

# westerngrocer

SERVING THE GROCERY INDUSTRY FOR OVER 100 YEARS



# 2021

# MEDIA PACKAGE

[www.westerngrocer.com](http://www.westerngrocer.com)

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SERVING THE GROCERY INDUSTRY FOR OVER 100 YEARS!



## WHY CHOOSE WESTERN GROCER MAGAZINE?

WESTERN GROCER MAGAZINE IS THE **WESTERN FOCUS FOR RETAILERS.**

OUR EDITORIAL IS FOCUSED ON WESTERN TRENDS AND PURCHASE PATTERNS AND ALL OF OUR WRITERS ARE LOCATED IN THE WEST.

- ✓ 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)

**Health & Wellness Retailer** - (National)

**Western Hotelier** - Hotels (Western)

**Eastern Hotelier** - Hotels (Eastern)

**C-Store Canada** - Convenience trade (National)

**Western Restaurant News** - Foodservice (Western)

**Bar & Beverage Business** (National)

**Western Food Processor** (Western)

- ✓ 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 2021

### REGULAR DEPARTMENTS

<b>Trends</b>	A look at the top trends of 2021
<b>Industry Reports</b>	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.
<b>Corporate Profiles</b>	In depth features on leading corporations that make up the grocery retail business.
<b>In the Bag</b>	Coverage of new products on the market, with merchandising ideas to help your business operate more effectively.
<b>Market Update</b>	New acquisitions, mergers, industry news, trends, developments and appointment notices.
<b>Taking Stock</b>	A commentary on current trends and issues within a specific category.
<b>Calendar of Events</b>	From conferences, tradeshows & industry events, we cover it all.
<b>New Product Showcase</b>	Spotlight on leading and new products within a specific feature.
<b>Category Management</b>	Solutions for retailers and manufacturers to help bridge knowledge gaps in category management.
<b>Retail Collaboration</b>	A focus on retailer/supplier relationships with tips on sharing sales and profits.
<b>Social Media</b>	Twitter, facebook, blogs, websites all take your business to another level.



*\*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](mailto:editorial@mercurypublications.ca)

## 2021 Advertising Rates

**RATE CARD NO. 74**  
EFFECTIVE JANUARY 1, 2021



### Four Colour Rates

– Canadian Dollars, Gross

	1 TIME	3 TIMES	6 TIMES
<b>Double Page Spread</b> .....	\$6550.00	\$6200.00	\$5900.00
<b>Full page</b> .....	\$4400.00	\$4200.00	\$4000.00
<b>2/3 page</b> .....	\$3800.00	\$3650.00	\$3500.00
<b>1/2 page island</b> .....	\$3450.00	\$3300.00	\$3150.00
<b>1/2 page hor./vert.</b> .....	\$3150.00	\$3050.00	\$2850.00
<b>1/3 page</b> .....	\$2650.00	\$2550.00	\$2450.00
<b>1/4 page</b> .....	\$1800.00	\$1700.00	\$1600.00
<b>1/6 page</b> .....	\$850.00	\$800.00	\$750.00
<b>card size</b> .....	\$650.00	\$600.00	\$550.00

*(Agency discount 15% off rates above)*

### Black & White Ads

- For 1/4 pages and larger subtract \$1000.00 from the earned frequency four colour rates.
- For 1/6 and card size ads subtract \$50.00 from the earned frequency four colour rates.

### 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

Standard (900 X 144 pixels)

