

westerngrocer

SERVING THE GROCERY INDUSTRY FOR OVER 100 YEARS

MEDIA PACKAGE 2024



www.westerngrocer.com



WHY CHOOSE WESTERN GROCER MAGAZINE?

WESTERN GROCER MAGAZINE IS FOCUSED ON WESTERN TRENDS AND PURCHASE PATTERNS!

- ✓ We reach every independent, chain and mass merchants in western Canada and head office level in eastern Canada.
- ✓ Highest circulation in western Canada.
- ✓ Most competitive cost per 1000 in the grocery industry.
- ✓ We can offer a tailor made marketing program in multiple markets.

Western Grocer - Grocery trade (Western)

Western Restaurant News - Foodservice (Western)

Western Hotelier - Hotels (Western)

Eastern Hotelier - Hotels (Eastern)

C-Store Canada - Convenience trade (National)

Western Food Processor (Western)

Bar & Beverage Business (National)

- ✓ We have a strong and loyal readership serving the West for over 100 years.
- ✓ Media partner with: CFG, Retail Council of Canada (Grand Prix), SIAL, FMI, IDDBA, CHFA & Fair Trade Canada

WHY IS THE WEST IMPORTANT TO NATIONAL COMPANIES?

- ✓ Western Canada is the fastest growing market in Canada.
 - ✓ More immigration coming into the West than any other region.
 - ✓ More disposable incomes in the West.
 - ✓ Unemployment rate lower in the West.
 - ✓ Top 2 growth pockets in Canada are in the West. (Globe & Mail study: national comparison).
- ① Vancouver ② Winnipeg

Editorial Schedule 2024

REGULAR DEPARTMENTS

Trends	A look at the top trends of 2023
Industry Reports	Complete coverage of new products available on the market are featured in each issue. Whether it be the cheese category or hot beverages, we cover these categories and offer retailers tips on how to best profit from each department.
Corporate Profiles	In depth features on leading corporations that make up the grocery retail business.
In the Bag	Coverage of new products on the market, with merchandising ideas to help your business operate more effectively.
Market Update	New acquisitions, mergers, industry news, trends, developments and appointment notices.
Taking Stock	A commentary on current trends and issues within a specific category.
Calendar of Events	From conferences, tradeshows & industry events, we cover it all.
New Product Showcase	Spotlight on leading and new products within a specific feature.
Category Management	Solutions for retailers and manufacturers to help bridge knowledge gaps in category management.
Retail Collaboration	A focus on retailer/supplier relationships with tips on sharing sales and profits.
Whole Health Update	CHFA covering the important topics in the health food industry.



**The above regular sections appear in all six issues of Western Grocer. Please feel free to send us photos and exciting information about your company or products.*

Email: editorial@mercurypublications.ca

2024 Advertising Rates

RATE CARD NO. 77
EFFECTIVE JANUARY 1, 2024

Four Colour Rates

– Canadian Dollars, Gross

	1 TIME	3 TIMES	6 TIMES
Double Page Spread	\$6800.00	\$6500.00	\$6200.00
Full page	\$4575.00	\$4375.00	\$4175.00
2/3 page	\$3950.00	\$3800.00	\$3650.00
1/2 page island	\$3600.00	\$3450.00	\$3300.00
1/2 page hor./vert.	\$3300.00	\$3150.00	\$3000.00
1/3 page	\$2800.00	\$2700.00	\$2600.00
1/4 page	\$1900.00	\$1800.00	\$1700.00

(Agency discount 15% off rates above)

Cover Advertising

- Inside front & inside back add \$600.00 to the earned frequency four colour rate of a full page ad.
- Outside back add \$1000.00 to the earned frequency four colour rate of a full page.

Advertising Inserts – Rates on request.

Creative Services

Production charges apply to all revisions made to existing ads and to new ads created in-house. If you would like our production department to create your new ad, please contact a Western Grocer representative for more information.

WEBSITE: BANNER ADS RATES

	Monthly	6 Months	Annual
TOP BANNER:	\$350	\$1,800	\$3,000
BOTTOM BANNER:	\$250	\$1,300	\$2,000
BIG BOX :	\$300	\$1,550	\$2,500

