

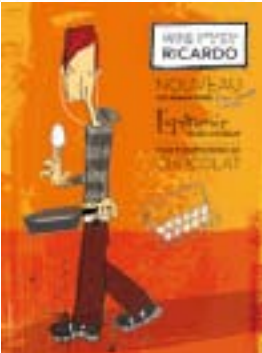
# RICARDO magazine

# THE NEW LOOK

NEW SECTIONS

NEW INSPIRATIONS

SAME PASSION



# RICARDO magazine

## THE NEW LOOK

NEW INSPIRATIONS SAME PASSION



## The new sections

- > **BEHIND THE SCENES** How the magazine is made.
- > **HOT/COLD** An opinion column by a different personality each issue.
- > **2 IN 1** Two recipes in one, to make the most of leftovers.
- > **10 THINGS** 10 interesting facts about a food.
- > **UPDATE** A reinvention of a classic recipe – to make it healthier, update its appearance or simplify its preparation.
- > **THE FOODIE** Entertaining tidbits by a hardcore foodie, Marie-Soleil Michon.
- > **THE BEST** The very best recipe for a popular dish.
- > **LITTLE RICARDO** A cool mini-magazine that teaches kitchen basics to kids aged 9 to 14.

**Plus returning sections** /// FINDS /// GARDEN & TABLE /// HEALTHY COOKING /// FOOD CHEMISTRY /// WEEKLY MENU /// SWEET TOOTH /// GOURMET TRAVELLER /// FEATURE SECTIONS

A BALANCED  
**23%**

AD RATIO FOR HIGH  
ADVERTISER VISIBILITY

## Readership profile

- > 70% WOMEN
- > AVERAGE AGE 25 TO 49
- > AVERAGE HOUSEHOLD INCOME \$70,000
- > UNIVERSITY-EDUCATED
- > SEVEN READERS PER COPY

## Record sales in 2009

- > THE CHRISTMAS ISSUE HAD NEWSSTAND SALES **30% HIGHER** THAN THE PREVIOUS YEAR
- > AVERAGE CIRCULATION **100,000 COPIES**
- > **24,500 SUBSCRIBERS**, AN INCREASE OF 27% IN ONE YEAR
- > DESPITE A DIFFICULT YEAR FOR THE PRINT SECTOR, *RICARDO* MAGAZINE IS ONE OF THE FEW PUBLICATIONS TO ENJOY **CONSTANT GROWTH**.

## Why advertise in *Ricardo* magazine?

- > COVETED READERSHIP
- > QUALITY MAGAZINE
- > TRIPLE-TESTED RECIPES
- > STRONG BRAND IMAGE
- > RICARDO IS CANADA'S SECOND BEST KNOWN CHEF
- > THE ONLY CANADIAN MAGAZINE FOCUSED ON FOOD AND COOKING

## CALENDAR 2010-2011

NEWSSTAND	RESERVATIONS	MATERIAL	THEME
August 6	June 21	June 25	Back to school
Sept. 24	August 9	August 13	Halloween and Thanksgiving
Nov. 5	Sept. 20	Sept. 24	Christmas
Dec. 24	Nov. 15	Nov. 9	Winter
<b>2011</b>			
Feb. 4	Dec. 16	Dec. 22	Valentine's Day
March 11	Jan. 31	Feb. 4	Spring/Easter
April 22	March 7	March 11	Mother's Day
June 3	April 18	April 22	BBQ and Father's Day
August 5	June 13	June 17	Back to school

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