

# 2024 Editorial Calendar



*Providing the latest news, trends, and innovations that are shaping the food and beverage landscape.*



## Spring 2024

### **THEME: The Rise of Bioprinted and Cell-Cultured Food**

As the planet continues to struggle to manage the global food crisis to positive effect, many are considering the development of alternative sources of food. This issue will explore all of the latest advancements related to bioprinted and cell-cultured foods, and how science is helping to address the challenges inherent in the current global food shortage.

**Ad Space: February 19, 2024**

**Ad Material: February 26, 2024**



## Summer 2024

### **THEME: An Autonomous Future**

The fusion of artificial intelligence, machine learning and human intuition is leading to the development of cutting-edge autonomous tools that are helping to change the way the food service industry operates. This issue will highlight the ways these autonomous technologies are fueling efficiencies and cost savings for food service establishments and their partners everywhere.

**Ad Space: May 9, 2024**

**Ad Material: May 16, 2024**



## Fall 2024

### **Theme: Strengthening Canada's Food System**

Nothing is more important to the current and future health of any nation than the state of its food ecosystem. This issue will explore the technologies that are being developed and deployed with the aim of strengthening and enhancing Canada's food supply system today and for years to come.

**Ad Space: August 28, 2024**

**Ad Material: September 4, 2024**



## Winter 2024

### **Theme: The Digitization of The Food and Beverage Industry**

From farm to fork, and every point in between, a confluence of science and technology is lending to shape the future of the food and beverage industry. This issue will uncover the very latest digital innovations and how they are positively impacting the health and success of food and beverage operations across the country.

**Ad Space: October 25, 2024**

**Ad Material: November 1, 2024**

## Enewsletter

MONTH	AD SPACE	AD MATERIAL	DEPLOYMENT DATE
February	January 24, 2024	January 31, 2024	February 22, 2024
June	May 31, 2024	June 7, 2024	June 21, 2024
September	September 4, 2024	September 11, 2024	September 23, 2024
December	November 21, 2024	November 28, 2024	December 8, 2024

*Editorial content subject to change*

# Rates & Specs

## Advertising Rates (Gross Rates)

4-Colour	1x	2x	3x	4x
Full Page	\$3,945	\$3,750	\$3,565	\$3,385
1/2 Page Island	3,355	3,185	3,025	2,875
1/2 Page	2,960	2,810	2,670	2,535
1/3 Page	2,565	2,440	2,320	2,200
1/4 Page	2,170	2,060	1,955	1,855
1/2 DPS	5,030	4,780	4,540	4,615
DPS	6,700	6,365	6,050	5,750
<b>Covers</b>				
OBC	\$4,930	\$4,685	\$4,450	\$4,230
IBC/IFC	4,735	4,500	4,275	4,060

Covers are non-cancellable, full page, four-colour process.  
Black & white rates **available upon request**.

**Inserts & Outserts:** Rates on request.

**Special Positions:** Twenty-five percent (25%) surcharge.

## Unique Advertising Opportunities

Inserts and Belly Bands	Embedded Flash
Audio	Embedded Video

*Call for details.*

## Online Advertising

Banner advertisements and logo available on the websites and e-newsletter

	PER MONTH
660 x 90 Leaderboard	\$995
300 x 250 Big Box	\$650
300 x 125 Medium Rectangle	\$500

SWF, GIF or JPEG in RGB colour space, 72 dpi. SWF files must have link embedded and should be accompanied by a backup GIF or JPEG. Please indicate the URL click through for all online ad creative.

## Sponsored Content

Including white paper and reports

Exclusive Opportunities	<i>Call for details</i>
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## Dimensions (Inches)

	WIDTH	HEIGHT
Trim Page	8.125"	10.875"
Bleed Page	8.375"	11.125"
Live Area	7"	10"
1/2 Page Island	4.625"	7.5"
1/3 Page Vertical	2.125"	10"
1/2 Page Horizontal	7"	4.875"
1/3 Page Square	4.625"	4.875"
1/4 Page Square	3.375"	4.875"
1/6 Page	2.25"	4.875"
DPS	16.25"	10.875"

## Mechanical Requirements

**Electronic material:** Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Mac-based QuarkXPress 10, InDesign CC, Illustrator CC, Photoshop CC (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format. To ensure the accuracy of all art, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

**File transfer media:** DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10 MB. Send to [chimes@jesmar.com](mailto:chimes@jesmar.com).

**FTP site:** Please send an email to [ftp@jesmar.com](mailto:ftp@jesmar.com) for login information for the FTP site.

**Design services:** Complete design services are available at an additional charge. For details, please contact:

**Crystal Himes, [chimes@jesmar.com](mailto:chimes@jesmar.com) at 905.886.6640**

## Digital Requirements

We can accept rich media. Please see below for accepted file formats Advertisement animation of any format may run for a maximum of 30 seconds. Audio clips will play automatically.

**Audio:** mp3: mpeg1, audio layer 3, wav: uncompressed audio file, wma: windows media file.

**Video:** ogg: a file type capable of video, audio and subtitles, avi: audio video interleave, mpg or mpeg: moving picture experts group,

**Flash:** flv: flash video file, swf: shockwave file

## Terms & Conditions

**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

**Taxes:** Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

**Publisher Conditions:** Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Email contracts/  
insertion orders & material to:

**JESMAR**  
COMMUNICATIONS INC.

Jesmar Communications Inc.

205 Riviera Drive, Unit  
Markham, ON L3R 5J8

Tel: 905.886.6640

Email: [canadianfoodbusiness@dvtail.com](mailto:canadianfoodbusiness@dvtail.com)

Cancellations and space changes not accepted after closing date.



Published by

**JESMAR**  
COMMUNICATIONS INC.

205 Riviera Drive, Unit 1

Markham, ON L3R 5J8


Tel: 905-886-6640

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**food**Business

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

 [canadianfoodbusiness@dvtail.com](mailto:canadianfoodbusiness@dvtail.com)

 @CDNfood

#### Contact Us Today:

Neal Young, Senior Account Executive

[nyoung@dvtail.com](mailto:nyoung@dvtail.com)

905-886-6640 x 306

Leesa Nacht, Senior Account Executive

[lnacht@dvtail.com](mailto:lnacht@dvtail.com)

905-886-6640 x 321