

# 2020 Media Kit

updated September 2019



BC LIQUORSTORES

FREE

# TASTE

*fall  
favourites*

SUNTORY WHISKY  
**TOKI**  
FROM THE HOUSE OF  
SUNTORY WHISKY  
ESTABLISHED 1923  
JAPANESE WHISKY

FOOD/DRINK/MORE

2016 BORDEAUX VINTAGE / PLANT-BASED THANKSGIVING / PREMIUM SPIRIT RELEASE

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# All About TASTE

- **TASTE** is a FREE quarterly consumer magazine featuring FOOD, DRINK and MORE.
- **TASTE** features a mix of educational and entertaining editorial by top Canadian contributors in the worlds of food, wine, spirits, beer, travel, entertaining and BC lifestyle.
- **TASTE** showcases beautiful original photography of recipes created and styled by our food stylists, along with complementary drink pairings chosen by our contributing product consultant, and seasonal cocktails developed by our featured Bar Star or local mixologist.
- **TASTE** is highly anticipated by our readers, who mirror demographic characteristics of BC Liquor Store customers and the province of British Columbia. On average, more than 714,000 customers visit BC Liquor Stores every week.
- **TASTE** is distributed in all 197 BC Liquor Stores across British Columbia and is available online at [bcliquorstores.com](http://bcliquorstores.com) and on the mobile app.

## Just the Facts

- **Print run:**  
Spring, Summer Fall: 100K+ distribution, 128+ pages  
Holiday: 65K+ distribution, 96+ pages  
Winter: 55K+ distribution, 96+ pages
- 9" x 10.625", matte cover (80 gsm), perfect bound, premium look and feel
- FSC Certified, printed on 10% recycled paper using 100% vegetable inks



# 2020 Editorial Calendar



## SPRING

MARCH/APRIL/MAY

### THE "FRESH" ISSUE

- Renewal
- Gardening
- Light and healthy
- Spring Break

- Easter
- Mother's Day
- Organic Products
- White wines
- Rosé
- Farmer's Markets
- Green Initiatives
- Earth Day

- Cinco de Mayo
- St. Patrick's Day

**Closing Date | 01.10.20**

**Artwork Due | 01.31.20**

**In Stores | 02.28.20**



## SUMMER

JUNE/JULY/AUGUST

### THE "PATIO" ISSUE

- Barbecuing
- Camping
- Long Weekends

- Weddings
- Graduation
- Picnics
- Beach/vacation
- Beer/Refreshment
- Summer Cocktails
- Canada Day

- BC Day
- Father's Day
- Wine Country

**Closing Date | 04.09.20**

**Artwork Due | 04.24.20**

**In Stores | 04.29.20**



## FALL

SEPT/OCT/NOV

### THE "HARVEST" ISSUE

- Back to school
- Thanksgiving
- Family dinners

- Halloween
- Bordeaux Release
- Spirit Release
- Rainy/cold
- Hearty red wines
- Comfort food

- Grey Cup
- Oktoberfest

**Closing Date | 07.10.20**

**Artwork Due | 07.24.20**

**In Stores | 08.28.20**



## HOLIDAY

DECEMBER

### THE "CELEBRATE" ISSUE

- Christmas
- Gift Giving
- Entertaining

- Joy/celebration
- Champagne/sparkling
- New Year's Resolutions

**Closing Date | 10.09.20**

**Artwork Due | 10.23.20**

**In Stores | 11.20.20**



## WINTER

JANUARY/FEBRUARY

### THE "CHILL" ISSUE

- Cold winter nights
- Winter cocktails
- Valentine's Day
- Value Products

- Chinese New Year
- Vancouver International Wine Festival
- Superbowl
- Film and TV Awards
- Simple ingredients
- Low calorie products

**Closing Date | 10.09.20**

**Artwork Due | 10.23.20**

**In Stores | 01.06.21**



MAISON DE FRANCE  
PRODUIT DE FRANCE  
MAISON  
Jancerre  
Cognac  
MAISON DE FRANCE  
PRODUIT DE FRANCE  
MAISON  
JANCERRE  
Cognac  
MAISON DE FRANCE  
PRODUIT DE FRANCE  
MAISON  
JANCERRE  
Cognac  
MAISON DE FRANCE  
PRODUIT DE FRANCE  
MAISON  
JANCERRE  
Cognac



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# Readership Profile

## Primary Reader

1

Not open to using technology for product knowledge. Want traditional printed publications. Especially like mid-priced wine, mid to high end spirits and craft beer.