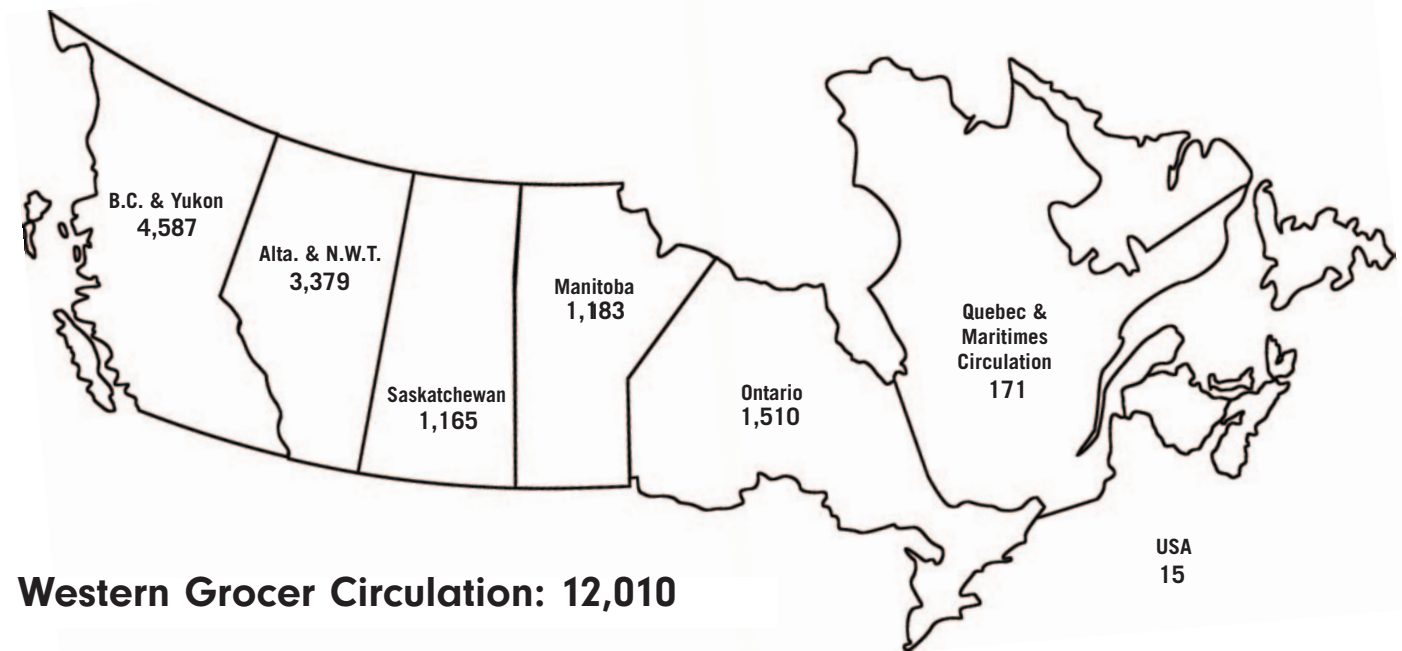
WEEKLY EMAIL NEWSLETTER AD RATES:

1 AD	6 ADS	12 ADS
\$600	\$3,000	\$5,000

E-BLAST RATES:

\$900

READERS SPAN THE NATION:



Western Grocer Circulation: 12,010

MECHANICAL SPECIFICATIONS

AD SIZES	WIDTH (INCHES)	DEPTH (INCHES)
Full page – trim size (for bleed allow 1/4" of each side of trim size).....	8-1/8	10-3/4
Full Page – type page.....	7	10
2/3 Page 2 columns.....	4-1/2	10
2/3 Page 3 columns.....	7	6-1/2
1/2 Page 1-1/2 columns.....	3-3/8	10
1/2 Page 2 columns (island).....	4-1/2	7-3/8
1/2 Page 3 columns.....	7	4-7/8
1/3 Page 1 column.....	2-1/8	10
1/3 Page 2 columns.....	4-1/2	4-7/8
1/3 Page 3 columns.....	7	3-1/4
1/4 Page 1 column.....	2-1/8	7-3/8
1/4 Page 1-1/2 columns.....	3-3/8	4-7/8
1/4 Page 2 columns.....	4-1/2	3-3/4
1/4 Page 3 columns.....	7	2-3/8

Mechanical

SPECIFICATIONS

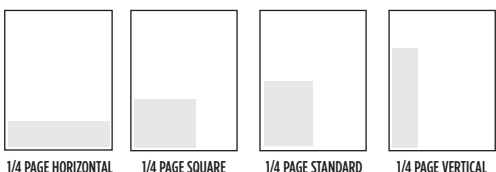
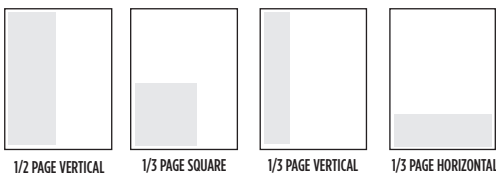
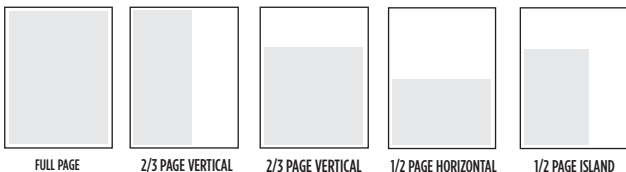
PRINT

