FOODSERVICE AND HOSPITALITY

MEDIA KIT
2019
For more than 50 years, Kostuch Media Limited, Canada’s leading hospitality publisher, has been the most authoritative news source for Canada’s $80+ billion foodservice and hospitality industry — a one-stop resource for the most diverse array of media products — from print to digital to events.

PRINT POWER
Through our two magazine products, KML offers advertisers comprehensive coverage of the dynamic hospitality industry. Whether we’re talking about Foodservice and Hospitality, the industry’s leading hospitality publication, read by close to 120,000 industry leaders, or Hotelier, circulated to more than 45,000 hotel executives, our publications engage readers with thought-provoking stories featuring insightful analysis of the key trends shaping the industries they serve, making them the most-trusted sources of information in their respective fields.

DIGITAL OFFERINGS
As today’s market evolves, readers want and expect up-to-date news and late-breaking developments delivered on electronic platforms. Our websites complement our magazines by offering readers news at their fingertips, as it happens; web-only features; and video interviews with the industry’s movers and shakers. Additionally, we offer e-newsletters, custom opportunities, sponsored content, digital magazines and iPad Apps. Our staff is also immersed in social-media platforms such as Facebook, LinkedIn, Twitter and Instagram.

ENGAGING EVENTS
For individuals who prefer face-to-face networking, KML produces a series of industry events where operators and suppliers come together to learn, network and celebrate achievement. KML offers a comprehensive lineup of events and conferences, including the Icons & Innovators Breakfast Series, the Housekeeping Forum, the Women in Tourism and Hospitality Summit (developed in partnership with Sequel Hotels & Resorts) and the renowned and celebrated Pinnacle Awards luncheon, held annually, and regarded as the “Academy Awards” of the foodservice and hospitality industry.
Foodservice and Hospitality was born in 1968 and through more than six decades has become the industry leader and the most trusted publishing brand in Canada’s dynamic foodservice and hospitality industry. As Canada’s leading national hospitality magazine, Foodservice and Hospitality is published 11 times a year. The magazine delivers relevant and compelling information operators require to run successful businesses, while providing context and analysis as to why it matters.

**THE NUMBER-1 PRINT PRODUCT IN HOSPITALITY**

**MISSION**

The magazine’s objective is to provide operators with the tools they need to compete more effectively and to successfully grow their businesses. To accomplish this, the magazine draws on an experienced editorial team, based at its Toronto headquarters, coupled with a strong stable of freelance writers and photographers covering Canada from coast to coast. Our stories focus on trend analysis, business developments, menu ideas, the equipment to make it happen, merchandising and marketing tips as well as profiles of the industry’s movers and shakers. Our editorial team focuses on the why’s and how-to’s within a strong Canadian framework.

**SOCIAL MEDIA**

FACEBOOK
foodserviceandhospitality

INSTAGRAM
@foodservicemag

TWITTER
@foodservicemag

LINKEDIN
Kostuch Media Ltd.
CIRCULATION

As the industry’s leading nationally distributed magazine, *Foodservice and Hospitality* is the only hospitality publication audited by a third-party audit company (CCAB, a division of BPA Worldwide). We believe the quality and strength of our readership are the cornerstones needed to meet the desired results of our advertisers, and to reach key decision-makers. The magazine’s comprehensive coverage of the marketplace enables advertisers, particularly those launching new products and services — to reach their target audiences where their products and services are required — nationally, regionally and locally.

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### GEOGRAPHICAL BREAKDOWN OF QUALIFIED CIRCULATION, MARCH 2018 ISSUE

<table>
<thead>
<tr>
<th>Region</th>
<th>Circulation</th>
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<tr>
<td>B.C. and Yukon</td>
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<td>Alberta, N.W.T. and Nunavut</td>
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<tr>
<td>Newfoundland and Labrador</td>
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**TOTAL QUALIFIED CIRCULATION FOR CANADA**

24,053

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**F&H magazine is personally received by the Top 100 chains, a group representing more than 30,000 restaurant locations across Canada with estimated total sales of more than $32.1 billion**

