



# 2011 MEDIA CAMPAIGN

**TORONTO'S MOST AGGRESSIVELY PROMOTED FOODIE EVENT!  
MEDIA BUDGET VALUED AT OVER \$300,000.**

## NEWSPAPERS:

- **THE TORONTO STAR:** A series of 8 1/4 page display ads will start running 2 weeks prior to the show.  
TOTAL PRESS RUN 3 MILLION COPIES.
- **METROLAND COMMUNITY NEWSPAPERS:** A series of 4 quarter page ads will commence 2 weeks prior to the show.  
TOTAL PRESS RUN 5.6 MILLION COPIES.
- **THE TORONTO SUN:** A total of 2 display ads will start running 1 week prior to the show.  
TOTAL PRESS RUN 538,000 COPIES.
- **THE HAMILTON SPECTATOR:** A minimum of 4 advertisements will commence 2 weeks prior to the show  
TOTAL PRESS RUN: 900,000 COPIES
- **THE KITCHENER/WATERLOO RECORD:** A minimum of 4 advertisements will commence 2 weeks prior to the show  
TOTAL PRESS RUN: 280,000 COPIES
- **THE GUELPH MERCURY:** A minimum of 4 advertisements will commence 2 weeks prior to the show  
TOTAL PRESS RUN: 62,600 COPIES
- **THE SHOPPING NEWS – HALTON EDITIONS:** A total of 2 advertisements will commence 2 weeks prior to the show  
TOTAL PRESS RUN: 127,000 COPIES

## MAGAZINES:

- **CANADIAN LIVING** – March & April Editions; 2 - 1/2 Page ads
- **CITY PARENT** – March & April Editions
- **FOREVER YOUNG** – March & April Editions
- **WEST OF THE CITY** – February/March Edition
- **IDEAL HOME** – Full Page ad in Winter Edition

## RADIO:

- Dynamic paid advertising and promotional contests will commence 1 week prior to the show on:  
CHFI 98.1, 104.5 Chum FM, AM 1050 CP 24 Radio, BOOM 97.3

## TV:

- **FOOD NETWORK** – 30 second commercial

## ELECTRONIC MEDIA:

- **premierconsumershow.com**
- **goodfoodfestival.com**
- **Metroland West Newspaper sites**
- **Links with magazine sites/exhibitor sites/promotional partner sites**
- **Email blast to over 30,000 registered consumers**
- **Email blast to Toronto Star Loyalty Program members**
- **Toronto.com**
- **Omni VIP eblast**

## MARKETING OUTREACH:

- Cross-promotions with sponsors and partners
- Direct to Home Promotions: 130,000 grocery gift bags of samples and coupons delivered directly to single family homes with incomes of \$100,000+ in the Halton, Hamilton and Niagara areas, including a \$2.00 off coupon to the Good Food Festival & Market.

## ONLINE EVENT POSTINGS:

- **TasteTO.com/Events**
- **Gremolata.com/Events**
- **Canada Events Calendar**
- **Mississauga Events.com**
- **Calendar.mississauga.com**
- **Ontario Alive.com**
- **Local Wine Events.com**
- **Metroland West Online Sites**
- **WagJag Ticket offer 50% off**

## 2010 PR COVERAGE:

- **John Donabie Show, CFRB 1010 - Saturday April 17**
- **Global News - Thursday April 22**
- **CH Morning Live - Friday April 23**
- **680 News - Events - Saturday April 24 & Sunday April 25**
- **Mississauga News**
- **Oakville Beaver**
- **Milton Canadian Champion**
- **Flamborough Review**
- **Examiner.com**

## SOCIAL MEDIA OUTLETS:

- **Facebook: Good Food Festival & Market**
- **Twitter: @goodfoodfestivl**