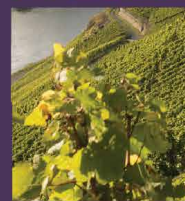


QUENCH
TURNS 50
SPECIAL
ISSUE
2023
MEDIA
KIT

PRINT AND
DIGITAL

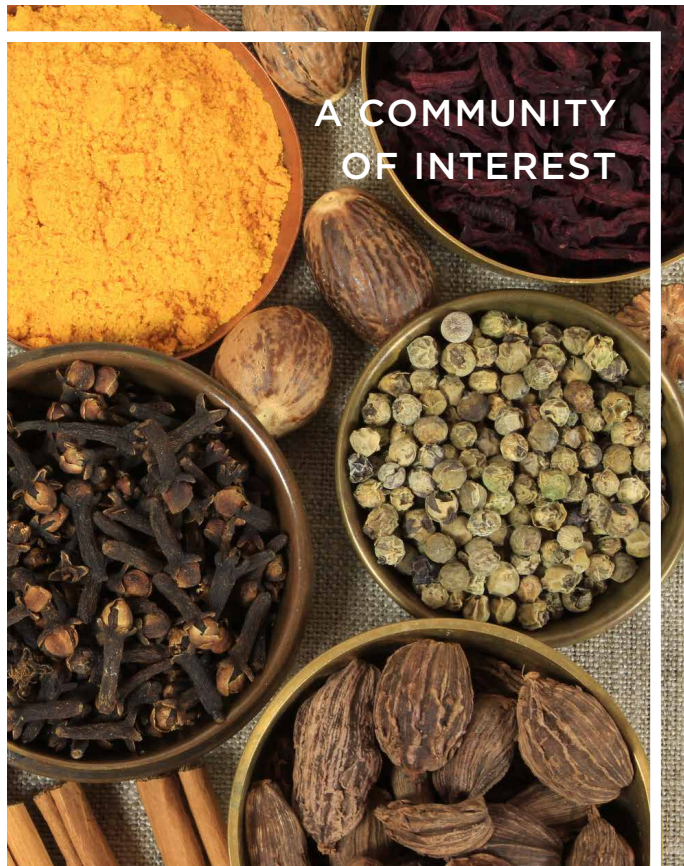
QUENCH MAGAZINE

URNS



THE VOICE FOR WINE & FOOD LOVERS

Quench – the longest running food and drink magazine in North America – has stayed the voice for wine and food lovers for 50 years. In 2023, we will continue our mission to find new places, exciting experiences, emerging trends and sensations. Quench Magazine has always challenged convention and we will continue to explore and share the stories of the iconic, the change-makers and the up-and-comers in the culinary, wine and craft beverage industries. With the most diverse and experienced voices of any wine and food publication, we will continue to focus on the historical and cultural context of wine and food and bolster our commitment to making food and wine accessible, engaging, relevant and enjoyable to all audiences. We know our readers love their food and wine, music and art and we are excited to share the many new features and experiences. We are committed to making a difference and we will continue to tell new stories, by both new and familiar storytellers, with the same spirit, integrity, and soul as we have for the past half century.



- * One of North America's oldest and most influential food and drink media brands
- * A go-to source for tasting notes on expertly tasted wine, beer, sake and spirits
- * Unique source of local and international flavour
- * A must-read for everyday gourmets online and IRL

FOOD. WINE. LIFE.

QUENCH READERS SPEND MORE THAN \$16 MILLION ON WINE, BEER, SAKE AND SPIRITS EACH YEAR. BUT THAT'S NOT ALL. COMBINED WITH A HIGHER THAN AVERAGE HHI, ADVERTISING IN QUENCH INCREASES YOUR BRAND AWARENESS AMONG SOPHISTICATED, PASSIONATE AUDIENCES WHO ENJOY THE FINER THINGS IN LIFE.

60% Controlled circulation in some of the most affluent postal codes in Canada and the United States

Available in magazine stands, private wine shops, specialty food shops and book stores (including Chapters & Indigo) across Canada.

Distributed by numerous winery wine clubs and private wine clubs to their members.

30% Key food and drink industry Influencers

10% Paid subscribers

A ZEST FOR LIFE

- * 94% cook at home at least 3 times per week
- * 66% dine out 3 or more times per month
- * 69% will travel in North America
- * Quench readers love to visit Europe (55%), Asia (21%) and the Caribbean (38%)
- * 52% own 2 cars with 35% planning on purchasing a vehicle in the next 12 to 18 months
- * Over 80% hold RRSPs, 50% mutual funds, and 57% stocks and bonds
- * 32% plan to renew their mortgage in the next 6-12 months

