

2022 Media Kit

updated December 2021

A bottle of Masi Campo Fiorin 2017 Rosso Verona wine is the central focus, resting on a wooden table covered with a patterned cloth. The bottle has a dark body and a gold label with the text 'MASI CAMPOFIORIN' and 'ROSSO VERONA'. To the left, a vase holds orange and yellow autumn branches. In the background, a glass of red wine sits on a tray. To the right, a bowl of red grapes is visible. The overall scene is warm and inviting, with soft lighting.

BCLIQUOR

FREE

TASTE

autumn comforts

BCL

FOOD/DRINK/MORE
FALL FOR LOCAL SPIRITS / THANKSGIVING COCKTAILS / BACK TO (WINE) SCHOOL

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All About TASTE

- **TASTE** is a FREE quarterly consumer magazine featuring FOOD, DRINK and MORE.
- **TASTE** features a mix of educational and entertaining editorial by top Canadian contributors in the worlds of food, wine, spirits, beer, travel, entertaining and BC lifestyle.
- **TASTE** showcases beautiful original photography of recipes created and styled by our talented recipe developers, along with complementary drink pairings chosen by our contributing product consultant, and seasonal cocktails developed by our featured Bar Star or local mixologist.
- **TASTE** is highly anticipated by our readers, who mirror demographic characteristics of BCLIQUOR customers and the province of British Columbia. On average, more than 714,000 customers visit BCLIQUOR stores every week.
- **TASTE** is distributed in all 198 BCLIQUOR stores across British Columbia and is available online at bcliquorstores.com.

Just the Facts

- **Estimated print run:**
Spring, Summer and Fall:
100K+ distribution, 128+ pages
Holiday: 65K+ distribution, 96+ pages
Winter: 55K+ distribution, 96+ pages
- 9" x 10.625", matte cover (80 gsm), perfect bound, premium look and feel
- FSC Certified, printed on 10% recycled paper using 100% vegetable inks



2022 Editorial Calendar



SPRING

MARCH/APRIL/MAY
THE "FRESH" ISSUE

- Light and healthy
- Spring entertaining
- Easter
- Mother's Day
- Organic products

- White and rosé wines
- Farmer's markets
- Green initiatives
- Earth Day
- Cinco de Mayo
- St. Patrick's Day

Closing Date 01/07/22
Artwork Due 01/21/22
In Stores 03/04/22



SUMMER

JUNE/JULY/AUGUST
THE "PATIO" ISSUE

- Barbecuing
- Weddings
- Picnics
- Beach/vacation
- Beer/refreshment

- Summer cocktails
- Canada Day
- BC Day
- Father's Day
- Wine country

Closing Date 03/11/22
Artwork Due 04/08/22
In Stores 06/03/22



FALL

SEPT/OCT/NOV
THE "HARVEST" ISSUE

- Back to school
- Thanksgiving
- Family dinners
- Halloween
- Bordeaux Release

- Spirit Release
- Rainy/cold
- Hearty red wines
- Comfort food
- Oktoberfest

Closing Date 06/10/22
Artwork Due 07/08/22
In Stores 09/02/22



HOLIDAY

DECEMBER
THE "FESTIVE" ISSUE

- Christmas
- Gift giving
- Entertaining
- Joy/celebration

- Champagne/sparkling wine
- New Year's festivities
- Festive recipes
- Premium products
- Special spirits

Closing Date TBA
Artwork Due TBA
In Stores TBA



WINTER

JANUARY/FEBRUARY
THE "COZY" ISSUE

- Cold winter nights
- Winter cocktails
- Valentine's Day
- Value products

- Lunar New Year
- Vancouver International Wine Festival
- Film and TV awards
- Low calorie products