Located  
All over BC



Are most often  
Well-educated

## Secondary Reader

2

Open to supplementing traditional printed publications with technology. Interested in product information and reliability. Like local wine, beer and spirits.



Located  
Metro Vancouver



Are most often  
Well-educated

## Online Reader

3

Hungry for information and open to trying new products. Looking for unique, high-end and specialty products.



Located most often in  
Metro Vancouver



Are most often  
Well-educated

## Baby Boomers



Average Age: 63



Spend an average of  
\$156/month



Are equally  
Male and female



Have  
Higher incomes

## Generation X



Average Age: 46



Spend an average of  
\$146/month

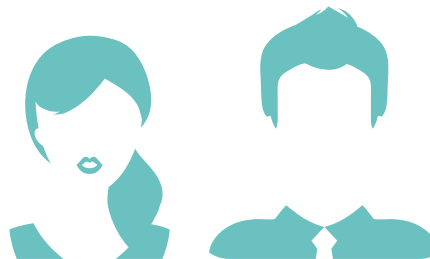


Are equally  
Male and female



Have  
Average incomes

## Millennial



Average Age: 30



Spend an average of  
\$136/month



Are equally  
Male and female



Have  
Average incomes

# TASTE Promotion

## Taste Prominently Supported on Electronic Media

TASTE magazine is prominently supported on bcliquorstores.com and the BC Liquor Stores mobile site, iPhone and Android apps. Recipes with pairings are featured with each issue. Newly expanded recipe and drink pairing online.



## Taste Prominently Supported in BC Liquor Stores

TASTE magazine is prominently displayed on checkout counters and Customer Service desks of all 197 BC Liquor Stores. It is supported throughout each store with eye-catching 18" x 36" posters in frames, "Featured in TASTE" shelf label talkers within sections and on waterfall stands that display the TASTE cover product.







# Rates

POSITION	REGULAR COST	HOLIDAY COST	WINTER COST
<b>FRONT COVER FEATURE</b> By expression of interest	\$12,850	\$9,800	\$9,800
<b>COVER ADS</b> Outside Back	\$10,200	\$7,650	\$7,500
Inside Front or Back	\$9,400	\$7,000	\$6,400
<b>EDITORIAL ADS</b> Double Page Spread	\$12,850	\$9,700	\$9,650
Full Page	\$8,250	\$5,400	\$4,800
<b>RECIPE ADS</b> Half Page	\$5,250	\$3,800	\$3,200
Quarter Page	\$3,000	\$2,200	\$1,950

## PLEASE NOTE

1. It is your responsibility to meet both the contract and artwork deadlines. Please see no. 9 in *Copy and Contract Terms* for more details.
2. If your ad mentions a contest, start and end dates of the contest must be included in the ad and contest websites must be functional at time of printing.
3. As most issues of TASTE are available in BC Liquor Stores for up to three months, we cannot permit printing prices in ads.
4. Specialty inserts are available. Please contact us at [taste.magazine@bcliqorstores.com](mailto:taste.magazine@bcliqorstores.com) for a quote.
5. Marketing reserves the right of advertising approval. All inserts must be pre-approved by the marketing team. Please submit a sample of your artwork on or before the artwork deadline.
6. Allow 2% overs when submitting product to bindery.

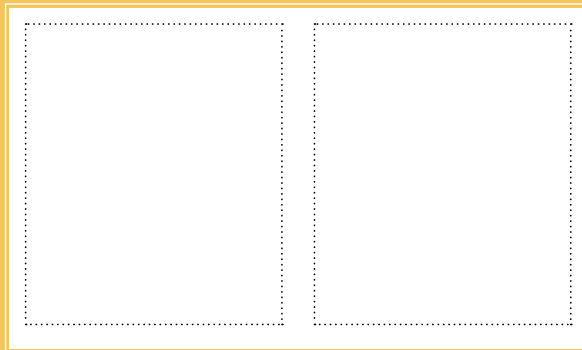
**Planning your 2020 Budgets?**  
We are accepting Early Bird bookings for 2020!