**F&H delivers extended readership to non subscribers, through distribution at major tradeshows as well as through its conferences across Canada and digital readers at foodserviceandhospitality.com**

**More than 3,000 professional chefs and cooks receive their own copy of F&H**

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**120,000 readers per issue**

**99.5% of our subscriber list is personally addressed**

**F&H has a SIX TO NINE-MONTH LIFE CYCLE (higher for issues featuring Signature Reports or Supplements)**

**39.4 MINUTES READING TIME**

**83% of F&H readers normally read or look into three out of four issues. The majority (67%) read every issue.**

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**SOURCE:** CCAB STATEMENT FOR THE SIX-MONTH PERIOD ENDED MARCH 2018

* STARCH READERSHIP REPORT
** PUBLISHER’S DATA
THE POWER OF MAGAZINE ADVERTISING

According to the Association of Magazine Media, “Magazine media delivers powerful relationships that influence, inspire and endure. The magazine media brand experience is based on trusted editorial, complemented by relevant advertising. This dual immersion in edit and ad satisfies the interests and passions of millions of readers — when, where and how they choose.”

Advertising brand lift due to exposure


What neuroscience says about why print magazine ads work

Reading on paper is slower and deeper; paper readers remember more


Advertising in print yields greater increases in brand awareness, brand favourability and purchase intent than online.
READERSHIP STUDY RESULTS

In June 2017, Foodservice and Hospitality commissioned Starch Research Services to undertake an extensive readership study of the June Top 100 Report issue. The results were generated through online interviews conducted with a nationwide sample that reflects Foodservice and Hospitality’s circulation profile.

5 GREAT REASONS WHY YOUR COMPANY SHOULD ADVERTISE IN FOODSERVICE AND HOSPITALITY MAGAZINE

01 OUR READERS ARE LOYAL AND LONGSTANDING. The average length of time as a reader is 5.7 years.

02 OUR TOTAL FOODSERVICE AND HOSPITALITY READERSHIP IS 120,000 Based on the Starch Research Study, Foodservice and Hospitality is read by 4.8 readers per copy, for a total reach of 120,000 readers.

03 OUR READERS WANT A CANADIAN PUBLICATION 94% of F&H readers claim it’s important to have a Canadian business publication reporting on the industry.

04 OUR READERS VALUE FOODSERVICE AND HOSPITALITY. Foodservice and Hospitality readers spend an average of 39.4 minutes reading every issue of the magazine and 85% of F&H readers typically read or look into three or four out of four issues. The majority (67%) read every issue!

05 OUR READERS PREFER PRINT 90% of our readers prefer getting their print copies rather than a digital edition on a tablet or computer.
# EDITORIAL CALENDAR 2019