Closing Date TBA
Artwork Due TBA
In Stores TBA

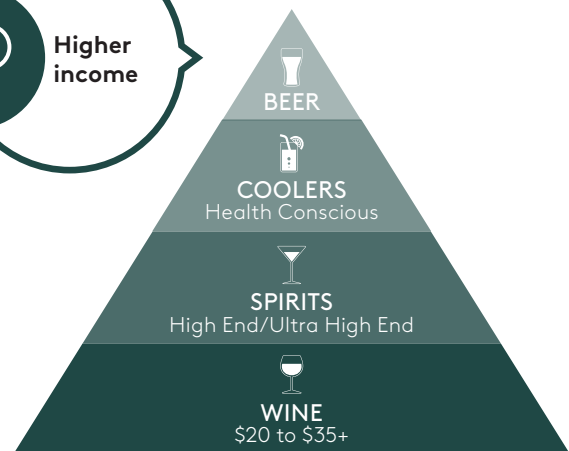
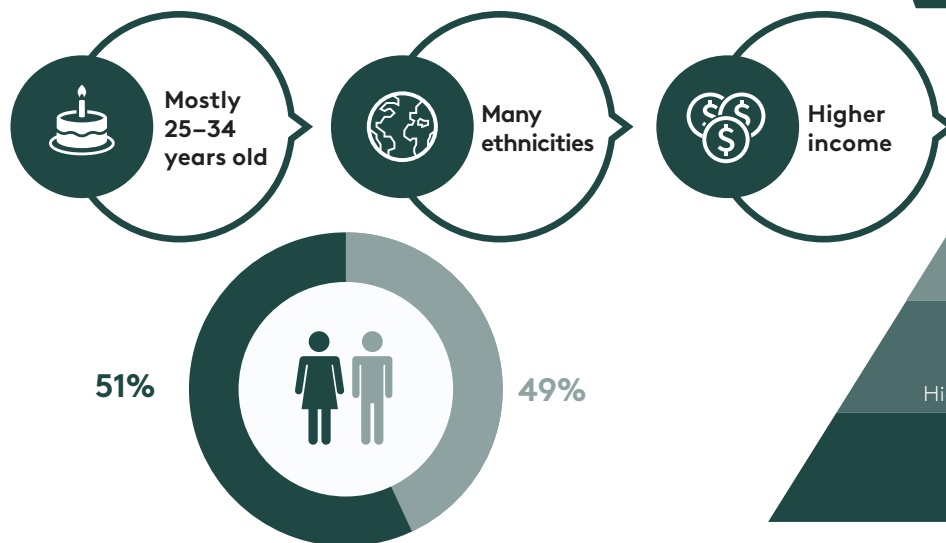




Readership Profile

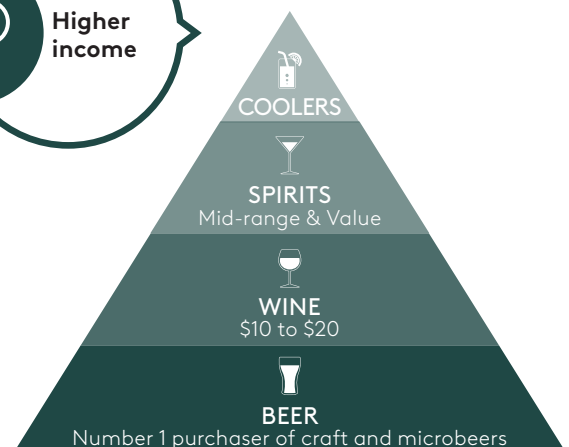
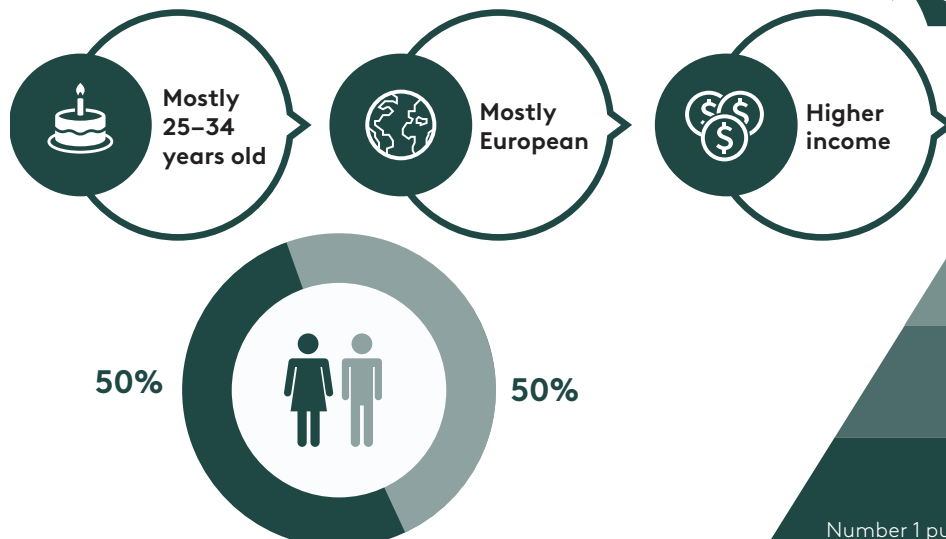
Primary Target

