

# the Cellar Door

Wine and possibilities by Banville & Jones Wine Co.



*The Cellar Door* magazine's popularity is official!

*The Cellar Door* won Magazine of the Year, People's Choice Award, presented by the Manitoba Magazine Publishers Association.

Our eager audience of readers are anticipating our 4<sup>th</sup> year of *The Cellar Door*, Manitoba's favourite wine lifestyle magazine!

"A very informative and approachable publication ... well done!" – Dr. Harold Nachtigall

"This magazine can play in the big leagues of wine publications." – Sally Downes

"The articles are educational ... the advertising is classy!" – Karen E. Turner

2011-2012 Media Kit  
[www.poisepublications.com](http://www.poisepublications.com)

Banville & Jones  
WINE CO.

Poise  
publications

Explore the world of wine, food, travel and entertaining with *The Cellar Door* magazine:

- Interact with the Sommeliers and experts at Banville & Jones Wine Co., the city's most respected source for wine
- Become part of an exclusive local publication that accesses the endless world of international wine possibilities
- Explore world-famous wine regions and meet renowned winemakers
- Join an established group of advertisers and consumers who appreciate the finer things
- Enjoy high-quality editorial and design in the only Manitoba magazine that offers expert insight into the international wine industry
- Explore exclusive new trends in wine, food, travel and entertaining

## Themes\*

### October 2011: **Argentina**

*The Cellar Door* travels to the Southern Hemisphere to explore how Argentina transitioned from a producer of local wine to become the 5th largest exporter of wine to the world. Argentina is also one of the fastest growing wine tourism destinations.

### February 2012: **Southern Italy**

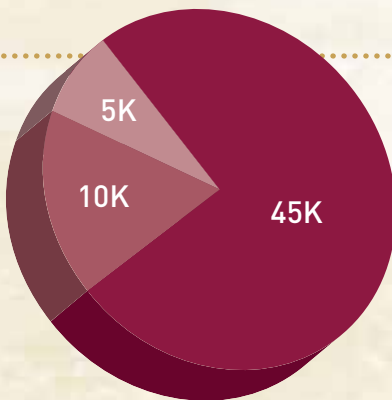
A resurgence of wines from Sicily, Campania, Sardegna and Puglia creates a new wave of traditional wines from Southern Italy. Explore the history and culinary culture of this unique region.

### June 2012: **Okanagan**

Our own backyard! The established, accessible Okanagan Valley is a mosaic of microclimates, producing diverse wine styles that are drawing international acclaim.

\*Editorial revisions may occur without notice. For more information, contact Lisa Muirhead, Editorial Director, at [lisa@poisepublications.com](mailto:lisa@poisepublications.com)

## Distribution\*\*



### Annual Distribution

- Annually, over 45,000 copies mailed directly to the homes of Banville & Jones's top customers, proven consumers of luxury goods in Winnipeg
- A bonus annual distribution of over 10,000 to targeted postal code zones in Winnipeg, including R3X, R2N, R3N R3M, R3P, R3Y, R3T
- Over 5,000 offered annually at advertising clientele locations, special events, wine tastings, educational seminars, festivals and through retail distribution at Banville & Jones Wine Co.

- Circulation includes 20,000 bound copies published 3 times annually: October, February and June
- Current and back issues available online at [www.banvilleandjones.com](http://www.banvilleandjones.com) and [www.poisepublications.com](http://www.poisepublications.com)

\*\*For more information on distribution and circulation, contact Megan Kozminski, Publisher, at [megan@poisepublications.com](mailto:megan@poisepublications.com)



## 2011-2012 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	\$1975	\$2175	\$2375
Full Page	\$1375	\$1575	\$1775
2/3 Page	\$975	\$1175	\$1375
1/2 Page	\$875	\$1075	\$1275
1/3 Page	\$775	\$975	\$1175
1/6 Page**	\$375	\$475	\$575

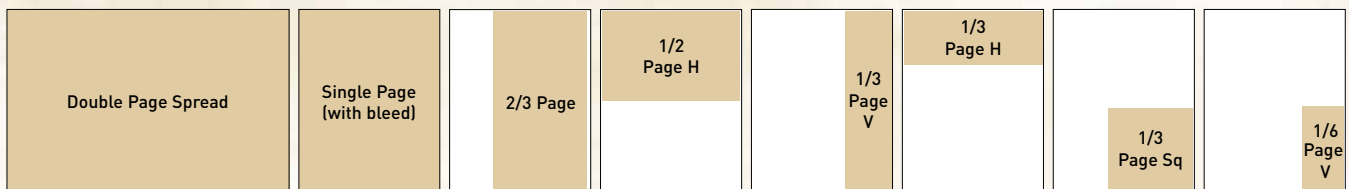
Advertorial 1 Issue = \$2500

**\*\*Special Offer**

The Cellar Door is offering complimentary design of 1/6 page ads for 2011-2012 publications. Ads will be specially designed by our Art Director to include your distinct logo, business and contact information.

### Premium Positioning

- Back Cover Full Page, Add 25%
- Inside Covers Full Page, Add 15%
- Interior Placement, Add 10%



### Deadlines

Issue	Sales Deadlines	Materials Deadlines
October 2011: <b>Argentina</b>	August 22, 2011	August 29, 2011
February 2012: <b>Southern Italy</b>	December 8, 2011	December 15, 2011
June 2012: <b>Okanagan</b>	April 12, 2012	April 19, 2012



## Ad Submission Specifications

**Logos:** Illustrator eps format

**Images:** High resolution 300 dpi rgb jpegs

**Copy:** Word attachment or in the body of an email

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.

Ad rates for The Cellar Door do not include costs associated with design, construction or alteration. Materials are due by the copy deadline.

## 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 (this pertains to full page ads only). If bleed is required, the document must be set to bleed dimensions with trim marks set to 10pt offset.

**Spread Format:** Document should be sent in single page format with bleed and 10pt offset trim marks rather than as a page spread pdf file.

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

**Colour:** CMYK mode only. The publication will not be responsible for colour modes set to RGB, LAB or embedded ICC profiles.

**Fonts:** All fonts must be embedded in the file.

**Line Screen:** 133 4C Density: 300

## Advertising Unit Dimensions

<b>Single Page</b>	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"
<b>Double Page</b>	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"
	<b>Width</b>	<b>Depth</b>
<b>2/3 Page</b>	5"	10"
<b>1/2 Page H.</b>	7"	5"
<b>1/3 H.</b>	7-1/2"	3"
<b>1/3 V.</b>	2-3/8"	10"
<b>1/3 Sq.</b>	5"	4-7/8"
<b>1/6 V.</b>	2-3/8"	4-7/8"

## Materials should be sent to:

**Poise**  
publications

**Megan Kozminski**  
Email: [megan@poisepublications.com](mailto:megan@poisepublications.com)  
Phone: (204) 791-6415

If your digital ad file is too large to email, please contact [megan@poisepublications.com](mailto:megan@poisepublications.com) for access to our FTP site. 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 at an additional charge 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. E-mail Megan Kozminski at [megan@poisepublications.com](mailto:megan@poisepublications.com) to request extensions.