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<th>ISSUE</th>
<th>COVER</th>
<th>FOOD FILE</th>
<th>EQUIPMENT</th>
<th>POURING FOR PROFITS</th>
<th>TECHNOLOGY</th>
<th>LABOUR</th>
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<td>NAFEM Show Preview</td>
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<td>FEBRUARY</td>
<td>The Franchise Report</td>
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<td>Chefs’ Knives</td>
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<td>Global Expansion</td>
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<td>MARCH</td>
<td>Challenges &amp; Opportunities (Accessibility, Cannabis, Food Waste, Allergen-Free Dining, Food Safety)</td>
<td>Super BOWL Food Plus</td>
<td>Outdoor Barbecue &amp; Catering Equipment</td>
<td>Craft Beer</td>
<td>Artificial Intelligence</td>
<td>Workplace Culture</td>
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<td>APRIL</td>
<td>Going Green: What Does it Really Mean?</td>
<td>From Farm to Table – The Evolution of the Local Movement</td>
<td>The Dream Kitchen (Kitchen Technology)</td>
<td>California Wines</td>
<td>Data Management</td>
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<td>The Produce &amp; Protein Poster</td>
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<td>MAY</td>
<td>The Talent Issue: Top 30 Under 30 + More</td>
<td>The Evolution of Vegetarian Cuisine</td>
<td>Dinnerware, Glassware &amp; Cutlery</td>
<td>Juices &amp; Smoothies</td>
<td>Mobile Ordering + Delivery</td>
<td>Health &amp; Wellness</td>
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<td>JUNE</td>
<td>The Top 100 Report + Women Leadership</td>
<td>Ethical Meats: Beef, Pork &amp; Lamb Food Plus</td>
<td>Uniforms</td>
<td>Canadian Wines</td>
<td>Websites</td>
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<td>JULY/AUGUST</td>
<td>The Food Issue: Chefs, Producers and Purveyors + Leadership</td>
<td>Chicken &amp; Turkey Refrigerators &amp; Freezers</td>
<td>The BAR Report (Beverage Alcohol Report)</td>
<td>How to Prevent Cyberattacks</td>
<td>Wages</td>
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<td>OCTOBER</td>
<td>The Equipment Issue: The Industry’s Definitive Guide to Equipment + Restaurant Design Awards</td>
<td>Ethnic Cuisine Equipment Trends Report Cocktails Culture Tablets Mentorship Programs</td>
<td>Sustainable Fish and Seafood Food Plus Warewashing &amp; Recycling Spirits 3-D Technology</td>
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<tr>
<td></td>
<td>NIRA Show Preview</td>
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<td>DECEMBER</td>
<td>The Pinnacle Awards</td>
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**NEW COLUMNS:**
Labour, Worth Watching (New Emerging Concepts)
Regional Report – Four times a year: January (Western Canada), April (The Prairies), July/August (Ontario & Quebec), November (Eastern Canada)

**DIGITAL NEWSLETTERS:**
Restaurant Buzz (January, May, September, October)
Beverage Buzz (March, July/August, November)
Recipe Blast (April)

*Note - Departments and topics are subject to change*
Looking to promote your company’s newest initiatives with compelling content that appeals to today’s foodservice executives? Interested in telling your own story, your own way?

Want to attract your target market with information that’s on point and focused?

We have the perfect vehicle for your marketing needs. Our sponsored-content offerings provide you with the option to craft customized articles to amplify your message while engaging readers with content that’s authentic, timely and relevant. Get increased exposure by highlighting your narrative and establish your company as a trusted industry resource. We’ll write it, design it and provide proofs for your team to sign off on.

**Topics that can be featured within this format:**

- Profiles of your company and/or executives
- Q/A’s with company execs on important issues of the day
- Product innovations
- Marketplace challenges and solutions

**Formats Available:**

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<th>Format</th>
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<tr>
<td>Single Page</td>
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<td>DPS</td>
<td>$12,000</td>
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</table>

Three-month lead time required. Limited availability.

---

**FOR CONTENT OPPORTUNITIES, CONTACT OUR SALES TEAM:**

**IN CANADA:**

- ELENA OSINA eosina@kostuchmedia.com
- CHERYLL SAN JUAN csanjuan@kostuchmedia.com
- MARIA FAMA VIECILI mviecili@kostuchmedia.com

**IN THE U.S.**

- WENDY GILCHRIST wgilchrist@kostuchmedia.com
NEWSBLAST 
Every Wednesday morning, KML distributes its digital newsletter featuring a recap of the industry’s hottest new stories to more than 9,800 subscribers. Within the newsletter there are three banner and two skyscraper ad positions, which allow advertisers to appear in a news-rich environment.

WEEKLY NEWSBLAST
Banner Ad A $1,200 per week
Banner Ad B $1,000 per week
Banner Ad C $800 per week
Skyscraper A $1,100 per week
Skyscraper B $900 per week

FOOD/EQUIPMENT TALK (SPONSORED CONTENT)
Give us your content and we’ll develop a customized sponsored e-newsletter using your information/stories (combined with available KML content, if you choose). Our production team will develop, write and design your e-newsletter in our Food Talk/Equipment Talk template and incorporate multiple links to your videos, recipes and/or other landing pages. Your sponsored e-news will be delivered to our 9,800+ digital subscriber base.