Our primary target are both BCLIQUOR's most knowledgeable customers and very selective of what they buy. They are interested in where their purchase comes from, and are especially interested in local product. They are more interested in deep selection over deals and are hungry for more information.



Secondary Target

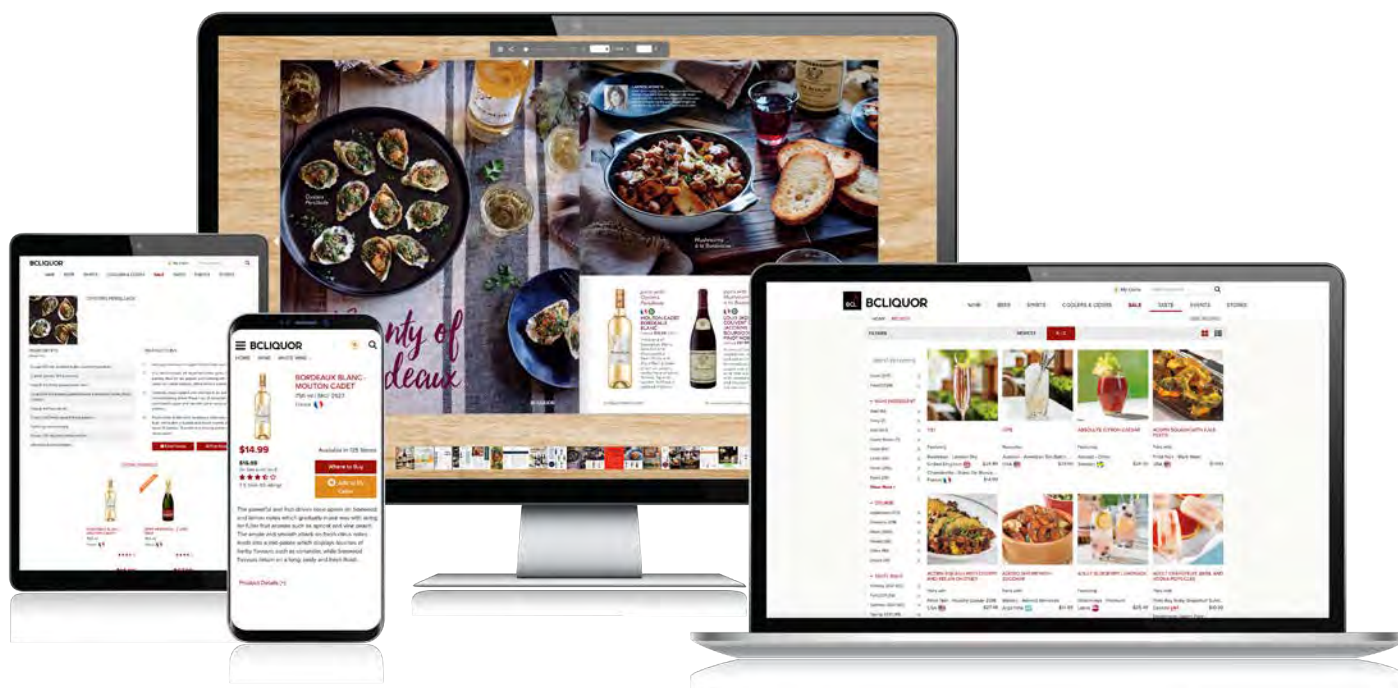
Our secondary target are looking for new and different as well as local products, including natural and organic. They are not entirely driven by price, but sales will have a big influence on what they'll buy. Interested in digital formats.