NORTH AMERICA'S LARGEST INDEPENDENTLY PUBLISHED FOOD AND DRINK MAGAZINE

KEY STATS

76% Between the ages of 25 and 44

86% Purchased a wine or drink reviewed in Quench Magazine

76% Spend at least 60 minutes reading an issue of Quench Magazine

81% Frequently read each issue

\$180,000 Average household income



PRINT EDITORIAL CALENDAR

NEW LOOK | MORE PAGES | PERFECT BOUND

SPECIAL ISSUE QUENCH MAGAZINE TURNS 50

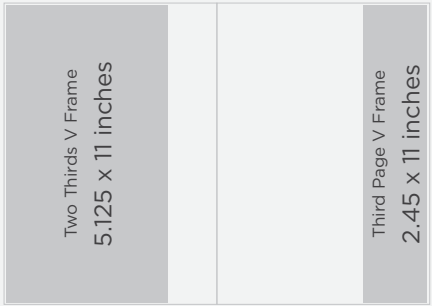
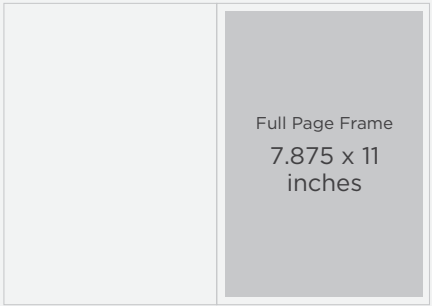
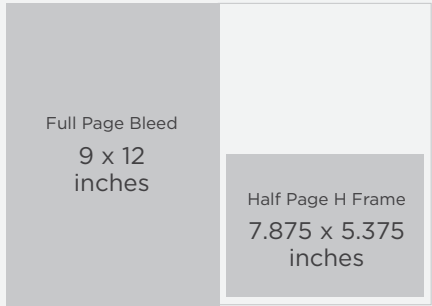
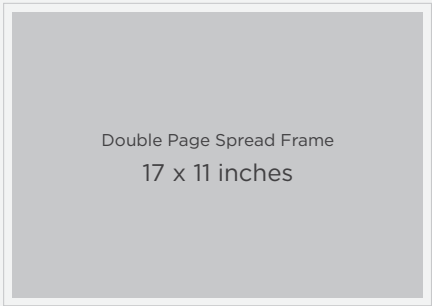
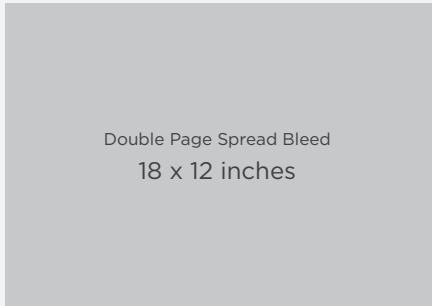
SPRING/SUMMER 2023

AD SPACE DEADLINE
NOVEMBER 18TH, 2022
MATERIAL DEADLINE
MARCH 17TH, 2023

FALL/WINTER 2023/2024

AD SPACE DEADLINE
JULY 7TH, 2023
MATERIAL DEADLINE
JULY 28TH, 2023

Quench editorial calendar updates
happen throughout the year.



FILE PRINT AD SPECIFICATIONS

AD MATERIAL REQUIREMENTS

FTP: Send materials up to 1MB to editor@quench.me and copy reface@shaw.ca. For files larger than 2MB, send a wetransfer to editor@quench.me

Printing Method: Sheetfed Offset
Binding: Perfect binding
Screen: 150 (lpi) line screen

Electronic Material: Digital files only. PDF/ X-1a files are preferred. Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). Bleed is 1/8 inch (on full pages and spreads only) and Type safety is 1/4 inch from trim size (on full pages and spreads only). The publisher shall not be liable for any text or image errors in the advertisements. Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim.

PRINT AD RATES

SPECIAL CREATIVE UNITS & INSERT RATES ARE AVAILABLE UPON REQUEST.

AD MEDIA SPECS	SINGLE BOOKING	2x	4x
Double Page Spread	\$ 8,890	\$ 8,465	\$ 8,050
Full Page	\$ 4,675	\$ 4,455	\$ 4,235
2/3 Page	\$ 3,510	\$ 3,355	\$ 3,180
1/2 Page	\$ 3,080	\$ 2,915	\$ 2,780
1/3 Page	\$ 2,145	\$ 2,035	\$ 1,925
OBC	\$ 5,845	\$ 5,570	\$ 5,295
IFC/IBC	\$ 5,610	\$ 5,345	\$ 5,080

TERMS AND CONDITIONS

Agency Commission: Fifteen percent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two percent (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 after material closing date.

5% GST (Good & Services Tax) will be added to all print and digital ad rates.

DIGITAL MEDIA SOLUTIONS WITH AN IMPACT

DIGITAL DISPLAY ADVERTISING

Your ad will receive a minimum of 40,000 guaranteed monthly impressions on Quench.me.