COST: $4,500

OTHER NEWSLETTERS
BEVERAGE BUZZ: Regular updates from the world of beverages, including beer, wine, spirits and more.

RESTAURANT BUZZ: A regular look at the new restaurants opening across the country.

RECIPE BLAST: A collection of recipes to help create profits in the kitchen.

CUSTOM E-BLAST:
Advertisers can provide customized content, supplied to KML in final HTML format and KML will distribute it to the entire newsletter subscriber database of 9,800+.

COST: $2,800

FOODPLUS
To help chefs create innovative and inventive dishes with food ingredients that are as fresh and flavourful as possible, Foodservice and Hospitality produces FoodPlus, an expanded version of the magazine’s food feature created for chefs, restaurant owners and F&B managers. FoodPlus is distributed electronically four times a year (March, June, September and November) to a list of more than 9,800 key influencers. The newsletter highlights Q&As with leading chefs and operators producing innovative and inventive cuisine, an overview of the most popular ingredients they choose to use, as well as merchandising and marketing tips.

SEE NEWSBLAST COSTS ABOVE

E-DIGITAL ISSUE
Every month, an electronic version of the magazine is distributed to our digital subscribers. Sponsor our e-digital issue deployment with a banner ad.

COSTS AVAILABLE UPON REQUEST

APP EDITION FOR iPad
In addition to publishing 11 issues a year, Foodservice and Hospitality magazine is available on your iPad.

CALL YOUR ACCOUNT MANAGER FOR MORE DETAILS

ALL RATES QUOTED IN CANADIAN FUNDS
As part of its growing stable of available marketing products, KML offers video options, giving advertisers the opportunity to direct their targeted messages through this powerful and growing medium.

Why? Increasingly, today’s consumers are turning to videos to get educated, informed and entertained.

HERE ARE YOUR VIDEO OPTIONS:

VIDEO HOSTING:
- Foodserviceandhospitality.com hosts manufacturer-supplied videos of up to two minutes in length featuring demos, product information and educational tips on food and equipment products, cooking techniques, recipes and more. It’s the perfect platform through which to introduce new products, demonstrate product info and highlight recipes and menu creation.

COSTS AVAILABLE ON REQUEST

- Provide a 30-to 60-second video clip promoting your company or one of its product lines and we’ll feature it on our Buyer’s Guide dedicated site at foodserviceworld.com, or contract our production team to videotape your company executives at their offices or on the floor of the industry’s major tradeshows, and post it to one of our websites and yours.

CUSTOMIZED CONTENT:
- For advertisers who want more control of their marketing messages, KML offers the option of customizing your video message through a collaborative effort between your marketing department and our production team. Whether it’s a one-on-one interview, a product demo or merchandising tips, we can help develop and craft a video up to five minutes in length that meets your company’s marketing needs.

COSTS: $5,500

SPONSORSHIP OPPORTUNITIES:
- Sponsor one of our Icons & Innovators Breakfast instalments, between editor/publisher Rosanna Caira and the industry’s leading luminaries, and have your company logo positioned prominently on video excerpts from the event, which run on the Foodservice and Hospitality magazine website.

COSTS AVAILABLE ON REQUEST

FOR INFORMATION ABOUT VIDEO OPPORTUNITIES, CONTACT OUR SALES TEAM:

In Canada:
ELENA OSINA
eosina@kostuchmedia.com
CHERYLL SAN JUAN
csanjuan@kostuchmedia.com
MARIA FAMA VIECILI
mviecili@kostuchmedia.com

In the U.S.
WENDY GILCHRIST
wgilchrist@kostuchmedia.com
EVENTS

Throughout the year, KML hosts a series of educational and entertaining events that connect advertisers/sponsors with a targeted audience of leading influentials from the foodservice and hospitality industry. Increasingly, face-to-face connections are highly effective in helping companies build their brand images. It’s the perfect way to direct an advertising message to the industry’s influentials, meet face to face with customers, all while learning from the industry's leading icons.

