

CANADIAN
Food Aficionado

www.canadianfoodaficionado.com

2020 **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 from the top 5-star restaurants to the funkiest and best burger joints to the quality, local smaller places. We publish once a year: in the beginning of December. Our great photography by some of the best food photographers in the country, high-quality printing & paper with eye-catching special treatments on the cover will make this magazine so beautiful it can be a coffee-table book that you will want to keep. With our relevant editorial we will be a great guide to reference for food excellence over and over. Your ads will deliver results for months. What sets us apart is our well-researched approach to all the fine dining places in the city, new and old. 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 them. 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 through newspapers to targeted households in the GTA, and are available at events, airport lounges and select hotels in Toronto.

Editorial

Features

Table Restaurant Ratings Guide

Our food aficionados run down some of the best places to eat.

Global Adventure

International dining from a few of our favourite culinary spots around the globe.

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.



Introducing the **affy**, awarded by Canadian Food Aficionado Magazine to restaurants reviewed and voted by our team in recognition of your establishment.

Editorial calendar is subject to change.

Cover photo: Courtesy of Pusateri's Fine Foods, GibsonSmith Photography

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CANADIAN *Food Aficionado*

Our Staff

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



Chef Gordon Ramsay, Lorena Urrutia-Mandarino and Jay Mandarin at the Chef's Challenge fundraiser. Jay was the auctioneer for the event and Gordon was his assistant!



Jay and Lorena at Machu Picchu. Peru is now recognized as one of the world's best culinary destinations.

Jay Mandarin, Publisher & CEO of SBC Media (a Member of The CJ Group of Companies), is our Chief Food Aficionado and the brains behind this venture. In addition to his passion for good food and travel, Jay runs one of the largest printing organizations 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. He has taken several food courses and attended many seminars from the best in the business both locally and internationally. Jay's favourite dining partner is his wife, **Lorena Urrutia-Mandarino**, whose sophisticated palate is particularly fond of the big flavours and multi-ethnic influences found in the cuisine of her native Peru. She loves hot spices and they travel to many interesting places all over the world together experiencing some of the best foods. So it only makes sense that this great couple are co-editors of this magazine. Lorena is a certified Reiki practitioner and is interested in spirituality and the mind & body connection. She has a passion for well-being and living a healthy lifestyle and part of that is having a balanced great meal. Jay was previously a founding investor in a restaurant and a founding partner of another food publication.

Jay Mandarin, Chief Aficionado and Co-editor jay@cfamag.ca
Lorena Urrutia-Mandarino, Co-editor lorena@cfamag.ca

Lorraine Bates, Art Director
Hassan Gafri, VP Finance

Lee Eldridge, IT
Mike Seifert, Video/Editing

Aficionado Advisory Board



Michael Bonacini
Co-Founder
Oliver & Bonacini Restaurants



Kevin Gallagher
Co-Founder
Mildred's Temple Kitchen
and the Mildred Pierce Group



Felice Sabatino
Principal
Via Allegro Ristorante



Mitsuhiro Kaji
Chef/Owner
Sushi Kaji Restaurant



Rodney Clark
Head Fishmonger
Rodney's Oyster House Corp.



Mary Beaton
Managing Director
Langdon Hall Country House Hotel & Spa

Contributing Aficionados

Our contributors are all regular people that love food – not food critics – so no ulterior motives here, just the facts!

Josh Allen | Lorraine Bates | Mike Catalfamo | Jeff Ekstein | Axel Kindbom | Bruna Nicoletti-Guido | Kevin Page
Carly Silberstein | Aidan Testa | Matt Williams

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CANADIAN Food Aficionado

Total Distribution 20,000 in print + huge web presence
(Optional 3-minute custom video promo of your restaurant with live interview by Jay.)

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.

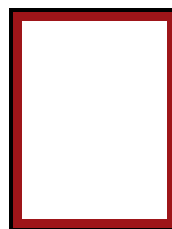
SBC Media

A Member of The CJ Group of Companies, 560 Hensall Circle, Mississauga, ON, Canada L5A 1Y1 T. 416-588-0808

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
Half-page horizontal	8 x 5.125	N/A	N/A	N/A

Advertising Rates	1 issue
Full page	\$4,500
Half-page horizontal	\$2,500
Inside front cover	\$5,500
Inside back cover	\$5,500
Outside back cover	\$6,000



Full page



Half-page horizontal

Print Production Specifications

Preferred file format: PDF/X-4:2008. Crop Marks Offset 0.25" / Bleed Minimum 0.125". 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 printing services to help you.

Digital Website Display Banners (pixels)	1 month	
Super leaderboard	\$900	970 x 90
Half-page	\$650	300 x 600
Custom rectangle	\$750	600 x 250
Medium rectangle	\$400	300 x 250
E-newsletter	Contact for pricing	
Social media	Contact for pricing	

Please supply website material in .jpg, .png or .gif file formats. Digital files should be supplied in RGB and be no larger than 60k.

Closing Date October 1, 2020 **Distribution** December 2020

For more information please contact: Kevin Page, Director of Sales kpage@sbcmedia.com
Matt Williams, Director of Marketing matt@sbcmedia.com
Jay Mandarino, Chief Aficionado and Co-editor jay@cfamag.ca

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