

TORONTO STAR  
thestar.com

# WINE & CHEESE

SHOW

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## 2010 MEDIA CAMPAIGN

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**TORONTO'S MOST AGGRESSIVELY PROMOTED  
FOOD & DRINK SHOW EVER!  
MEDIA BUDGET VALUED AT OVER \$250,000**

### PRINT COVERAGE:

- **THE TORONTO STAR:** A series of 8 quarter page display ads will start running 2 weeks prior to the show.  
TOTAL PRESS RUN 3 MILLION COPIES.
- **METROLAND COMMUNITY NEWSPAPERS:**  
TOTAL PRESS RUN 5.6 MILLION COPIES. A series of 4 quarter page ads will commence 2 weeks prior to the show.
- **THE TORONTO SUN:** A total of 4 display ads will start running 1 week prior to the show.  
TOTAL PRESS RUN 1.2 MILLION COPIES.
- **SING TAO NEWSPAPERS:** A total of 6 display ads plus 7 promotional ads will run 2 weeks prior to the show.  
TOTAL PRESS RUN 300,000 COPIES
- **METRO:** A total of 3 quarter page ads and 4 quarter page promo ads will run 2 weeks prior to the show.  
TOTAL PRESS RUN 1.2 MILLION COPIES
- **GLOBE AND MAIL:** A total of 3 display ads will run 1 week prior to the show.  
TOTAL PRESS RUN 950,000 COPIES
- **WEST OF THE CITY & EAST OF THE CITY MAGAZINES:** Half page display ad in February edition.  
TOTAL PRESS RUN 100,000 COPIES
- **FOOD + DRINK MAGAZINE**
- **TORONTO LIFE**
- **EYE WEEKLY**
- **SHOW PROGRAM**  
TOTAL PRESS RUN 30,000 COPIES

### RADIO:

- Dynamic paid advertising and promotional contests will commence 1 week prior to the show on stations to be determined by our targeted demographics and BBM ratings. 2009 campaign included 94.7 Smooth Jazz (sponsor), CHUM FM, CHFI, Q107, 680 NEWS, VIRGIN 999 FM

### TELEVISION:

- **FOOD NETWORK**

### ELECTRONIC MEDIA:

- [www.premierconsumershow.com](http://www.premierconsumershow.com)
- [www.toronto.com](http://www.toronto.com)
- [www.towineandcheeseshow.com](http://www.towineandcheeseshow.com)
- Metroland West newspaper sites
- E-blasts to over 30,000 registered consumers
- Links with wine clubs and associations