HOUSEKEEPING FORUM
APRIL 8, 2019

In 2016, Hotelier launched the Housekeeping Forum, an all-day conference highlighting the trends and issues impacting this pivotal and ever-changing hotel department. The forum, which also features a tabletop mini tradeshow, gives attendees a chance to share best practices, learn from the industry’s top housekeepers and become informed about new products and practices that will make this important department more efficient, streamlined and profitable.

ICONS & INNOVATORS’ BREAKFAST SERIES
APRIL 25, 2019

The Icons & Innovators’ Breakfast Series launched in 2012 and features candid one-on-one conversations between editor/publisher Rosanna Caira and industry luminaries. Every year, KML hosts a spring and fall Icons session featuring a foodservice and a hotel icon. Find out how these personalities started their business and learn from their secrets to success.

THE PINNACLE AWARDS
DECEMBER 2019

Launched in 1988, the Pinnacle Awards are the “Oscars” of the dynamic $80-billion foodservice and hospitality industry. This annual luncheon event, held the first Friday of December, brings together close to 600 of the industry’s top executives to network, exchange ideas and celebrate the accomplishments and achievements of stellar restaurant and hotel operators and suppliers.

FOR SPONSORSHIP OPPORTUNITIES, CONTACT OUR SALES TEAM:

In Canada:
ELENA OSINA
eosina@kostuchmedia.com

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MARIA FAMA VIECILI
mviecili@kostuchmedia.com

In the U.S.
WENDY GILCHRIST
wgilchrist@kostuchmedia.com

The Women in Tourism and Hospitality Summit and WITHorg (women’s organization and website) is dedicated to the advancement of women in the tourism and hospitality industries. The conference brings together industry thought leaders sharing personal and professional stories of their unique paths to success. Development of individual and corporate best-practice strategies are shared and innovative initiatives and experiences with other successful global executives curated and revealed.
The Buyer’s Guide
The industry’s ultimate source directory for food/beverage/equipment products and services

Available online year-round plus in the annual January print edition

Basic Listing in Print
- Company name, address, phone number and website

Basic Listing Online
- Company name, address, phone number and website
- Company listed in two categories

Enhanced Listing in Print
- Colour logo/brand image
- 25-word description
- Company name, address, phone number and website
- Company listed in up to five categories

Enhanced Listing Online
- Colour logo/brand image
- 25-word description
- Company name, address, phone number and website
- Link to request more information
- Link to visit website
- Company listed in up to five categories

Premium Listing in Print
- Colour logo/brand image
- 50-word description
- Company name, address, phone number and website
- Company listed in up to 10 categories

Premium Listing Online
- Colour logo/brand image
- 50-word description
- Company name, address, phone number and website
- Three images of your product/services with flexibility to update at anytime
- Link to request more information
- Link to website
- Company listed in up to 10 categories

JANUARY 2018

FOODSERVICE AND HOSPITALITY.COM

J.R. Simplot Company
Heritage Frozen Foods Ltd.
Harlan Bakeries-Edmonton, L.P.
Fine Choice Foods
Export Packers Company Ltd.
Concord Premium Meats Ltd.
Cavendish Farms
Cargill Foodservice

FOOD COMPANY

APPETIZERS & HORS D’OEUVRES

Summer Fresh Salads
Spinach Kihi Individual - Spinach Twister

Pinty’s Delicious Foods Inc.
Piller’s Fine Foods

BAKING PRODUCTS

Bridor
Aunt Mini and The Westminster Yorkshire Pudding Co.
Sweet Street Desserts Inc.

BAKING PRODUCTS

Cavendish Farms
Concord Premium Meats Ltd.

EQUIPMENT & SUPPLY COMPANY DIRECTORY

Bridor
Aunt Mini and The Westminster Yorkshire Pudding Co.
Sweet Street Desserts Inc.

BALKIRI

Cavendish Farms
Concord Premium Meats Ltd.

FOODSERVICE AND HOSPITALISM.COM

JANUARY 2018

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JANUARY 2018

FOODSERVICE AND HOSPITALISM.COM

JANUARY 2018
### 2019 AD RATES

(all rates are gross)

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</table>

*RATES LISTED ARE IN CANADIAN DOLLARS/GROSS AND ARE SUBJECT TO CHANGE WITHOUT NOTICE.

