

Grapevine

MAGAZINE

MEDIA KIT



PUBLISHING DATES & DEADLINES 2019

SPRING

Booking Deadline: March 1st
Artwork Deadline: March 8th
Publishing Date: END OF MARCH

SUMMER

Booking Deadline: May 17th
Artwork Deadline: May 24th
Publishing Date: MID JUNE

FALL

Booking Deadline: August 16th
Artwork Deadline: August 23rd
Publishing Date: MID SEPTEMBER

WINTER

Booking Deadline: November 1st
Artwork Deadline: November 8th
Publishing Date: END OF NOVEMBER

DEMOGRAPHICS & CIRCULATION

Grapevine Magazine is designed to reach an educated audience between the approximate ages of 30-65 with an above average household income and diverse cultural interests.

Distribution is one of our greatest strengths with an excellent balance between the paid and the free to pick up. Distribution into the Globe and Mail and Ottawa Citizen presents advertising content to a discerning and discriminating audience attracted to 'investment' shopping opportunities.

For free to pick up distribution our distinctive racks identified with the front cover image (changed quarterly) attract attention and prove to be a highly successful mechanism for distribution to a discerning audience.

A very regular cycle of replenishment is in effect by our in-house team, and because we print more copies than our competition, Grapevine Magazine is available for a greater period of time to our advertisers' benefit.

READERS WITHIN OUR DESIRED TARGET DEMOGRAPHIC

- Visit art galleries and 'one of a kind shows'
- Attend theatrical productions and concerts
 - Visit wineries and craft breweries
- Dine out frequently or entertain at home
- Take vacations and travel within Ontario
- Visit book stores and visit literary festivals

LOCATIONS

Copies of Grapevine Magazine are typically located at LCBO's, wineries, libraries, art galleries, high end supermarkets, specialty food stores, fine furniture stores, antique shops, cultural venues, farmers' markets and professional offices.

CIRCULATION

30/35,000 per issue

READERSHIP

150,000 per issue

REASONS TO ADVERTISE WITH GRAPEVINE MAGAZINE

- Class leading print run at 30/35,000 copies in high quality paper stock.
- In-house distribution from Pickering to Kingston. Additional distribution with the Globe and Mail and Ottawa Citizen, which takes your message to a wider audience.
- Distinctive racks sport each new front cover encouraging highest pick up rate. Racks are very regularly topped up.
- Instantly recognizable front cover featuring local restaurants promoting the local economy, contributes to a very high pick up rate. A broad range of relevant on point content is widely appreciated by our target audience.
- Our audience is economically active with eclectic cultural interests valuing the original, the unique and the one of a kind.
- Grapevine Magazine promotes unique businesses to a wide audience looking for a new destination and shopping experiences.
- Grapevine Magazine is a small locally owned independent publication committed to promoting the attributes of the region we serve.

OUR COMMITMENT TO ADVERTISERS



Guided by professional practices embraced by the Canadian Magazine Publishing Association, we commit to providing our clients with a high quality product that readers will collect and refer to, providing long term engagement, exposure and value to our advertisers. Display advertising accompanies topical, vibrant and authoritative content encouraging reader engagement.