

the Cellar Door

Shop Local, Globally with Jones & Company Wine Merchants



In partnership with Jones & Company Wine Merchants, *The Cellar Door* magazine explores international wine, food and travel themes while showcasing product that is available to the Manitoba market. Published three times annually in February, June and October, upcoming themes will explore Pinot grapes, hot reds, Bordeaux, and innovation in wine packaging (it's more fun than it sounds!). We also spotlight wine trends, education, and the local food scene.

Reaching your audience:

- Consumers spend an average of **40 minutes** reading a print magazine.
- **92%** of consumers read at least **1 magazine** per week.
- **34%** of consumers set aside special “me time” to read magazines.
- **53%** of readers made a purchase based on a print ad, and **58%** look for more information after seeing an ad. The number is even higher for 25–34 year olds (65%).

Source: Magazines Canada's 2016 Consumer Magazine Fact Book

Distribution**

TOTAL ANNUAL PRINT DISTRIBUTION: 64,000

Our unique distribution model combines direct mail and postal code drops with complimentary copies in retail and hotels, providing pointed delivery of our magazine into the hands of proven consumers of luxury goods in our market.

DISTRIBUTION PER ISSUE:

- **10,000 copies:** mailed directly to the homes of Jones & Company Wine Merchants' top customers
- **10,000 copies:** targeted postal codes that focus on neighbourhoods with high average household incomes, including Tuxedo, River Heights, Linden Woods, East St Paul, Royalwood, Sage Creek, and others.
- **2,000 copies:** distributed through our hotel partners (see below), advertising clientele, wine events, and retail distribution at Jones & Company Wine Merchants.

REACH BUSINESS TRAVELLERS AND VISITORS THROUGH OUR IN-ROOM DISTRIBUTION AT:



Inn at the Forks, located at The Forks Market, distributes *The Cellar Door* in each of its 117 rooms, as well as in Riverstone Spa.



Alt Hotel is Winnipeg's newest boutique hotel, located in the heart of the SHED district. *The Cellar Door* is distributed in each of its 160 rooms.



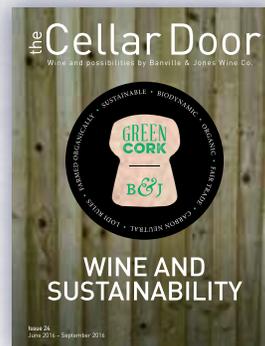
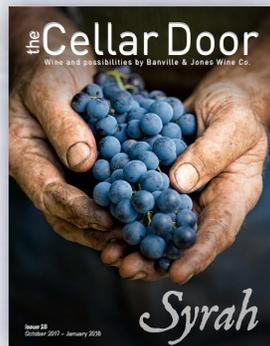
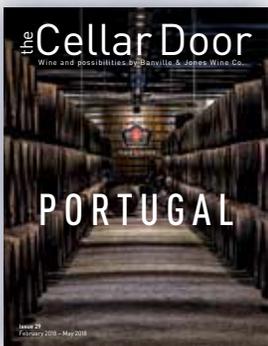
The Fairmont Winnipeg is a luxury hotel that caters to business guests and tourists at the epicentre of downtown, The Forks and the Exchange District. *The Cellar Door* is available in each of its 340 rooms and suites.

Digital Distribution

The Cellar Door magazine can be downloaded or viewed online at:

- Poise Publications Inc. website
- Jones & Co website
- ISSUU digital newsstand
- Poise Publications Facebook Page - 250+ Fans

**For more information on distribution and circulation, contact Lisa Muirhead, Publisher, at lisa@poisepublications.com



Themes*

June 2021: Pinots

This summer issue will be devoted to the Pinot family of grapes. From Noir to Grigio and Blanc to Meunier, we will take you through the origins of this grape in Burgundy to all of its international expressions.

Sales Deadline
May 2, 2021

Artwork Deadline
May 4, 2021

October 2021: Big Reds

Heat up the Manitoba winter with a deep dive into our favourite red wines. Everything from the noble varieties (Cab, Merlot, Pinot Noir) to some grape varieties that you have never heard of (Xinomavro, anyone?).

Sales Deadline
September 1, 2021

Artwork Deadline
September 3, 2021

February 2022: Bordeaux

In this issue, we will explore the deep history of Bordeaux, the birthplace of both Cab Sauv and Merlot; talk about the Bordeaux blend; and introduce you to some beautiful whites coming out of the region.

