



THRIFTY FOODS™

# fresh

YOUR THRIFTY FOODS SEASONAL MAGAZINE

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## The best source for reaching your demographic

Amazing photography, tried-and-true recipes — just a couple of reasons more than 400,000 loyal female shoppers read — and hang on to — *Fresh* magazine.

*Fresh* creates a forum of trust and credibility, reaching women whose lifestyle is shaped by a taste for quality. *Fresh* editorial is well researched and is written or directed by the qualified food specialists at Thrifty Foods.

*Fresh* has proven successful in helping launch new products, highlighting seasonal merchandise, and increasing sales through brand awareness directed at the principal shopper — 95% of which are female.



## Location, location!



## The numbers

**400,000**

Annual in-store circulation

**1,000,000**

Estimated annual readership

**375,000**

Weekly shoppers at Thrifty Foods

**26**

Distributed through 26 Thrifty Foods stores located across Vancouver Island, the mainland B.C., and Salt Spring Island





*"We've enjoyed advertising in a truly local publication that has such a broad reach. We've benefitted greatly from working with Fresh!" — Erin Frayne, Relax the Back*

## Who reads Fresh magazine?

The *Fresh* reader is female and primarily between the ages of 30 and 55. They have the major buying power in their household and, as the readership survey illustrates, advertisements in *Fresh* have greatly influenced their buying decisions.

### readership survey results

**88%** of readers have tried products that were new to them as a result of reading *Fresh*

## Editorial content

**HEALTH & WELLNESS** — Expert advice on dietary improvement, weight management, disease prevention, and more

**FOOD SAFETY** — Recalls, allergies, and other timely topics to help readers cook and eat safely

**SEASONAL FEATURES** — Delicious meal ideas featuring the best and freshest food from B.C., Canada, and around the world

**WHAT'S IN STORE** — New products and special features available to customers

**FOOD AND WINE** — Food and wine pairing tips from the BC Wine Institute



**92%** buy products advertised in *Fresh* magazine

**74%** keep *Fresh* for future reference

**98%** rate *Fresh* good to excellent

**61%** spend more than an hour with *Fresh*

**63%** read *Fresh* cover to cover

**95%** of *Fresh* readers are female

Survey compiled by Elbie Chan and Associates Inc.

## Editorial themes

**SPRING**  
March, April, May  
Easter, Produce

**SUMMER**  
June, July, August  
Homegrown, Barbecues

**AUTUMN**  
September, October, November  
Back to School, Thanksgiving

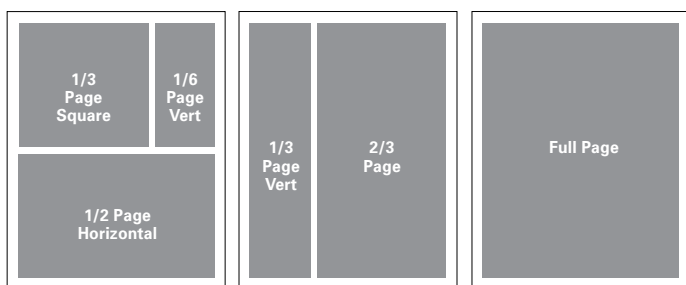
**WINTER**  
December, January, February  
Entertaining, Convenience

# Ad specs

## ad sizes

Display ads	Live Area*	Bleed	Trim
Dbl. page spread	15.5 x 10.25	16.25 x 11	16 x 10.75
Full page	7.5 x 10.25	8.25 x 11	8 x 10.75
2/3 vertical	4.667 x 10	-	-
1/2 horizontal	7.083 x 4.875	-	-
1/3 vertical	2.25 x 10	-	-
1/3 square	4.667 x 4.875	-	-
1/6 vertical	2.25 x 4.875	-	-

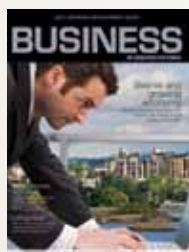
\* All critical matter must be kept within the live area.



## 2011 booking and ad material deadlines

Issue	Space booking	Ad material	In store
Spring 2011 (Mar, Apr, May)	Jan 14	Jan 18	Mar 4
Summer 2011 (June, July, Aug)	Mar 25	Mar 30	Jun 1
Autumn 2011 (Sept, Oct, Nov)	Jun 24	Jul 29	Sep 1
Winter 2011 (Dec, Jan, Feb)	Sep 23	Sep 28	Dec 1

For more information or to advertise, please call **250-595-7243** or email [fresh@pageonepublishing.ca](mailto:fresh@pageonepublishing.ca)



**Page One Publishing** was established in 1998 and is one of British Columbia's largest magazine publishers. With thought-provoking content, stunning photography, and environmentally friendly (FSC certified) paper, Page One has proven itself a leader in magazine development and publishing.



Celebrating over **12 years** of producing award-winning magazines.

2nd Floor, 1322 Government Street, Victoria, BC V8W 1Y8  
250-595-7243 TOLL FREE 1-866-595-7243 [www.pageonepublishing.ca](http://www.pageonepublishing.ca)

## mechanical specifications

### GENERAL

The following are guidelines for material supplied to Page One Publishing. An extra charge may apply if files do not meet these requirements.

- A colour laser proof or PDF must be supplied with digital ads. We accept no responsibility for content or colour accuracy if a proof has not been supplied
- A proof of your ad will be generated and faxed or emailed to confirm accuracy

### FILE COMPATIBILITY

Digital material must be supplied to the following specifications:

**Programs** (Macintosh format only)

- Adobe InDesign® – up to and including CS4 version
- Adobe Illustrator® – up to and including CS4 version
- Adobe Photoshop® – up to and including CS4 version
- Quark XPress® – up to and including version 5.01

### Artwork

- Resolution of images must be 300 dpi
- Images or graphic elements must be CMYK process separation

### File Formats

- We accept files in the following formats:  
PDF (press optimized) INDD, AI, EPS, TIFF, PSD, QXD

### Fonts

- All fonts must be supplied – both printer and screen fonts – or converted to outlines
- Only Postscript fonts are supported

### SUPPLYING MATERIAL

A PDF or colour laser proof must be supplied. Digital material may be supplied in one of the following ways:

- Email
  - file should be compressed
  - include name of ad and publication
  - provide a PDF proof or courier a laser proof to Page One Publishing
  - email files to our advertising coordinator at [ads@pageonepublishing.ca](mailto:ads@pageonepublishing.ca)
- FTP (To post files to Page One Publishing's FTP site, visit our website at [www.pageonepublishing.ca](http://www.pageonepublishing.ca))
- CD

### IMPORTANT NOTE

Page One Publishing will not be held responsible for supplied material that does not meet the above specifications.

### PRODUCTION INQUIRIES?

Please contact our advertising coordinator at **250-595-7243** or email [ads@pageonepublishing.ca](mailto:ads@pageonepublishing.ca)