## 2020 Deadlines

ISSUE	CONTRACT DUE	COVER ARTWORK DUE	EDITORIAL ARTWORK DUE	IN STORES
Spring 2020	January 10, 2020	January 24, 2020	January 31, 2020	February 28, 2020
Summer 2020	April 9, 2020	April 17, 2020	April 24, 2020	May 29, 2020
Fall 2020	July 10, 2020	July 17, 2020	July 24, 2020	August 28, 2020
Holiday 2020	October 9, 2020	October 16, 2020	October 23, 2020	November 20, 2020
Winter 2020	October 9, 2020	October 16, 2020	October 23, 2020	January 3, 2021

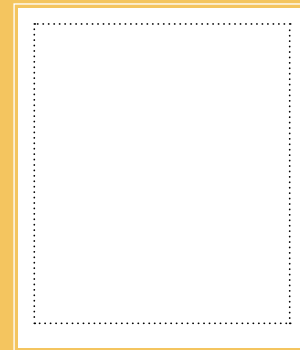
To place an ad, complete a **2020 Taste Magazine Insertion Order Form** and return it to [taste.magazine@bcliqorstores.com](mailto:taste.magazine@bcliqorstores.com) by the deadline date. If you do not have a form, download one [here](#).

## Ad Sizes



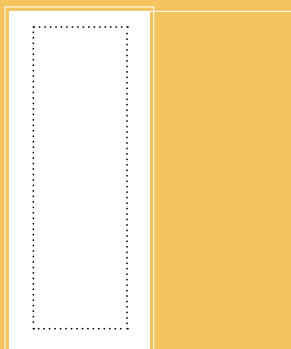
### DOUBLE PAGE SPREAD

18" x 10.625" trimmed  
17" x 9.375" live area  
0.25" gutter  
0.3125" bleed



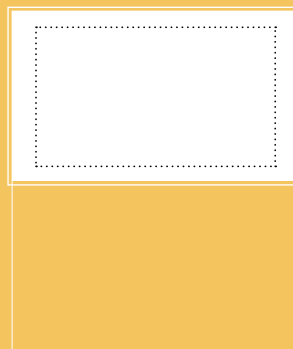
### FULL PAGE

9" x 10.625" trimmed  
8" x 9.375" live area  
0.3125" bleed



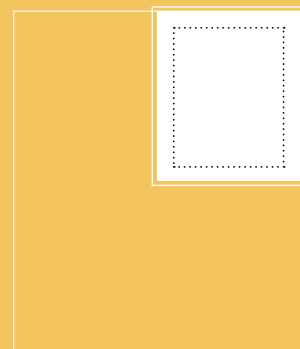
### HALF PAGE VERTICAL

4.333" x 10.625" trimmed  
2.833" x 9.375" live area  
0.3125" bleed



### HALF PAGE HORIZONTAL

9" x 5.3125" trimmed  
7.5" x 4.3675" live area  
0.3125" bleed



### QUARTER PAGE

4.333" x 5.3125" trimmed  
3.375" x 4.3675" live area  
0.3125" bleed

## Specialty Inserts

### SPECIALTY INSERT OPTIONS

#### Bind-In Cards (full circulation only)

With perforated edge, bound in between TASTE signatures.

#### Tip-On Cards (full circulation only)

Advertisers must purchase an ad page onto which the inserts can be secured.

#### Polybagging

Inserts are polybagged with a copy of TASTE.

# Production Notes

## PREPARING YOUR FILES

### FILE FORMATS

We accept files in Adobe Acrobat PDF (PDF/X1a) or EPS files with fonts outlined. Do not embed ICC profiles. **PLEASE DO NOT INCLUDE CROP MARKS, BLEED MARKS, REGISTRATION MARKS OR COLOUR BARS.** We cannot alter your files. If printers' marks are in your file, it will be returned to you for alteration.

### ARTWORK

All images must have a final resolution of at least 300 dpi. Images must be embedded. All artwork must be CMYK or greyscale and contain **NO SPOT/PANTONE COLOURS.** Convert all fonts to outlines.

## SENDING YOUR FILES

### FILE TRANSFER SERVICE

Free file transfer services such as Dropbox, WeTransfer, Hightail etc. are the best way to send us files over 12 megabytes. Please send to [taste.magazine@bcliquorstores.com](mailto:taste.magazine@bcliquorstores.com).