TASTE Promotion

TASTE Prominently Supported in Digital Media

TASTE magazine is prominently supported on bcliquorstores.com and the BCLIQUOR mobile site. Recipes with pairings are featured with each issue. Newly expanded recipe and drink pairings online, as well as social media promotion on Facebook and Instagram.



TASTE Prominently Supported in BCLIQUOR Stores

TASTE magazine is prominently displayed on checkout counters and Customer Service desks of all 198 BCLIQUOR stores. It is supported throughout each store with eye-catching 18" x 36" posters in frames, "Featured in TASTE" shelf label talkers within sections and on waterfall stands that display the TASTE cover product.

Did You Know?

Products featured on the front cover of TASTE show a significant sales lift across the province!





Rates

POSITION	SPRING, SUMMER & FALL COSTS*	HOLIDAY & WINTER COSTS*	NOTES
FRONT COVER By expression of interest	\$15,000	TBA	Creative is produced by internal team
COVER PLACEMENTS Outside Back (OBC) Inside Front (IFC) or Back (IBC)	\$11,250 \$10,250	TBA TBA	List order of preference for placement (OBC/IFC/IBC) in booking email
REGULAR PLACEMENTS Double Page Spread Full Page Half Page (Vertical or Horizontal) Quarter Page	\$13,550 \$9,000 \$6,000 \$3,500	TBA TBA TBA TBA	Due to layout, Half Page and Quarter Page ads are always placed amongst recipe content. Full Page placements may vary

* Net costs

Ad Sizes

LIVE AREA

The "safe" area. Keep important information within this area so it is not cut off during printing.

GUTTER

In the centre of a double page spread, this area can creep into the binding. Keep important information out of this area.

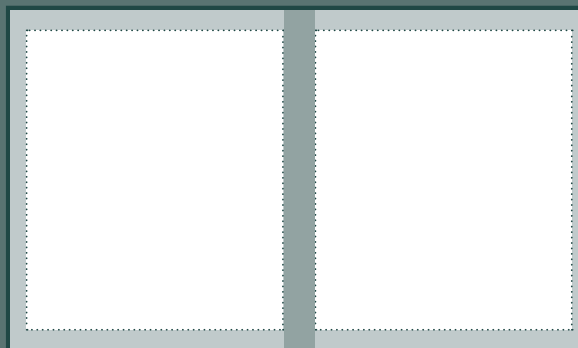
TRIM

The final size of the ad once it has been trimmed. Make your ad this size.

BLEED

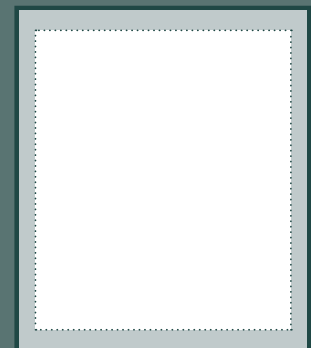
The part of the image that extends off the page which will be cut off during printing. 0.3125" on each side.

Before sending files, ensure that artwork includes 0.3125" of bleed room on all sides. Please DO NOT include crop marks.



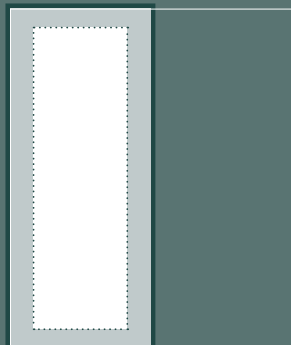
DOUBLE PAGE SPREAD

16.5" x 9.625" live area
1.5" gutter
18" x 10.625" trimmed
18.625" x 11.25" with bleed



FULL PAGE

7.5" x 9.625" live area
9" x 10.625" trimmed
9.625" x 11.25" with bleed



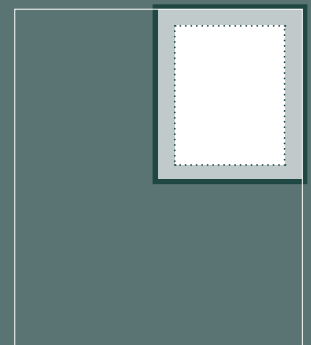
HALF PAGE VERTICAL

2.833" x 9.375" live area
4.333" x 10.625" trimmed
4.958" x 11.25" with bleed



HALF PAGE HORIZONTAL

7.5" x 4.3125" live area
9" x 5.3125" trimmed
9.625" x 5.9375" with bleed



QUARTER PAGE

2.833" x 4.3125" live area
4.333" x 5.3125" trimmed
4.9583" x 5.9375" with bleed

2022 Deadlines

Planning your 2022 Budgets?