STANDARD AD SIZES IN INCHES

	WIDTH	HEIGHT
DOUBLE PAGE SPREAD (TRIM SIZE)*	16-1/4	10-3/4
FULL PAGE (WITH BLEED)	8-3/4	11-1/4
FULL PAGE (TRIM SIZE)*	8-1/8	10-3/4
FULL PAGE (LIVE AREA)	7	10
2/3 PAGE VERTICAL	4-1/2	10
2/3 PAGE HORIZONTAL	7	6-1/2
1/2 PAGE VERTICAL	3-3/8	10
1/2 PAGE ISLAND	4-1/2	7-3/8
1/2 PAGE HORIZONTAL	7	4-7/8
1/3 PAGE VERTICAL	2-1/8	10
1/3 PAGE SQUARE	4-1/2	4-7/8
1/3 PAGE HORIZONTAL	7	3-1/4
1/4 PAGE VERTICAL	2-1/8	7-3/8
1/4 PAGE STANDARD	3-3/8	4-7/8
1/4 PAGE SQUARE	4-1/2	3-3/4
1/4 PAGE HORIZONTAL	7	2-3/8

GATEFOLD/INSERTS/COVER WRAPS SPECIFICATIONS AVAILABLE ON REQUEST

* any ads requiring a bleed, must allow a 1/4" bleed on each side of the trim size.



IMPORTANT

GENERAL REQUIREMENTS

The following guidelines are for digital material supplied to Mercury Publications Limited. Digital material can be accepted only if it meets our specifications for electronic output. An extra charge may apply if files do not fall within these guidelines.

Mercury Publications assumes no responsibility for content or colour accuracy where no proof has been supplied. **All files must be CMYK.**

Mercury Publications assumes no responsibility for material or content or colour trapping.

MEDIA COMPATIBILITY

Files can be accepted via the following media:
(Be sure to indicate name of ad, publication and issue date.)

- Via email directly to sales representative or ads@mercurypublications.ca

A proof of any digital ad received will be emailed to you to confirm its accuracy.

FILE COMPATIBILITY

PLEASE SEND PRESS READY HIGH RESOLUTION PDF

(Be sure to indicate name of ad, publication and issue date.)

We do also accept the files created in following programs:

- Adobe Illustrator, 2021
- Adobe Photoshop, 2021

File types can be accepted in these formats:

- Illustrator EPS (fonts converted to outlines)
- Illustrator files using the transparency feature **MUST be flattened**
- Photoshop EPS (single file not DSC) / CMYK Mode
- Photoshop TIFF / CMYK Mode
- Supporting files such as placed scans or graphic elements **must be supplied in CMYK values and at 100% of final size** as placed in ad.
- Resolution of images must be at least 300dpi
- Do not supply trapped files; trapping is handled in prepress to our printer's specifications.

DIGITAL OPTIONS

WEBSITE ADVERTISING:

Promote your products, services, and brand on our website(s) with an ad that comes with a direct link to your company's website.

Banner Size = 900 pixels wide by 144 pixels deep at 72 DPI.

Big Box Size = 300 pixels wide by 250 pixels deep at 72 DPI.

Banner ads must be supplied exactly to size as .jpg or .gif

WEBSITE AD RATES

	1 MONTH (1 WEBSITE)	6 MONTHS (1 WEBSITE)	12 MONTHS (1 WEBSITE)
TOP BANNER:	\$350.00	\$1,800	\$3,000
BOTTOM BANNER:	\$250.00	\$1,300	\$2,000
BIG BOX:	\$300.00	\$1,550	\$2,500

WEEKLY EMAIL NEWSLETTER ADVERTISING:

Our weekly newsletter is mailed out to our full email database and will contain the industry's hottest and most current news.

E-NEWSLETTER ADVERTISING OPTIONS

1 ad = \$600 6 ads = \$3,000 12 ads = \$5,000

SIZE OPTIONS: • 600 wide X 75 tall
• 300 wide X 300 tall

E-BLAST:

Promote your products, services, and brand with customized content to our full email database.

Cost: = \$900



Mercury Publications Ltd. requires that e-Blast materials be sent as a final format HTML 4 document with linked image files (JPG/GIF) or as a 72 dpi 600 wide x 750 tall jpeg.

Width of the email should be NO LARGER than 600 pixels. Images must be RGB. Please provide a subject line of 100 characters or less. All text and images supplied must be CAN-SPAM compliant.

HTML files can be created for you and will be quoted on an individual basis.