### EMAIL

Files less than 12 megabytes can be emailed directly to [taste.magazine@bcliquorstores.com](mailto:taste.magazine@bcliquorstores.com). Please note that we cannot accept compressed (.zip or .sit) files over email under any circumstances.



# Advertisement Guidelines

The following criteria will be used to review labels, packaging and promotional advertising for beverage alcohol in BC Liquor Stores. These criteria have been developed to ensure, as far as possible, that beverage alcohol products are not presented in any manner deemed to be irresponsible or in conflict with BC Liquor Stores brand values.

## CRITERIA

These criteria apply to product names as well as to labels, packages and promotional activity and any other media intended for use in BC Liquor Stores.

Labels, packaging, brand names, descriptors and promotional items must ensure that:

1. There are no direct or indirect claims that:
  - the product has healthful, nutritive, curative, stimulative, sedative or medicinal qualities or properties
  - suggest sexual success or prowess.
2. They do not use imperative language to urge people to over consume.
3. They are not targeted to appeal to underage persons (under 19 years of age) by the use of techniques or images such as:
  - designs or promotional techniques based on or resembling existing characters that are popular with underage persons
  - any imagery that is established in the underage culture
  - portraying product in context of or in relation to an activity primarily attractive to underage persons
  - portraying persons under the legal drinking age
4. They do not attempt to establish the product as having attributes that may assist in the achievement of a desired objective, such as: social status (or product portrayal as a status symbol); personal or business success; a necessity for the enjoyment of life or any activity; appropriate for every occasion; an escape from life's problems; or attempt to establish that consumption of product should take precedence over other activities or that any activity would be incomplete without the presence or consumption of alcohol.
5. They do not use language or graphics that in any way suggest product misuse, for example: immoderate, illegal or irresponsible consumption, product dependency, compulsive behaviors, urgency of need or urgency of use.
6. They do not portray product in association with (either before or during) any activity requiring skill, care, mental alertness or an element of danger, such as: operation of a vehicle, machinery, or other conveyance (i.e. sports or other physical activity). It is acceptable, however, to portray product after the activity depicted has clearly been completed for the day.
7. There is no suggestion of any of the following:
  - product is being or has been consumed
  - the feeling or effect caused by consumption of alcohol
  - the impression that the people depicted are under the influence of alcohol
  - persons with product in situations in which the consumption of alcohol is prohibited
  - an amount of product is portrayed that exceeds or appears to exceed the number of standard servings for the number of individuals shown
8. They do not include representations of behavior that is defined as unacceptable in relation to beverage alcohol, such as: violent, aggressive, dangerous, anti-social or illicit acts or activities.
9. They avoid the inappropriate use of sexuality.
10. They do not degrade or depict in an undignified way the image or status of any individual or group in society.
11. They can be considered to meet the community standards of public decency and good taste and are not offensive to generally accepted social values.

