



CANADIAN
Food Aficionado

www.canadianfoodaficionado.com

2016 **MEDIA KIT**

CANADIAN *Food Aficionado*

Canadian Food Aficionado Magazine delivers the audience you want to reach

Canadian Food Aficionado is a new publishing venture for all food lovers. Our mandate is to offer a guide to the best food and dining experiences in Toronto and Southern Ontario, from the fanciest restaurants to the funkiest burger joints.

We publish once a year: in June. Our luscious photography, high-end paper and eye-catching special treatments on the cover make a presentation that is so beautiful it can be a coffee-table book, while our relevant editorial means we will be used as a reference for food excellence over and over. Your ads will deliver results for months. What sets us apart is our curated approach to fine dining and excellent living. We feature the best, carefully select and tailor content, and provide information readers can trust. We've assembled a team of food aficionados our readers can relate to. They go out and experience each diner, café and restaurant and tell readers about it in a meaningful and relevant format that engages readers.

Our audiences are food lovers in the GTA with combined household incomes in excess of \$150,000 and food lovers who visit Toronto. We are distributed to targeted households in the GTA, and are available at events and select hotels in Toronto.

Editorial

Features

The Best Table Restaurant Guide

Our food aficionados run down the best places to eat.

Global Adventure

International dining from culinary centres around the globe: Bali, Indonesia.

Local Excursion

Day trips from Toronto that deliver on flavour and local colour.

Regular Departments

Note from the Chief Aficionado

Jay Mandarino highlights his food adventures.

Best of the City

Our roundup of the best of everything: eats, drinks, and accessories.

Culinary Trends

What the discerning foodie will pay attention to this year.

Celebrity Bite

A sneak peek at the culinary habits of celebrities.

Editorial calendar is subject to change.

*Cover photo: Courtesy of Pusateri's Fine Foods
Gibson&Smith Photography*



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Our Staff

Our staff and food aficionados bring a wealth of knowledge and experience to Canadian Food Aficionado.



Jay Mandarino is the Chairman of C.J. Oyster Publishing, a division of The C.J. Group of Companies. Jay is our Chief Food Aficionado and the brainchild behind this venture. In addition to his passion for good food and travel, Jay runs one of the largest printing companies in Canada, and is an active philanthropist. He donates his services as an auctioneer and it was at these events he was able to meet some of the best chefs in the world and develop his appreciation for great food and respect for those chefs and their craft. His favourite dining partner is his wife, Lorena, whose sophisticated palate is particularly fond of the big flavours and multi-ethnic influences found in the cuisine of her native Peru. Jay previously was a founding investor in a restaurant and a founding partner of another food publication. jay@cfamag.ca



Filomena Tamburri is the Group Publisher of C.J. Oyster Publishing. She is an award-winning writer and editor, and a veteran of the magazine publishing industry. Her favourite journey is to the Amalfi Coast. filomena@cfamag.ca

Jef Catapang Managing Editor

Lorraine Bates Art Director

Tony Hyland VP Finance

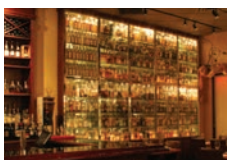
Aficionado Advisory Board



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Contributing Aficionados

Mike Catalfamo | Jeff Ekstein | Mary Lou Ianni | Axel Kindbom | Bruna Nicoletti-Guido | Carly Silberstein | Matt Williams

CANADIAN Food Aficionado

Total Distribution 10,000 in print + web presence

Print copies will be distributed to high-income households in the GTA region, and through airline lounges, leading hotels, restaurants and events, ensuring we deliver the right target audience for you.

Our website, canadianfoodaficionado.com, will feature regular weekly updates throughout the year to keep customers engaged and your brand top of mind. We will be active on all relevant social media platforms.

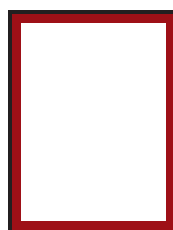
C.J. Oyster Publishing

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Magazine Dimensions (inches)	Width	Height
Trim Size	9	11.75

Ad Dimensions (inches)	Size	Bleed	Trim	Live
Full page	9 x 11.75	9.25 x 12	9 x 11.75	8 x 10.75
2/3 page vertical	5 x 10.75	N/A	N/A	N/A
1/2 page horizontal	8 x 5.125	N/A	N/A	N/A

Advertising Rates	1 issue
Full page	\$4,500
2/3 page vertical	\$3,500
1/2 page horizontal	\$2,500
Inside Front Cover	\$5,500
Inside Back Cover	\$5,500
Outside Back Cover	\$6,000



Full page



2/3 page vertical



1/2 page horizontal

Print Production Specifications

Preferred file format: PDF/x1. Adobe InDesign native files will also be accepted, supply all fonts and images used. Additional production charges may apply for final art, modification of existing art, photography, special typesetting and/or conversion to acceptable digital format. Please note we offer complete design, prepress and press services to help you.

Digital Website Display Banners (pixels)	1 month	
Leaderboard	\$900	900 x 90
Custom rectangle	\$750	600 x 250
Medium rectangle	\$400	300 x 250

Please supply all material in JPG, PNG or GIF file formats. Digital files should be supplied in RGB and be no larger than 60k.

Closing Date December 9, 2016 **Distribution** Spring 2017

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