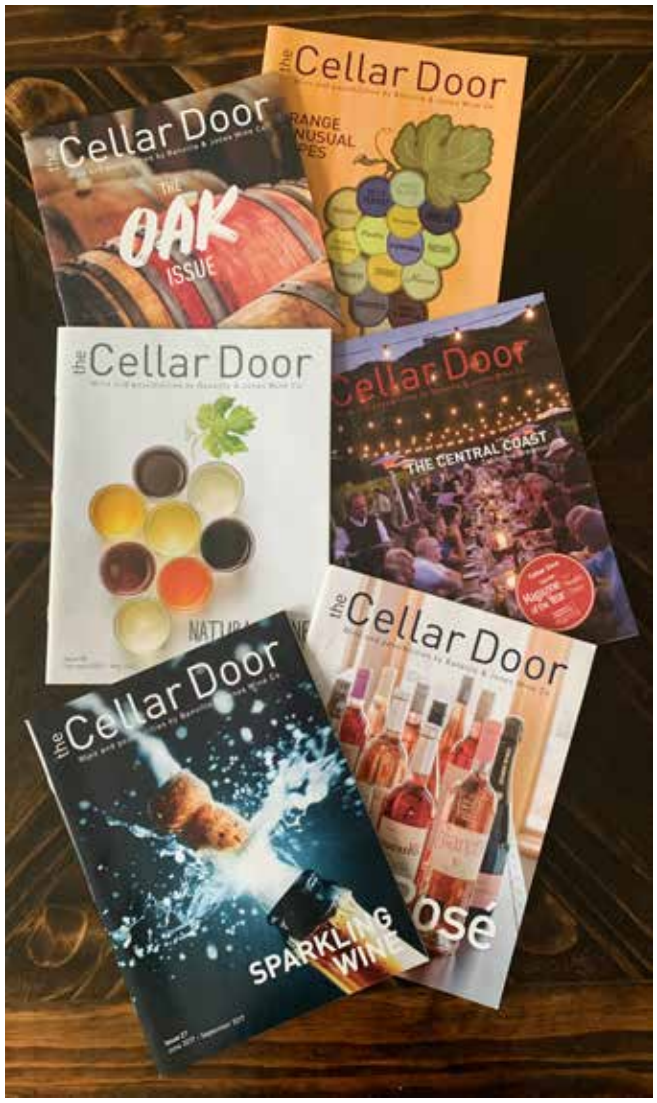
the Cellar Door

Shop Local, Globally with Jones & Company Wine Merchants











MANITOBA'S
AWARD WINNING
WINE LIFESTYLE MAGAZINE
— SINCE 2008 —

In partnership with Jones & Company Wine Merchants, The Cellar Door magazine explores international wine, food and travel themes while showcasing product that is available to the Manitoba market. Published three times annually in February, June, and October, upcoming themes will explore Canadian wines, Burgundy, Cabernet Franc and Sauvignon, Australian wines—and more!

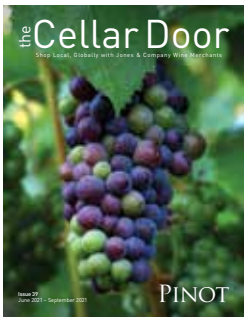
To book your ad, contact Lisa Muirhead at lisa@poisepublications.com.

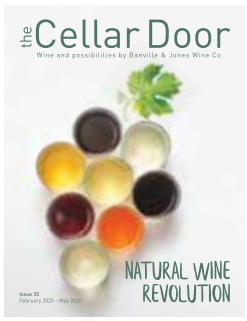
2027 Media Kit
www.poisepublications.com

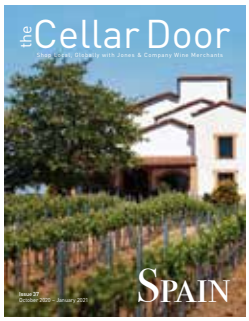
Jones & Company — WINE MERCHANTS —
Poise publications

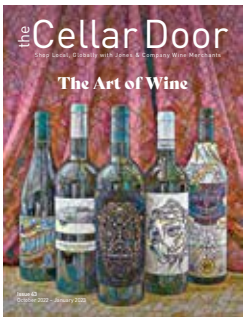
Targeting Your Market











*Source: Magazines Canada's Consumer *Magazine Fact Book*

40 MINUTES
average time Canadians spend reading a magazine

92%
read at least 1 magazine a week

34%
set aside special time to read magazines

53%
of readers made a purchase based on a print ad

65%
of readers aged 25–34 seek more information on a product after seeing a print ad

Since **The Cellar Door** hit the Manitoba market in 2008, over a dozen locally published magazines have left the market. As other magazine models have faltered, we have **grown our distribution reach from 54,000 per year to 75,000 per year**. We build new advertising partnerships each issue, and have a **high retention rate** among our long-time advertisers. Jones & Company customers routinely bring issues of the magazine into the store as a shopping guide, demonstrating both their trust in the brand and the magazine's longevity in their homes.