Billboard (970x250)

Banner (468x60)

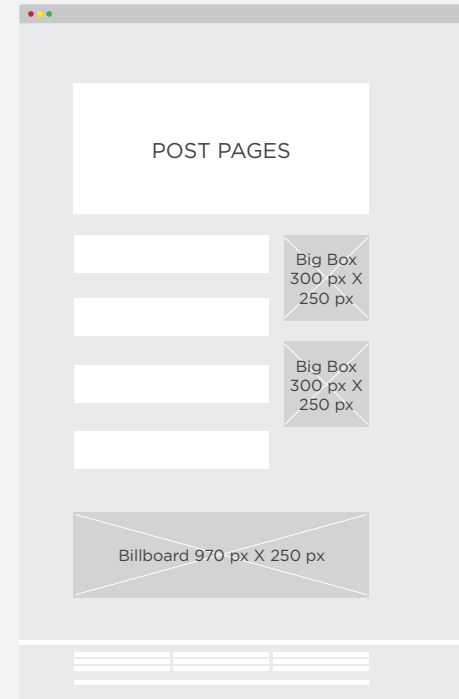
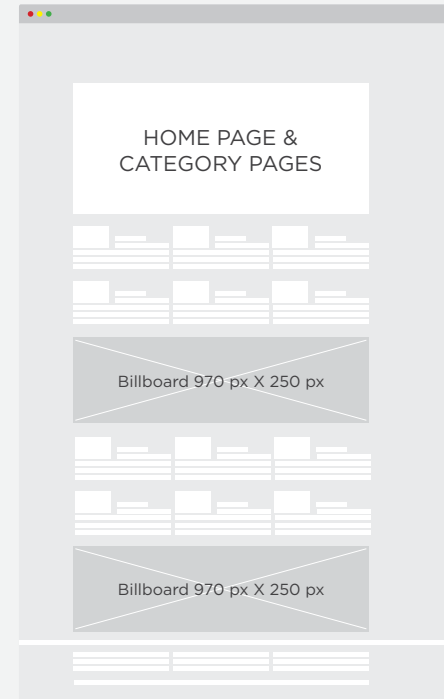
Big box (300x250)

INVESTMENT: \$2,000 (FLAT RATE PER MONTH)

SOCIAL MEDIA

Enhance your existing digital program with a media campaign across Quench's socials to our over 50,000 followers. Whether you are launching a new product, raising awareness for an event or simply promoting your own network, leverage our engaged social following to drive results.

INVESTMENT: \$400; INCLUDES 1 FACEBOOK, 1 INSTAGRAM & 4 TWEETS



DIGITAL AD SPECIFICATIONS

RICH MEDIA

We accept HTML 5, DHTML , 3rd party tags and others (please inquire).

All expenses related to serving rich media ads will be the responsibility of the advertiser.

Creative with a white background must have a minimum 1-pixel border.

Please note: Ads created in Adobe Flash are no longer accepted.

BOOKING DEADLINE

3 weeks before posting.

MATERIAL SUBMISSION

All creative must be received at least 10 business days prior to start of schedule. Agency Commission: Fifteen percent (15%) of gross to recognized agencies.

All prices are in Canadian dollars.

CONNECT. ENTICE. DELIVER.

NEWSLETTER TAKE OVER

Need our newsletter all to yourself? Email directly to our captive audience of over 16,000 subscribers with great results using our email templates. Copy is provided by the client.

- 500 words and 2 images/videos max
- Can be sent 1 week apart from the official Off Menu newsletter
- Charge of \$150 x hour if Quench needs to create a customized HTML file
- One exclusive advertiser per each week

INVESTMENT: \$1,500 PER NEWSLETTER

QUENCH NEWSLETTERS

Quench creates a weekly email newsletter. Each newsletter is an ideal place to feature your brand — a 28% unique open rate puts us well above industry standards. Your sponsored content will appear alongside our editorial content, letting you connect with our readers in a more direct way. Or you can deliver your banner ad directly to their mailbox. Dive in with Quench. Copy is provided by the client.

- 200 words and 1 image/video max
- Maximum of 3 modifications to the creative
- Two advertisers per each weekly newsletter
- Banner ad size: 728x90 px

INVESTMENT:
\$550 PER NEWSLETTER
\$250 FOR BANNER AD

CUSTOM CONTENT ON THE QUENCH.ME SITE

Need a targeted message? You control the narrative by providing us with the copy for a custom post to be placed on our site. Your sponsored post will be promoted on the homepage for 1 week, across our social media channels and will live permanently in our archives.

- 500 words max
- Maximum of 6 images

INVESTMENT: \$1,500 CLIENT SUPPLIED

THINGS PRODUCT HIGHLIGHT

Need to promote your product launch or bring light to an existing product line? Let the Quench marketing team write your product review and place it in the highly trafficked LIFE section. We'll even feature it on our social media channels. Cannot be used to promote wine, beer or spirits.

- 300 words and 2 images max

INVESTMENT: \$1,000