We are accepting bundle bookings for the Spring, Summer & Fall issues!

ISSUE	CONTRACT DUE	COVER ARTWORK DUE	REGULAR ARTWORK DUE	IN STORES
Spring 2022	January 7, 2022	January 21, 2022	January 28, 2022	March 4, 2022
Summer 2022	March 11, 2022	April 8, 2022	April 14, 2022	June 3, 2022
Fall 2022	June 10, 2022	July 8, 2022	July 15, 2022	September 2, 2022
Holiday/Winter 2022–2023	TBA	TBA	TBA	TBA

To place an ad, complete a **2022 Taste Magazine Insertion Order Form** and return it to taste.magazine@bcliquorstores.com by the deadline date. If you do not have a form, download one [here](#).

PLEASE NOTE

1. It is your responsibility to meet both the contract and artwork deadlines. Please review no. 9 in *Copy and Contract Terms* on page 14 for more details.
2. Marketing reserves the right of advertising approval. Please review *Advertisement Guidelines* on page 13 before submitting artwork. All ads must be pre-approved by the marketing team. Please submit a sample of your artwork on or before the artwork deadline.
3. If your ad mentions a contest, start and end dates of the contest must be included in the ad and contest websites must be functional at time of printing. Any QR codes in ads must be live at time of issue release and for the duration of the contest, if applicable.
4. As most issues of TASTE are available in BCLIQUOR stores for up to three months, we cannot permit printing LTOs or prices in ads.
5. In order to maintain separation between advertising and TASTE's editorial content, we do not accept advertorials or advertisements that contain a significant amount of editorial text. Ad artwork should be clearly differentiated from the look and layout of TASTE articles and features. If clarification is needed, please submit an artwork sample to taste.magazine@bcliquorstores.com for review before the artwork due date.
6. Specialty inserts may be available upon request. Contact us at taste.magazine@bcliquorstores.com for a quote.
7. If mentioning BCLIQUOR in ads, please review our branding guidelines [here](#).
8. All SKUs shown in artwork must be listed and available at BCLIQUOR stores for the duration of the issue. However, exceptions may be made for new products, in which case this should be clearly called out in the artwork (e.g. "Coming this Spring!").

Production Notes

PREPARING YOUR FILES

DESIGNING YOUR AD

- Refer to page 10 for ad sizes, bleed and margins.
- When designing your artwork, ensure **all images are 300 ppi at full size**. You can check this by clicking on your image and checking the Info palette in InDesign, or directly selecting the image in Illustrator.
- If your artwork has a white background or border, include a white box on the bottom layer of your file to ensure proper placement.
- Once your artwork is complete, select all and click **Type > Create Outlines**.

PDF EXPORT

- Export (InDesign) or save as (Illustrator) PDF. Choose **Adobe Acrobat PDF (PDF/X1a)** for the PDF settings.
- Under **Marks and Bleeds**, make sure **all marks are unchecked** and under **Bleed and Slug**, check "Use Document Bleed Settings." (If the document settings are not set to 0.3125", you will need to cancel and set up the bleed in your document first.)
- Under Output, select Ink Manager and check **"Convert all spots to process."**
- Click OK, then export.

SENDING YOUR FILES

EMAIL

Email files that are less than 12 MB directly to taste.magazine@bcliquorstores.com (preferred method of delivery). Please note that we cannot accept compressed (.zip or .sit) files over email under any circumstances. If your file is over 12 MB, use our File Transfer Site.

FILE TRANSFER SITE

For files over 12 MB please upload to the LDB's web-based File Transfer Site:

<https://filetransfer.bclddb.com/public/folder/jVUHb4GY0S4kpXYj6XOBQ/Advertising>
password: BCLStores2021!!

