

# the Cellar Door

Wine and possibilities by Banville & Jones Wine Co.



Explore the worlds of wine, food, travel and entertaining with *The Cellar Door* magazine:

- Interact with the Sommeliers and experts at Banville & Jones Wine Co., the city's most respected source for wine
- Become part of an exclusive local publication that accesses the endless world of international wine possibilities
- Explore world-famous wine regions and meet renowned winemakers
- Join an established group of advertisers and consumers who appreciate the finer things in life
- Enjoy high-quality editorial and design in the only Manitoba magazine that offers expert insight into the international wine industry
- Explore exclusive new trends in wine, food, travel and entertaining

"A very informative and approachable publication ... well done!" – Dr. Harold Nachtigall

"This magazine can play in the big leagues of wine publications." – Sally Downes

"The articles are educational ... the advertising is classy!" – Karen E. Turner



2010 - 2011 Media Kit

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

Poise  
publications



## Themes\*

October 2010  
**Australia**

We send our Sommeliers Down Under to bring home the landscape, people and wineries that define the Australian wine industry.

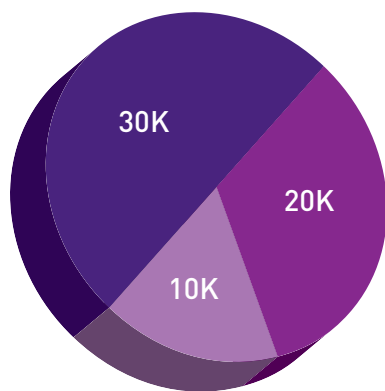
February 2011  
**Champagne**

*The Cellar Door* toasts Champagne, a winemaking region that is synonymous with celebration, luxury and exclusivity.

June 2011  
**Spain**

Share the Spaniards' passion for wine and life as our wine experts explore the native grape varieties of the most widely-planted wine producing region in the world.

\*Editorial revisions may occur without notice. For more information, contact Lisa Muirhead, Editorial Director, at [lisa@poisepublications.com](mailto:lisa@poisepublications.com)



## Distribution\*\*

### Annual Distribution

- Annually, over 30,000 copies mailed directly to the homes of Banville & Jones's top customers, proven consumers of luxury goods in Winnipeg
- A bonus annual distribution of over 20,000 to targeted postal code zones in Winnipeg, including R3X, R2N, R3N R3M, R3P, R3Y, R3T
- Over 10,000 offered annually at advertising clientele locations, special events, wine tastings, educational seminars, festivals and through retail distribution at Banville & Jones Wine Co.

- Circulation includes 20,000 bound copies published 3 times annually: October, February and June
- Current and back issues available online at [www.banvilleandjones.com](http://www.banvilleandjones.com) and [www.poisepublications.com](http://www.poisepublications.com)

\*\*For more information on distribution and circulation, contact Megan Kozminski, Publisher, at [megan@poisepublications.com](mailto:megan@poisepublications.com)

Issue	Sales Deadlines	Materials Deadlines
October 2010: <b>Australia</b>	August 16, 2010	August 20, 2010
February 2011: <b>Champagne</b>	December 3, 2010	December 10, 2010
June 2011: <b>Spain</b>	April 15, 2011	April 20, 2010



## 2010-2011 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	\$1975	\$2175	\$2375
Full Page	\$1375	\$1575	\$1775
2/3 Page	\$975	\$1175	\$1375
1/2 Page	\$875	\$1075	\$1275
1/3 Page	\$775	\$975	\$1175
1/6 Page**	\$375	\$475	\$575

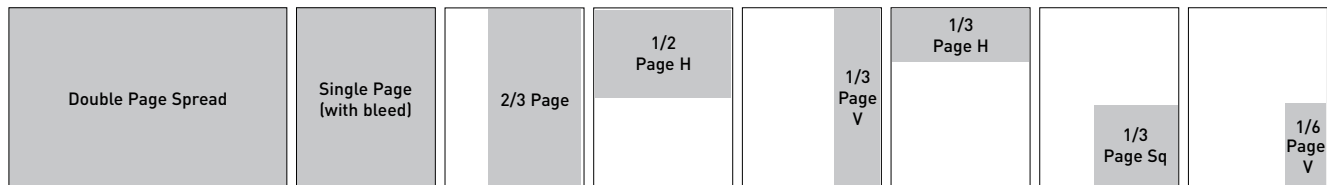
Advertorial 1 Issue = \$2500

### \*\*Special Offer

The Cellar Door is offering complimentary design of 1/6 page ads for 2010-2011 publications. Ads will be specially designed by our Art Director to include your distinct logo, business and contact information.

### Premium Positioning

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



Materials should be sent to:



**Megan Kozminski**  
 Email: [megan@poisepublications.com](mailto:megan@poisepublications.com)  
 Phone: (204) 791-6415

If your digital ad file is too big to email, please contact [megan@poisepublications.com](mailto:megan@poisepublications.com) for access to our FTP site. 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 at an additional charge 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. E-mail Megan Kozminski at [megan@poisepublications.com](mailto:megan@poisepublications.com) to request extensions.