

CANADIAN
Food Aficionado

www.canadianfoodaficionado.com

2025 **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, to the best burger joints and, quality, local boutique eateries. We publish once a year. Our professional photography created 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, to 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 visiting or residing in Toronto and the GTA with a combined household income in excess of \$90,000. We are distributed through newspapers to targeted households in the GTA, and are available at events, airport lounges and select hotels in Toronto.



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

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 Mandarin 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, GibsonSmith Photography

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



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

Jay Mandarino, 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 founded and runs the most awarded printing & communication company in the world, 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 was previously a founding investor in a restaurant and a founding partner of Dine Magazine. Jay's favourite dining partner is his wife Lorena.

When I was looking for an Editor, I wanted to find someone who was passionate about food, is knowledgeable, articulate with an attention to details and enjoys new challenges. Sue came to mind who was a neighbour and continues to be a good friend who shares in finding new dining experiences and watching movies along with our spouses. I asked Sue to share with you a brief bio and here is what she wrote.



Susan (Sue) Hearn, Editor.

Susan (Sue) Hearn, Editor, Toronto is my home and the city I have watched grow into a rich, multi-cultural hub. Toronto's wide breadth of ethnicities have influenced many aspects of our lives, one of which is our food culture. My mom was no exception, she too enjoyed experimenting with different cuisines. My favourite was a Christmas dinner of Asian delectables she had spent 3 days in preparing. It was a welcomed change from our traditional meal.

My first travels to Spain & Morocco, followed by backpacking through Europe was also a major break through in experiencing new foods (with much coaxing from my fellow friend and traveller), to enjoying informal kitchen parties with family and friends. With time and travels, my tastes have been greatly enlightened. Starting life as a "meat & potato" gal with brumotactillophobia tendencies (compartmentalising foods) led to becoming an enthusiastic, food layering, fork stacker. Beyond Toronto, many more delights abound across the province, our country, and globally by talented chefs, sometimes found in the most remote or unexpected places. For myself, food memories and dining experiences can be very powerful and lasting. So, when Jay asked me to be co-editor, I was thrilled to have an opportunity to share our team's experiences with all our readers. We hope you enjoy!

Jay Mandarino, Chief Aficionado & Publisher jay@canadianfoodaficionado.ca | Sue Hearn, Aficionado & Editor sue@canadianfoodaficionado.ca

Aficionado Advisory Board



Michael Bonacini
Co-Founder
Oliver & Bonacini Restaurants



Bevan Terry
Executive Chef & Owner
of Rouges Restaurant



Rodney Clark
Head Fishmonger
Rodney's Oyster House Corp.



Mitsuhiro Kaji
Chef/Owner
Sushi Kaji Restaurant



Derek Valleau
Partner
Pukka Restaurant



Fernando Garcia
Executive Chef & owner
of Lavina Restaurant

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

Jay Mandarino | Lorena Urrutia | Susan Hearn | Josh Allen | Jeff Ekstein | Bruna Nicoletti-Guido | Mike Blumberg
David Palazzese | Kevin Page | Alan Gardner | Stephane Dagenais | Doug Laxdal | Kim Barton

Contributing Photographers

Gibson Smith | Meredith Sykes

CANADIAN Food Aficionado

Total Distribution 20,000 in print + social media 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 (Instagram, TikTok, and YouTube).

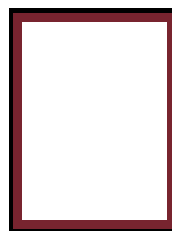
SBC Media

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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
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 TBD Distribution Fall 2026

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