Once you have uploaded, email taste.magazine@bcliquorstores.com to let us know.



Advertisement Guidelines

The following criteria will be used to review labels, packaging and promotional advertising for beverage alcohol in BCLIQUOR stores. These criteria have been developed to ensure, as far as possible, that beverage alcohol products are not presented in any manner deemed to be irresponsible or in conflict with BCLIQUOR stores brand values.

CRITERIA

These criteria apply to product names as well as to labels, packages and promotional activity and any other media intended for use in BCLIQUOR stores.

Labels, packaging, brand names, descriptors and promotional items must ensure that:

1. There are no direct or indirect claims that:
 - the product has healthful, nutritive, curative, stimulative, sedative or medicinal qualities or properties
 - suggest sexual success or prowess.
2. They do not use imperative language to urge people to over consume.
3. They are not targeted to appeal to underage persons (under 19 years of age) by the use of techniques or images such as:
 - designs or promotional techniques based on or resembling existing characters that are popular with underage persons
 - any imagery that is established in the underage culture
 - portraying product in context of or in relation to an activity primarily attractive to underage persons
 - portraying persons under the legal drinking age
4. They do not attempt to establish the product as having attributes that may assist in the achievement of a desired objective, such as: social status (or product portrayal as a status symbol); personal or business success; a necessity for the enjoyment of life or any activity; appropriate for every occasion; an escape from life's problems; or attempt to establish that consumption of product should take precedence over other activities or that any activity would be incomplete without the presence or consumption of alcohol.
5. They do not use language or graphics that in any way suggest product misuse, for example: immoderate, illegal or irresponsible consumption, product dependency, compulsive behaviors, urgency of need or urgency of use.
6. They do not portray product in association with (either before or during) any activity requiring skill, care, mental alertness or an element of danger, such as: operation of a vehicle, machinery, or other conveyance (i.e. sports or other physical activity). It is acceptable, however, to portray product after the activity depicted has clearly been completed for the day.
7. There is no suggestion of any of the following:
 - product is being or has been consumed
 - the feeling or effect caused by consumption of alcohol
 - the impression that the people depicted are under the influence of alcohol
 - persons with product in situations in which the consumption of alcohol is prohibited
 - an amount of product is portrayed that exceeds or appears to exceed the number of standard servings for the number of individuals shown
8. They do not include representations of behavior that is defined as unacceptable in relation to beverage alcohol, such as: violent, aggressive, dangerous, anti-social or illicit acts or activities.
9. They avoid the inappropriate use of sexuality.
10. They do not degrade or depict in an undignified way the image or status of any individual or group in society.
11. They can be considered to meet the community standards of public decency and good taste and are not offensive to generally accepted social values.