# Copy and Contract Terms

1. The Liquor Distribution Branch (represented by its General Manager or other official designated for the purpose) (the “Branch”) retains the right to approve or disapprove for publication in the TASTE all or part of any advertising copy, text, display or illustration to which any insertion order or request for publication relates and to accept or not to accept any insertion order or request for publication, in whole or in part.
2. The Branch may, without liability, reject, omit or exclude any advertising for any reason at any time, with or without prior notice to the advertisers or its advertising agency and whether or not the advertising was previously accepted or published.
3. The Branch reserves the right to refuse advertisements for products or services which are deemed by the Branch, in its sole discretion, to be contrary to the interests of the Branch or the Crown.
4. The advertiser will be fully responsible and liable for the contents of all advertising copy submitted for or printed or published in TASTE including compliance with all applicable laws, statutes and regulations. When advertisements contain the name, picture or testimonial of a person, then the insertion order or request for publication will be deemed to include a representation by the advertiser that they have obtained full and proper written consent to the publication from that person and that the publication of the advertisement is lawful.
5. The advertiser warrants and represents that advertising copy does not and will not violate any patent, copyright, trademark, industrial design or other proprietary right or right of privacy.
6. All advertisements must be clearly identified by the trademark or signature of the advertiser. Advertisements which, in the sole and absolute opinion of the Branch, might be interpreted as something other than advertising, may be marked “Advertisement” by the Branch.
7. Advertising copy must be camera ready or negative ready and meet the reasonable requirements of the Branch. Additional artwork and artists services can be arranged. Costs for these services may be invoiced directly from the art team and not involve the Branch. Rates quoted by the Branch are for space and colour only. The Branch may change or lighten type or change cuts and borders to meet its publishing requirements without the request or approval of the advertiser and the advertiser will pay these costs.
8. If the advertiser does not supply advertising copy before the relevant printing date, then the Branch may use advertising copy used for previously published advertising or, where such material is unavailable or inadequate, may publish a public service message chosen by the Branch, and the advertiser will pay for the advertising space.
9. The advertiser will not terminate an insertion order or a contract to publish advertising more than 10 days after the relevant closing date (advertising deadline). Cancellation of an ad more than 10 days after the deadline date will result in the advertiser being liable for the full amount.
10. The Branch may destroy all advertising copy which has not been claimed by the advertiser within 12 months of its submission to the Branch or its publication.
11. The advertiser will be invoiced on publication for the space used in the relevant edition of TASTE and other charges (if any). The invoiced amount will be conclusively deemed to be correct unless either party notifies the other within 15 days of the date of the invoice that the invoice is incorrect and points out the error in it.
12. If the advertiser does not pay the Branch for the publication of advertising in accordance with the relevant invoice, then the Branch may, at any time and without prior notice to the advertiser or the agency, change the terms of payment for further advertising or terminate an insertion order or a contract to publish advertising, although the advertiser will remain liable to pay for advertising already published in accordance with terms of the relevant invoice.
13. The advertiser will be liable for the performance of and payment under any insertion order accepted by the Branch to contract to publish advertising.
14. The advertiser agrees to indemnify and save the Crown and the Branch harmless from any and all loss, damages, fines, prosecutions, actions, judgements, settlements, costs and expenses (including legal costs and expenses), injury or liability arising (directly or indirectly) from the content, submission, printing or publication of any advertising copy.

15. The liability of the Branch for any errors or omissions for which it may be held legally responsible will not exceed the cost of the space ordered or occupied by the advertisement, whichever is less. The Branch will not be liable for loss of income or profits, economic loss or consequential damages.
16. No person will be liable for a delay in compliance or failure to comply with an obligation caused by an event of force majeure (including a strike, lockout or work slow down).
17. These copy and contract requirements are effective from the Spring 2007 issue, until they are cancelled or amended by the Branch. Advertisements must ensure that they have the current copy and contract requirements at the time that any insertion order or request for publication is submitted.
18. Insertion orders or contracts to publish advertising will be interpreted in accordance with the laws of the Province of British Columbia.
19. No oral representations or agreements will bind the Branch. Insertion orders or contracts to publish advertising will be amended only with the written consent of both parties, except as specified herein.
20. An insertion order or contract to publish advertising will be construed to be an unqualified acceptance of the current rates and copy and contract requirements and other reasonable requirements and policies of the Branch pursuant to which advertising space is sold.
21. Specifications on insertion orders for the use of any page or position in TASTE or relating the kind of content of any editorial or other advertising on any page will be construed as requests only.
22. The Branch will not be bound by any terms or conditions, express or implied, contained in any contract, insertion order or copy instructions of any advertiser or advertising agency which conflict with the policies or requirements of the Branch.
23. The Branch may change the rates for advertising space from time to time during the terms of an insertion order or a contract to publish advertising in more than one edition of the Taste on 60 days' notice and the advertiser may then terminate the contract in writing within the 60 day period (subject to paragraph 9) as long as it concurrently pays in full all of its obligations then due or accruing due under the contract. If the advertiser does not terminate the contract, then it will be deemed to have accepted the change in rates on and from the relevant effective date.
24. A waiver, overlooking or condoning of any default or breach of any terms of an insertion order or a contract to publish advertising will not be construed as a waiver of any subsequent or continuing default or breach.
25. The copy and contract requirements will be read with any change in number or gender required by the context.
26. Accounts are payable in Canadian funds.
27. The Branch will not accept insertion orders or contracts to publish advertising for a term of longer than one year.

**BC LIQUORSTORES**  
CELEBRATE LIFE...ENJOYRESPONSIBLY