Monthly  
\$250.00

Annual  
\$3000.00

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

#### WEBSITE: LOGO SPONSORSHIP

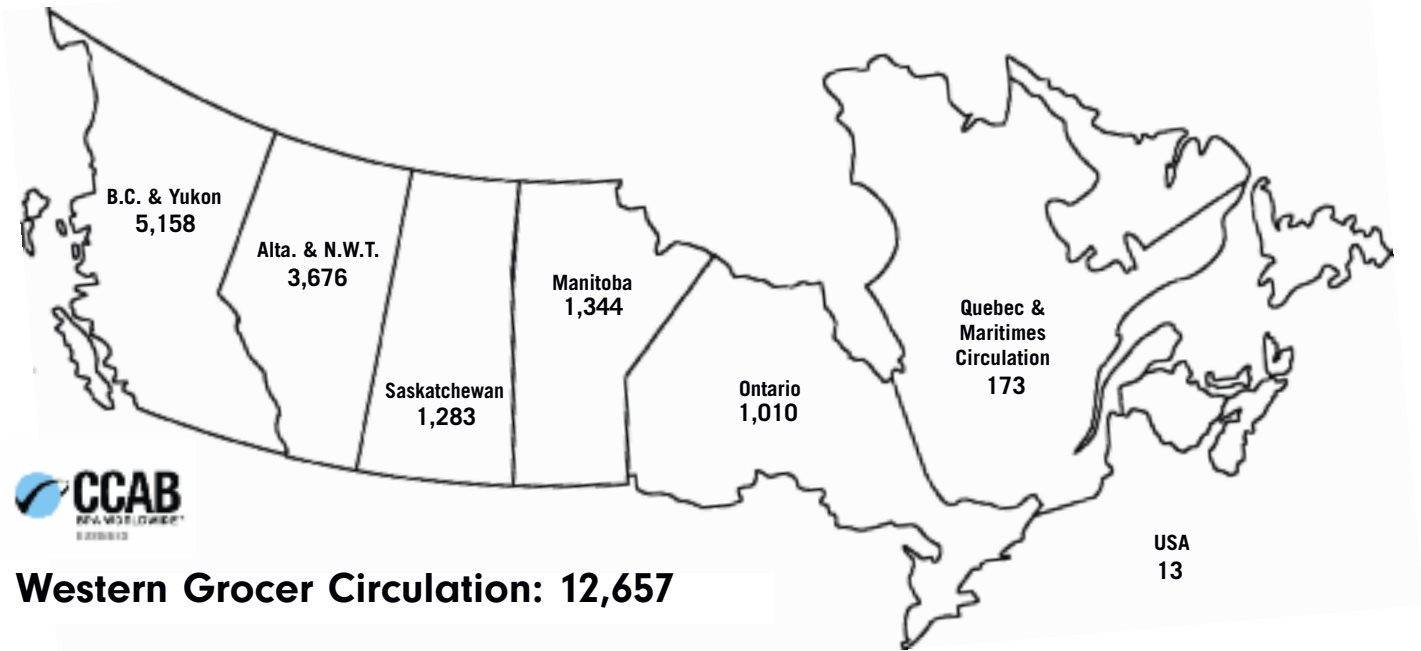
Standard (121 X 161 pixels)

Monthly  
\$150.00

Annual  
\$1800.00



## READERS SPAN THE NATION:



### 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

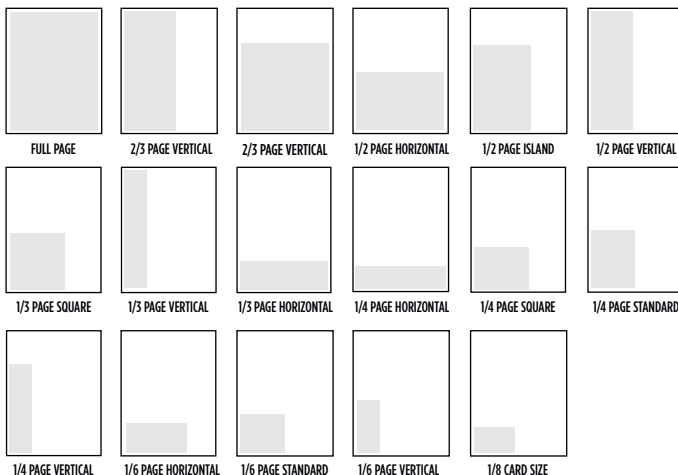
### PRINT

#### 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
1/6 PAGE VERTICAL	2-1/8	4-7/8
1/6 PAGE STANDARD	3-3/8	3-1/4
1/6 PAGE HORIZONTAL	4-1/2	2-3/8
1/8 PAGE VERTICAL	2-1/8	3-3/4
1/8 PAGE CARD SIZE	3-3/8	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
- For FTP Site Upload information email: 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:

- QuarkXPress, up to and including version 11.0
- Adobe Illustrator, CC 2014 2.2
- Adobe Photoshop, CC 2014 2.2

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.