FOR INSERTS/POLYBAGS, GATEFOLDS, TIP-ONS OR REGIONAL SPLITS, PLEASE CONTACT AN F&H ACCOUNT MANAGER FOR PRICING

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### TERMS AND CONDITIONS

- Publisher reserves the right to revise advertising rates on insertion orders should the advertiser change the agreed-upon frequency or ad sizes contained within the agreement.
- Insertion Orders and production charges are invoiced at time of magazine printing, unless otherwise stated.
- Display and Online Ads or other materials will not be placed without a signed insertion order.
- Cancellation of advertising must be received by closing date. Verbal agreements are not recognized by the publisher.
- Inserts: Rates are available upon request. All inserts are subject to approval by the publisher well in advance of publication.
- The advertiser and advertising agency assume full liability for all content of advertisements (including text, representation and illustrations) and are solely responsible for any related claims against the publisher.
- The publisher reserves the right to add the word(s) “advertisement” or “advertorial” to the top of pages or paid-sponsored content, if the ad could be confused with Kostuch Media Ltd. editorial content.
- The advertiser and advertising agency agree that Kostuch Media Ltd. shall be under no liability in the event of failure to insert any advertisement, for any cause.
- In the event of a conflict with policies covered within the insertion order, the publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions. Publisher reserves the right to not publish an ad for any reason.
- Commissions, discount payments, cash discounts: Two per cent on net (after agency commission) if payment is received within 10 days of invoice date. Publisher reserves the right to cancel future insertions for advertisers with outstanding invoices.
- Payment should be made in Canadian funds, or equivalent funds, at the rate of exchange prevailing at the time of payment.
- Pages cannot be re-sold to third parties.
AD SPECIFICATIONS

DOUBLE-PAGE SPREAD
BLEED: 16.5" x 11.125"
TRIM: 16.25" x 10.875"

2/3 PAGE VERTICAL
BLEED: 5.5" x 11.125"
TRIM: 5.25" x 10.875"

1/4 PAGE VERTICAL
BLEED: Not Applicable
TRIM: 3.375" x 4.875"

2/3 DOUBLE-PAGE SPREAD
BLEED: 16.5" x 7.25"
TRIM: 16.25" x 7"

2/3 PAGE HORIZONTAL
BLEED: 8.375" x 7.25"
TRIM: 8.125" x 7"

1/4 PAGE HORIZONTAL
BLEED: 8.375" x 3.25"
TRIM: 8.125" x 3"

1/2 DOUBLE-PAGE SPREAD
BLEED: 16.5" x 5.75"
TRIM: 16.25" x 5.5"

1/2 PAGE ISLAND
BLEED: Not Applicable
TRIM: 4.625" x 7.5"

1/3 PAGE VERTICAL
BLEED: 3.125" x 11.125"
TRIM: 2.875" x 10.875"

1/3 PAGE HORIZONTAL
BLEED: 8.375" x 3.75"
TRIM: 8.125" x 3.5"

1/3 PAGE SQUARE
BLEED: Not Applicable
TRIM: 4.625" x 4.625"

1/4 DOUBLE-PAGE SPREAD
BLEED: 16.5" x 2.75"
TRIM: 16.25" x 2.5"

1/2 PAGE VERTICAL
BLEED: 4.25" x 11.125"
TRIM: 4" x 10.875"

FULL PAGE
BLEED: 8.375" x 11.125"
TRIM: 8.125" x 10.875"

PRINT AD MATERIAL REQUIREMENTS

- All critical elements must be kept within in the trim dimensions Please allow .25" on each side to ensure type is not cut off for bleed ads
- Ensure that crop marks are kept out of bleed areas
- All colours used must be CMYK
- Please make sure company name is included in file name

WHERE TO SEND IT

- PDF/X-1a:2001, or a generic PDF created to Kostuch Media Ltd. specifications
- Send online using Hightail at https://www.hightail.com/u/KostuchMediaLtd

For further information contact:
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