Sales Deadline
January 8, 2022

Artwork Deadline
January 11, 2022

*Editorial revisions may occur without notice. For more information, contact Lisa Muirhead, Publisher, at lisa@poisepublications.com

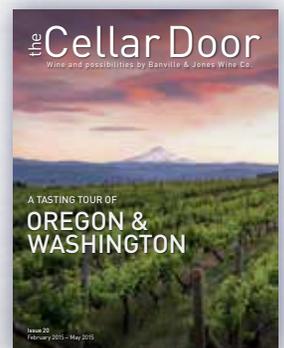
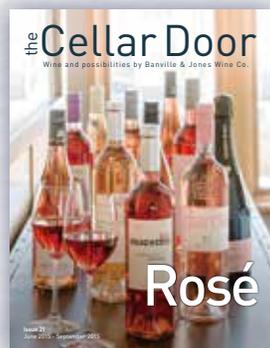
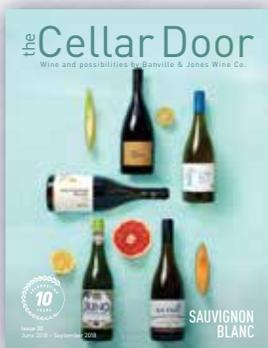
Ad Rates*

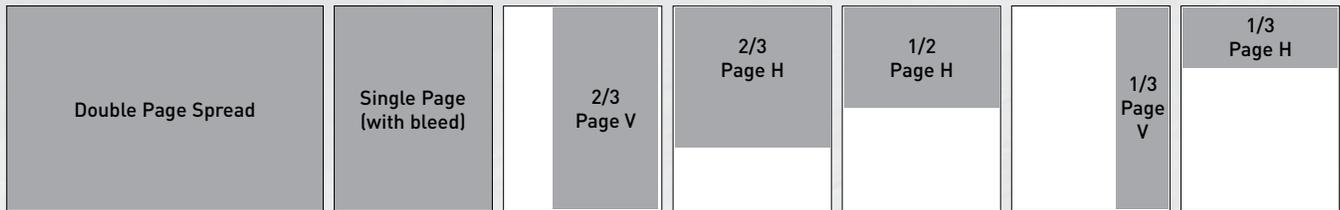
Price per Issue

*Ad rates are subject to signed advertising agreement with Poise Publications Inc. Ad rates do not include custom ad design, ad creation or alteration.

Size	3 Issues	2 Issues	1 Issue
Double Page	\$2150	\$2350	\$2550
Full Page	\$1625	\$1825	\$2025
2/3 Page	\$1375	\$1575	\$1775
1/2 Page	\$1150	\$1350	\$1550
1/3 Page	\$950	\$1150	\$1350

Advertorial 1 Issue = \$2700





Premium Positioning

Back Cover Full Page: Add 25% | Inside Covers Full Page: Add 15% | Interior Placement: Add 10%

Ad Creation

Format: PDF files must be created with Acrobat Distiller and saved as a PDF-X1A file. All artwork must be flattened before saving. Publication will not accept a file created in any other application.

Size: Document should be set to trim dimensions unless bleed is required (on full and double page ads). **Please submit double page spreads as two single-page ads.**

Safety: Type or images not intended to bleed must be kept 3/8" from page trim.

Colour: CMYK mode only. Please convert all colour modes (including RGB) to CMYK.

Fonts: All fonts must be embedded in the file.

Supplied materials that do not meet the required size and mechanical specification and necessitate modifications by Poise Publications will be subject to additional production charges. Deadline extensions for artwork will be considered if requested within one week of stated rate card deadline. If an extension is not requested and authorized, a \$50.00 per-page late fee will be incurred on any materials received after the stated deadline.

The publication is not responsible for colour or content of files that do not conform to our specifications or if material is received after closing date. Knockout type smaller than 10 points cannot be guaranteed perfect registration and is therefore not recommended.

Advertising Unit Dimensions

Single Page	Bleed	8-5/8" x 11-1/8"
	Trim	8-3/8" x 10-7/8"
	Safety	3/8" from page trim
	Non bleed	7" x 10"
Double Page	Bleed	17-1/4" x 11-1/8"
	Trim	16-3/4" x 10-7/8"
	Safety	3/8" from page trim
	Gutter Bleed Only	15-1/2" x 10"
	Width	Depth
2/3 Page V.	5"	10"
2/3 Page H.	7-1/2"	7"
1/2 Page H.	7"	5"
1/3 H.	7-1/2"	3"
1/3 V.	2-3/8"	10"

For more information or to submit artwork, please contact:

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