

SARA WAXMAN TASTES AND TELLS

# DINE

AND DESTINATIONS

## MEDIA KIT

### 2019/2020



# 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 (Owners/Professionals/Executives)	73%
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

### CONTACT

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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

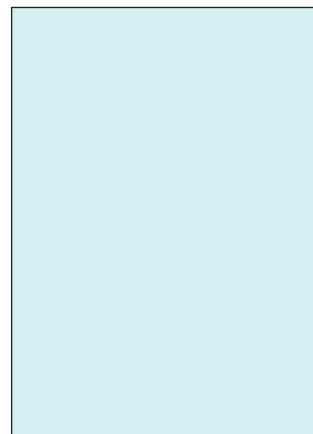
Readers  
dine out an  
average of  
*4 times*  
*a week.*

Purpose  
of Travel  
*business 60%*  
*leisure 40%*

## SPECS AND RATES

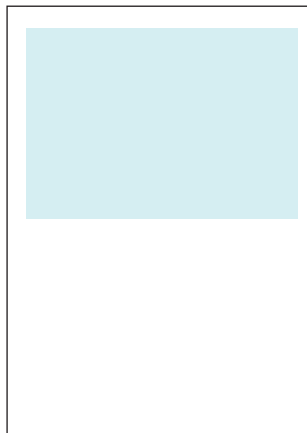
### AD SIZES

#### Full Page AD



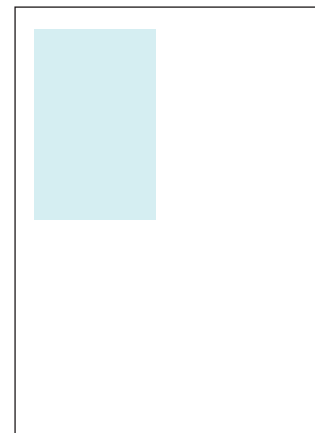
**Trim:** 9.5" x 13.25"  
**Bleed:** 9.75" x 13.5"  
**Live Area:** 8.5" x 12.25"

#### 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.