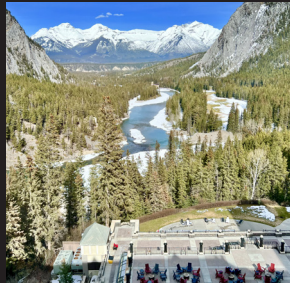


media kit 2025



Alberta prime

Aging Well in Alberta 2025





Alberta prime

Aging Well in Alberta 2025

about us

As Alberta's population ages, their needs and interests will change – and that's a fact.

With a population of nearly five million people, Alberta remains one of the fastest growing provinces in Canada. For a long time, Alberta was proud to boast one of the youngest populations in the country, drawing parallels between its culture of innovation, hard work, affluence and opportunities.

However, from 2022 onwards, the segment of Alberta's population between 60 and 69 years of age has grown at nearly double the rate of Canada on the whole. Current estimates project that by 2031, seniors will make up more of the population than children 0-14 years of age and one in five Albertans will be older than 65 by 2051. In short, if you aren't a senior now or soon, you likely may know one, and may be involved in their health care discussions, navigating their home and estate decisions, and helping them to enjoy those retirement years to their fullest.

Alberta Prime Magazine is launching in April 2025 with their inaugural print issue covering in a friendly, reader-accessible format, planned for nearly 150 controlled distribution points, six times per year. Drawing on the success of its sister publication, Culinaire Magazine, Alberta Prime Magazine will educate, inform, relate, and inspire conversations for those experiencing or moving into a senior lifestyle – or those caring for or connecting with Alberta's senior population.

Over 90% of our
readers are over
45 years old

readers insight

Based on market research, the average *Culinaire* reader is highly educated, someone of influence, affluence and passion.

distribution

Culinaire reaches 85,000+ readers 9 times per year, and with carefully controlled distribution, is available at more than 150 partner locations across the province.

4 IN 5

of our readers enjoy wine regularly at home, more than half regularly enjoy premium wine



• **9 in 10 readers own their own home**

- Over half our readers report a net household income of \$100,000 or more, 40% of our readers have a net household income of \$150,000 or more



**4 IN 5
READERS ARE FEMALE**

7 out of 10

readers enjoy upscale or fine dining on a regular basis

95% of our readers describe themselves as "FOODIES" or DRINKS ENTHUSIASTS

**2 IN 3
READERS REGULARLY
SHOP AT FARMERS'
MARKETS OR SPECIALTY
GROCERS**

- **76% of our readers have completed post-secondary education, 21% have a postgraduate degree.**

150+
LOCATIONS
IN ALBERTA



Some key locations include:

- Italian Centre Shop, Calgary and Edmonton
- Knifewear, Calgary and Edmonton
- Blush Lane Organic Market, Calgary and Edmonton
- The CORE Shopping Centre Calgary
- Calgary Co-op Wine Spirits Beer
- Central Alberta Co-op Stores
- Crowfoot Liquor Stores, Calgary
- Highlander Wine & Spirits Calgary
- Willow Park Wines & Spirits, Calgary
- Calgary Farmers' Market
- Sherbrooke Liquor Store, Edmonton
- Loblaws City Market, Edmonton
- Old Strathcona Farmers' Market, Edmonton
- The Fairmont Hotel Macdonald, Edmonton
- Freson Bros, Terwillegar

A full list of our distribution outlets can be found at culinairemagazine.ca



editorial highlights

TRAVELLING – Where to go and what to know travelling as an older Albertan

CALENDAR HIGHLIGHTS – Upcoming Things to mark your calendar and experience all the wonderful things Alberta has going on!

AROUND THE HOME – Downsizing? Upsizing? Changes to make around and in the home as needs change.

BEING A HEALTHY ALBERTAN – Aging and caring for those who are aging is changing be informed and prepared for what's to come.

ARE YOU HAPPY? – From hobbies to social opportunities getting out, about and staying sharp in daily life.



advertising rates alberta

MAGAZINES REACH
PREMIUM AUDIENCES
IN HIGH-INCOME
HOUSEHOLDS

*The Association of Magazine Media
Factbook 2021*

digital



LEADERBOARD

\$300 per month
1000 x 150 pixels (w x h)
Maximum file size - 40kb

SPONSORED SOCIAL MEDIA

Ask your sales representative for rates for Instagram, Facebook, X, and Threads.

