AND DESTINATIONS

DINE matches our advertisers to our readership. *Our readers are your clientele.*

PRINT AD RATES

1 Full Page (Corporate)	\$6,000
Restaurant Page	\$4,200
Restaurant Advertorial Page	\$4,500
1/2 Page	\$3,000
1/4 Page	\$1,750
2-Page Spread	\$10,000
Each Additional Page	\$3,500
Inside Front Cover	\$9,000
Inside Back Cover	\$9,000
Back Cover	\$11,000
Facing Inside Front Cover	\$8,000
Facing Inside Back Cover	\$8,000

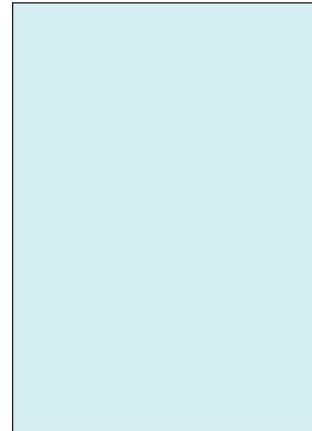
Readers dine out an average of *4 times a week.*

Purpose of Travel
*business 60%
leisure 40%*

SPECS AND RATES

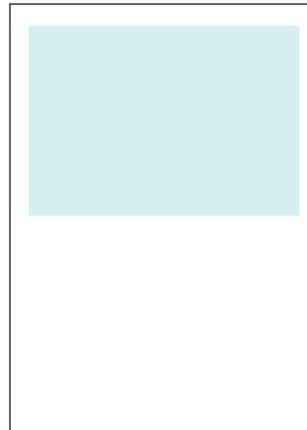
AD SIZES

Full Page AD



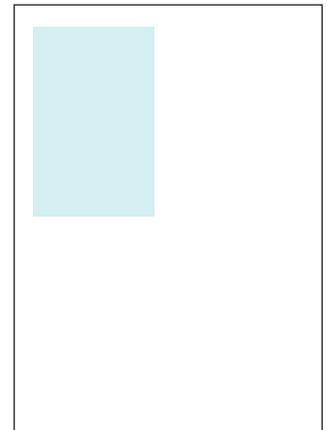
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Bleed: 9.75" x 13.5"
Live Area: 8.5" x 12.25"

1/2 Page Horizontal AD



Live Area: 8.5" x 6"

1/4 Page Vertical AD



Live Area: 4.125" x 6"

TERMS & CONDITIONS

Agency commission: Fifteen per cent (15%) to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes, which will be added to invoices and clearly identified.

Publisher conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Cancellations and space changes not accepted.