In addition to print distribution, **The Cellar Door magazine can be downloaded or viewed online** at: Poise Publications Inc. website, the Jones & Co website, and ISSUU digital newsstand, where the October 2022 issue received over 4,000 impressions in its first month of publication.

38%
of current ad clients have advertised since 2010 (30+ issues)

63%
of current ad clients have advertised since 2015 (20+ issues)

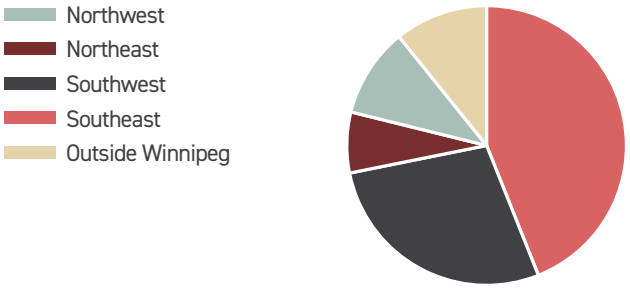
Distribution: 25,000 per issue

The success of our distribution strategy lies in its three-prong approach.

1. **Direct Mail:** 1,000 copies of each issue are mailed directly to Jones & Company's top-spending customers—proven buyers of luxury products.



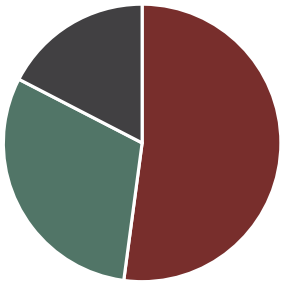
DIRECT MAIL BY WINNIPEG QUADRANT



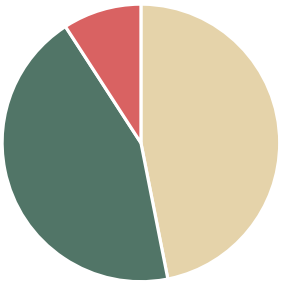
2. **Postal code drop:** 23,000 copies are distributed each issue to a targeted postal code or subdivision within a postal code. These postal code drops are moved around the city each issue in order to fill in gaps in affluent areas in the city that are not covered by the direct mailout (direct mail addresses are cross-checked to avoid duplication). Below is a list of the areas covered by the postal code drops. These are broken down by issue in the the pie charts to the right.

Postal Code	Neighbourhood	Average Age[1]	Average Household Income[2]
R2N	South St Vital	41.1	$144,010
R2M	St Vital	41.7	$123,903
R3N	River Heights	40.5	$146,544
R3M	Crescentwood, Wellington Crescent, Fort Rouge	41.6	$149,611
R3P	Tuxedo, Whyte Ridge, Lindenwoods	47.5	$281,456
R3X	Sage Creek, Royalwood, Island lakes	35.5	$167,785
R3Y	Waverly West, Whyte Ridge, Bridgewater Forest	34.7	$167,392
R4H	Headingley	38.6	$227,039
R2E	East St Paul	42.1	$220,477
R5A	Grand Pointe, La Barriere	38.1	$154,399
R0G	La Salle, Oak Bluff	38.5	$117,801[3]
R0E	Oak Bank, Bird's Hill	42.3	$125,435[4]

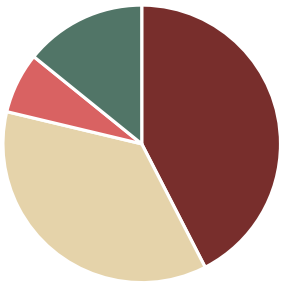
FEBRUARY



JUNE



OCTOBER



[1]Average age and income are taken from the 2016 Census. [2]Average total income for persons aged 15 and older in private households with two parents and children (2015) [3]This is a large rural postal code; we target postal zones to deliver only to Oak Bluff. [4]This is a large rural postal code; we target postal zones to deliver to Oak Bank.

3. **Hotel partners and advertisers:** 1,000 copies are distributed as complementary issues available at the store, through our advertisers, and in every guest room of our hotel partners, **The Fairmont Winnipeg, Inn at the Forks, and The Alt Hotel**, to reach business travellers and tourists in downtown Winnipeg.

Themes*

February 2027:
Canadian Wines

A celebration of home-grown heroes! We will explore the established entrepreneurs and up-and-coming mavericks in the wine regions of Ontario and British Columbia.

