

THRIFTY FOODS™

fresh

YOUR THRIFTY FOODS SEASONAL MAGAZINE



Your brand, front and centre



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Target active shoppers in the Thrifty Foods full-size glossy magazine

Thrifty Foods shoppers are active consumers who trust Thrifty Foods to provide the best quality products. This well-founded trust has resulted in a very loyal customer following.

Fresh offers you an unparalleled opportunity to keep your brand front and centre of these dedicated Thrifty Foods shoppers. *Fresh* provides a powerful way to build brand loyalty.

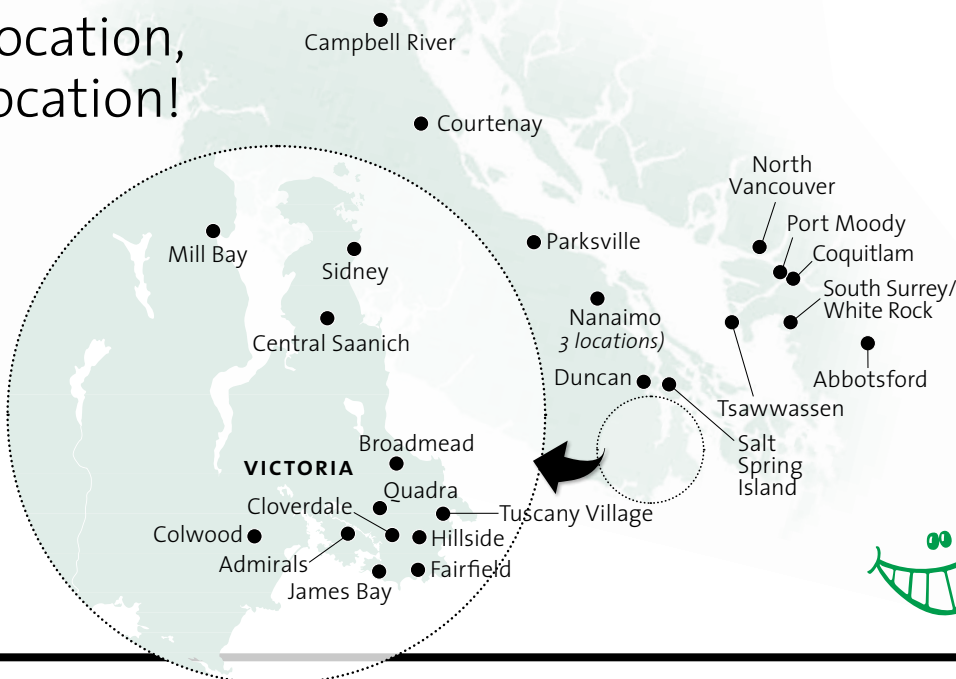
Fresh promotional program

- local newspapers on the island and lower mainland
- Thrifty Foods website
- weekly flyers
- promotional emails to Thrifty Foods customers
- local radio media

Fresh circulation: over 400,000

- Annual in-store circulation of over 400,000 copies
- 26 stores located throughout Vancouver Island, Salt Spring Island, and in Tsawwassen, North Vancouver, Port Moody, Coquitlam, South Surrey/Whiterock, and Abbotsford.
- Racked at every checkout, displayed throughout the stores, and included in all home delivery orders
- Annual readership is estimated over one million

Location, location!



Who reads Fresh magazine

Readership survey results...

92% of readers buy products advertised in *Fresh*

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

74% keep *Fresh* for future reference

98% of readers rate *Fresh* good to excellent

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

63% of readers read *Fresh* cover to cover

95% of *Fresh* readers are female

Readership survey compiled by Elsie Chan & Associates Inc.



The power of magazines

Readers become deeply engaged with their magazine, even saving them – for recipes, articles, and coupons – providing repeat exposure for your business. More than 90% of pages are opened by a typical reader.

Here's what some *Fresh* readers are saying about the magazine...

"I have bought items specifically after seeing an ad in Fresh."

"I love your magazine, always read it word for word. This helps with dinner ideas in a busy day."

"I have tried products that I would not have thought of trying before."

Comments from an advertiser...

"I can tell you that our marketing folks, as well as my Director of Sales, are very impressed with the efforts you put into Fresh. They really like the exposure it gives us — particularly the inside front page. With the circulation and exposure, they see this as a definite benefit in communicating new products or key marketing initiatives directly to Thrifty Food's consumers. Thanks."

— Guy Lafreniere, Key Account Manager,
Vancouver Island, Quaker Tropicana Gatorade (QTG)



Make your brand top-of-mind to the Thrifty Foods shopper

- > introduce new products
- > promote seasonal merchandise
- > create interest in sales
- > launch a new business
- > drive traffic to your website



Valuable, timely editorial

Fresh editorial creates a forum of trust and credibility for consumers. Each quarterly issue of *Fresh* includes five to six editorial features in addition to six regular columns written or directed by qualified Thrifty Foods staff on topics they know are of interest to shoppers.

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

Editorial themes

- | | |
|---|---|
| <p>SPRING
March, April, May
Easter, Produce</p> <p>SUMMER
June, July, August
Homegrown, Barbecues</p> | <p>AUTUMN
September, October, November
Back to School, Thanksgiving</p> <p>WINTER
December, January, February
Entertaining, Convenience</p> |
|---|---|

Ad specs

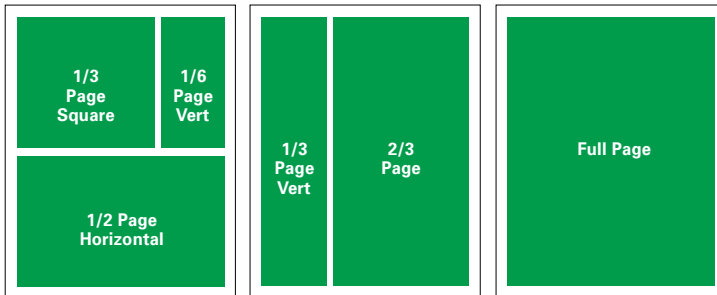
2011 Booking and ad material deadlines

Issue	Space booking	Ad material	In store
SUMMER 2011 (June, July, Aug)	March 25	March 30	June 1
AUTUMN 2011 (Sept, Oct, Nov)	June 24	June 29	September 1
WINTER 2011 (Dec, Jan, Feb)	September 23	September 28	December 1
SPRING 2012 (Mar, Apr, May)	January 13	January 18	March 2

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.



For more information
or to advertise, please call **250-595-7243**
or email **fresh@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**
- FTP (To post files to Page One Publishing's FTP site, visit our website at **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**



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