Copy and Contract Terms

1. The Liquor Distribution Branch (represented by its General Manager or other official designated for the purpose) (the “Branch”) retains the right to approve or disapprove for publication in the TASTE all or part of any advertising copy, text, display or illustration to which any insertion order or request for publication relates and to accept or not to accept any insertion order or request for publication, in whole or in part.
2. The Branch may, without liability, reject, omit or exclude any advertising for any reason at any time, with or without prior notice to the advertisers or its advertising agency and whether or not the advertising was previously accepted or published.
3. The Branch reserves the right to refuse advertisements for products or services which are deemed by the Branch, in its sole discretion, to be contrary to the interests of the Branch or the Crown.
4. The advertiser will be fully responsible and liable for the contents of all advertising copy submitted for or printed or published in TASTE including compliance with all applicable laws, statutes and regulations. When advertisements contain the name, picture or testimonial of a person, then the insertion order or request for publication will be deemed to include a representation by the advertiser that they have obtained full and proper written consent to the publication from that person and that the publication of the advertisement is lawful.
5. The advertiser warrants and represents that advertising copy does not and will not violate any patent, copyright, trademark, industrial design or other proprietary right or right of privacy.
6. All advertisements must be clearly identified by the trademark or signature of the advertiser. Advertisements which, in the sole and absolute opinion of the Branch, might be interpreted as something other than advertising, may be marked “Advertisement” by the Branch.
7. Advertising copy must be camera ready or negative ready and meet the reasonable requirements of the Branch. Additional artwork and artists services can be arranged. Costs for these services may be invoiced directly from the art team and not involve the Branch. Rates quoted by the Branch are for space and colour only. The Branch may change or lighten type or change cuts and borders to meet its publishing requirements without the request or approval of the advertiser and the advertiser will pay these costs.
8. If the advertiser does not supply advertising copy before the relevant printing date, then the Branch may use advertising copy used for previously published advertising or, where such material is unavailable or inadequate, may publish a public service message chosen by the Branch, and the advertiser will pay for the advertising space.
9. The advertiser will not terminate an insertion order or a contract to publish advertising more than 10 days after the relevant closing date (advertising deadline). Cancellation of an ad more than 10 days after the deadline date will result in the advertiser being liable for the full amount.
10. The Branch may destroy all advertising copy which has not been claimed by the advertiser within 12 months of its submission to the Branch or its publication.
11. The advertiser will be invoiced on publication for the space used in the relevant edition of TASTE and other charges (if any). The invoiced amount will be conclusively deemed to be correct unless either party notifies the other within 15 days of the date of the invoice that the invoice is incorrect and points out the error in it.
12. If the advertiser does not pay the Branch for the publication of advertising in accordance with the relevant invoice, then the Branch may, at any time and without prior notice to the advertiser or the agency, change the terms of payment for further advertising or terminate an insertion order or a contract to publish advertising, although the advertiser will remain liable to pay for advertising already published in accordance with terms of the relevant invoice.

13. The advertiser will be liable for the performance of and payment under any insertion order accepted by the Branch to contract to publish advertising.
14. The advertiser agrees to indemnify and save the Crown and the Branch harmless from any and all loss, damages, fines, prosecutions, actions, judgements, settlements, costs and expenses (including legal costs and expenses), injury or liability arising (directly or indirectly) from the content, submission, printing or publication of any advertising copy.
15. The liability of the Branch for any errors or omissions for which it may be held legally responsible will not exceed the cost of the space ordered or occupied by the advertisement, whichever is less. The Branch will not be liable for loss of income or profits, economic loss or consequential damages.
16. No person will be liable for a delay in compliance or failure to comply with an obligation caused by an event of force majeure (including a strike, lockout or work slow down).
17. These copy and contract requirements are effective from the Spring 2007 issue, until they are cancelled or amended by the Branch. Advertisements must ensure that they have the current copy and contract requirements at the time that any insertion order or request for publication is submitted.
18. Insertion orders or contracts to publish advertising will be interpreted in accordance with the laws of the Province of British Columbia.
19. No oral representations or agreements will bind the Branch. Insertion orders or contracts to publish advertising will be amended only with the written consent of both parties, except as specified herein.
20. An insertion order or contract to publish advertising will be construed to be an unqualified acceptance of the current rates and copy and contract requirements and other reasonable requirements and policies of the Branch pursuant to which advertising space is sold.
21. Specifications on insertion orders for the use of any page or position in TASTE or relating the kind of content of any editorial or other advertising on any page will be construed as requests only.
22. The Branch will not be bound by any terms or conditions, express or implied, contained in any contract, insertion order or copy instructions of any advertiser or advertising agency which conflict with the policies or requirements of the Branch.
23. The Branch may change the rates for advertising space from time to time during the terms of an insertion order or a contract to publish advertising in more than one edition of the Taste on 60 days' notice and the advertiser may then terminate the contract in writing within the 60 day period (subject to paragraph 9) as long as it concurrently pays in full all of its obligations then due or accruing due under the contract. If the advertiser does not terminate the contract, then it will be deemed to have accepted the change in rates on and from the relevant effective date.
24. A waiver, overlooking or condoning of any default or breach of any terms of an insertion order or a contract to publish advertising will not be construed as a waiver of any subsequent or continuing default or breach.
25. The copy and contract requirements will be read with any change in number or gender required by the context.
26. Accounts are payable in Canadian funds.
27. The Branch will not accept insertion orders or contracts to publish advertising for a term of longer than one year.