Artwork Deadline
January 7, 2027

June 2027:
Burgundy

The journey back to France for a survey of the wines of Burgundy, from its delicate Pinot Noir to its unique Chardonnay. A small region with global influence!

Artwork Deadline
May 5, 2027

October 2027:
The Cabernets

The versatile Cab Sauv is one of the most popular wines in the world, whether in a blend or on its own. We will explore all things Cab—including its cousin, Cab Franc.

Artwork Deadline
September 6, 2027

*Editorial revisions may occur without notice. For more information, contact Lisa Muirhead, Editorial Director, at lisa@poisepublications.com

Ad Rates*

Price per Issue

*Ad rates are subject to signed advertising agreement with Poise Publications Inc. Ad rates do not include custom ad design, ad creation or alteration.

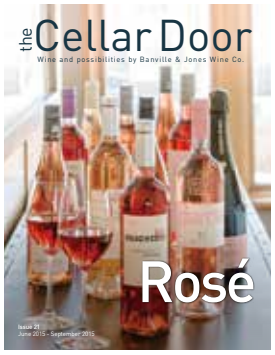
Size	3 Issues	2 Issues	1 Issue
Double Page	$2250	$2450	$2650
Full Page	$1750	$1950	$2150
2/3 Page	$1575	$1775	$1875
1/2 Page	$1350	$1550	$1750
1/3 Page	$1150	$1350	$1550

Advertorial 2-Page: $2850; 1-Page: $2400

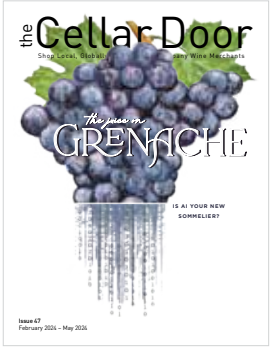
Premium Positioning

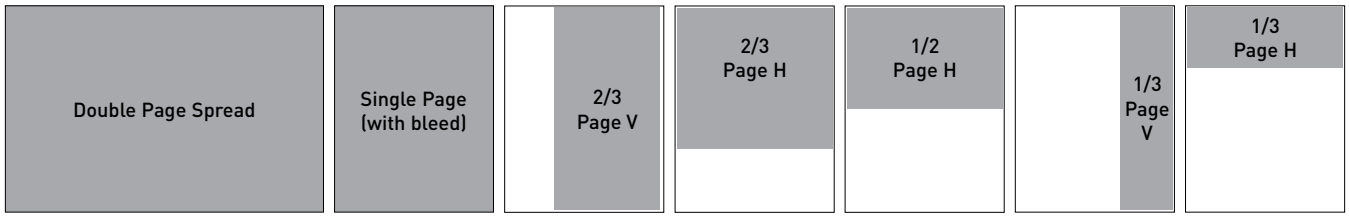
Back Cover Full Page: Add 25% | Inside Covers Full Page: Add 15% | Interior Placement: Add 10%











Ad Creation

Format: PDF files must be saved as a PDF/X-1a standard file. All artwork must be flattened before saving. Publication will not accept a file created in any other application.

Size: Document should be set to trim dimensions unless bleed is required (on full and double page ads). **Please submit double page spreads as two single-page ads.**

Safety: Type or images not intended to bleed must be kept 3/8" from page trim.

Colour: CMYK mode only. Please convert all colour modes (including RBG) to CMYK.

Fonts: All fonts must be embedded in the file. Knockout type smaller than 10 points cannot be guaranteed perfect registration and is therefore not recommended.

Supplied materials that do not meet the required size and mechanical specification and necessitate modifications by Poise Publications will be subject to additional production charges. Deadline extensions for artwork will be considered if requested within one week of stated rate card deadline. If an extension is not requested and authorized, a $50.00 per-page late fee will be incurred on any materials received after the stated deadline.

The publication is not responsible for colour or content of files that do not conform to our specifications or if material is received after closing date.

Advertising Unit Dimensions

Single Page	Bleed	8-5/8" x 11-1/8"
	Trim	8-3/8" x 10-7/8"
	Safety	3/8" from page trim
	Non bleed	7" x 10"
Double Page	Bleed	17-1/4" x 11-1/8"
	Trim	16-3/4" x 10-7/8"
	Safety	3/8" from page trim
	Gutter Bleed Only	15-1/2" x 10"
	Width	**Depth**
2/3 Page V.	5"	10"
2/3 Page H.	7-1/2"	7"
1/2 Page H.	7"	5"
1/3 H.	7-1/2"	3"
1/3 V.	2-3/8"	10"

For more information or to submit artwork, please contact:

Lisa Muirhead, Publisher
Email: lisa@poisepublications.com
Phone: (204) 612-2015

Poise publications