

MONTH	THEME	SPACE	MATERIAL	MAIL DATE
February/March	<p>► Summer In Winter Issue</p> <ul style="list-style-type: none"> • The Hot Sun Of South Africa • A Unique Rum Experience • As Simple As Nuts 	December 19, 2011	January 6	February 6
April	<p>► 8th Annual Next Big Thing Issue</p> <p><i>Editors at Tidings choose the hottest trends in food and drink</i></p> <ul style="list-style-type: none"> • Old World Stars: Chateau-Neuf-Du-Pape And The Jura • Cooking Portuguese • Sommelier Trade Secrets 	February 15	February 22	March 27
May/June	<p>► A Cocktail Special Issue</p> <ul style="list-style-type: none"> • Preparing The World's Best Cocktails • Far From Europe: Sardinia's Culinary Secrets • Napa: A Deep Culture Of Food And Wine 	March 21	March 28	May 1
July/August	<p>► 12th Annual Canadian Issue</p> <p><i>A round up of what is happening across Canada's vineyards</i></p> <ul style="list-style-type: none"> • Preparing The Perfect Picnic • Canada's Cab Franc • Lobster Rolls And Seafood From The Maritimes and Quebec • The Spirits Of PEI 	May 2	May 9	June 12
September	<p>► Best Drink For ... Issue</p> <ul style="list-style-type: none"> • Ever Wondered What Wine/Beer/Spirit goes with ... We'll Tell You • South Of The Border Cooking • Looking At Chile, Uruguay And Argentina 	June 27	July 4	August 7
October	<p>► 8th Annual Maverick Chefs Issue</p> <p><i>Tidings Chooses the Most Outstanding Chefs in Canada</i></p> <ul style="list-style-type: none"> • Eyes On Australia • A Fair Amount In New Zealand • What Is Asian Fusion? 	August 1	August 8	September 11
November	<p>► 6th Annual Mav Wine & Spirits Awards</p> <p><i>The Editors at Tidings Award the Top Wines & Spirits Available in Canada</i></p> <ul style="list-style-type: none"> • Why Collect When You Can Drink: 20 Wines You Need Not Wait For • How Mature Is Mature: A Wine's Life Cycle • Iron Chef @ Home: Creating Your Own Throw Down 	September 5	September 12	September 12
December	<p>► Red, Red Wine Issue</p> <ul style="list-style-type: none"> • How Deep Is Your Red: Concentrating On A Wine's Concentration • Old Vines: Gimmick Or Hidden Star • It's Not Offal: Cooking The Extra Bits 	October 10	October 17	November 20

ADVERTISING RATES

4C	1x	4x	8x
DPS	\$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

Special creative units and insert rates available upon request.

MECHANICAL REQUIREMENTS

Printing Method: Sheetfed Offset

Binding: Saddle-stitched

Screen: 150 (lpi) line screen

Electronic Material: Digital files only. **PDF/X-1a files** are preferred.

Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

File Transfer Media: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com and jforbes@dvtail.com.

FTP Site: Please send an email to ftp@dvtail.com for password information for the *Tidings* FTP site.

Design Services: Complete design services are available at an additional charge.

For details, please contact:

Roberta Dick, robertad@dvtail.com or Joanna Forbes, jforbes@dvtail.com

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DIMENSIONS

	Width		Height
Trim Page	8.125	x	10.875
Bleed Page	8.375	x	11.125
Live Area	7.0	x	10.0
2/3 Page	4.5625	x	9.75
1/2 Page H	7.0	x	4.75
1/3 Page V	2.25	x	9.75
DPS Trim	16.25	x	10.875
DPS Bleed	16.5	x	11.125

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim.

TERMS AND CONDITIONS

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

Terms: Net 30 days. Two per cent (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.

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