Instagram posts include your photograph, message, link, and hashtags of your choice.

BIG BOX AD website

\$275 per month
600 x 600 pixels (w x h)
Maximum file size - 40kb

BIG BOX AD newsletter

\$250 per month
600 x 600 pixels (w x h)
Maximum file size - 40kb

For Facebook, include your photograph and message with a link not exceeding 50 words.

All Facebook, Instagram and X sponsored posts begin with "Sponsored:"

**Maximum 2x sponsored media posts per medium, per month*

AD SIZE	ONE-OFF	3x	6x
Outside Back Cover	\$4,200	\$4,000	\$3,850
Inside Front Cover	\$3,950	\$3,800	\$3,650
Inside Back Cover	\$3,800	\$3,650	\$3,500
Full page	\$3,600	\$3,500	\$3,325
1/2 page	\$2,000	\$1,900	\$1,800
1/4 page	\$1,050	\$975	\$900

INSERTS

To help make your message stand out, we offer the option to insert your own marketing material in *Culinaire*. Available for the whole print run or just for Calgary or Edmonton. To find out more, please contact your sales representative.

SECTION SPONSORSHIP

Align your brand with a regular department in *Culinaire* with an exclusive section sponsorship. Please ask your sales representative for details.



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prime
Aging Well in Alberta 2025

production specifications

PLEASE MAKE
SURE YOUR
ARTWORK
INCLUDES
TRIM
MARKS!!



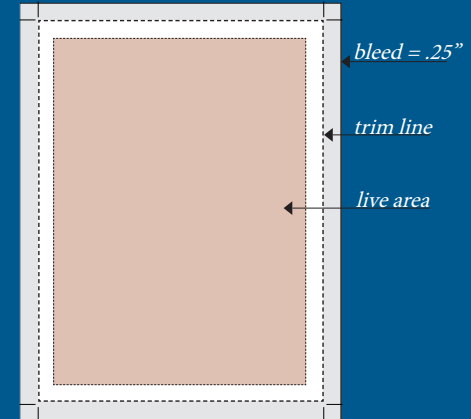
PRODUCTION SPECIFICATIONS

SIZE	WITHOUT BLEED (W X H)		WITH BLEED (W X H)	
Full page	7.25" x 9.75"	184 x 247mm	8.75" x 11.25" trim size: 8.25" x 10.75" / 210 x 273mm live area: 7.75" x 10.25" / 197 x 260mm	223 x 286mm
1/2 page (V)	3.5" x 9.75"	89 x 247mm	4.5" x 11.25" trim size: 5.25" x 10.75" / 133 x 273mm live area: 4.5" x 10.25" / 114 x 260mm	114 x 286mm
1/2 page (H)	7.25" x 4.75"	184 x 120mm	8.75" x 5.75" trim size: 4" x 10.75" / 101 x 273mm live area: 3.75" x 10.25" / 95 x 260mm	223 x 146mm
1/3 page (square)	4.75" x 4.75"	120 x 120mm	N/A	
1/3 page (H)	7.25" x 3.1"	184 x 79mm	8.75" x 3.85" trim size: 8.25" x 5.25" / 210 x 133mm live area: 7.75" x 4.75" / 197 x 120mm	223 x 98mm
1/4 page	3.5" x 4.75"	89 x 120mm	N/A trim size: 8.25" x 3.6" / 210 x 91mm live area: 7.75" x 3.1" / 197 x 79 mm	

TECHNICAL REQUIREMENTS

- Please submit your advertisement as a high-resolution .PDF file or as a collected InDesign file. Illustrator files are acceptable with text converted to outlines.
- Please submit your advertisement in CMYK to avoid colour shifting from RGB.
- Minimum resolution for advertisements and all images is 300dpi at 100%.
- Please email your artwork to your representative or request access to FTP site for: dropbox.com "Culinaire Advertisements".

specifications



Bleed: The excess image area that extends past the trim dimensions to avoid having the image border accidentally print.

Trim: Where the page itself will be cut.

Live: The area where your main typographic elements should be placed. This area ensures that your typography and main graphics will be seen.

print deadlines

edition	space	artwork
April 2025	March 21	March 28
June 2025	May 23	May 30
August 2025	July 18	July 25
October 2025	Sept 19	Sept 26
December 2025	Nov 21	Nov 28
February 2026	January 17	January 24

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contact us

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