



Winnipeg

Visiting

2026 MEDIA PACKAGE





Welcome to **Visiting Winnipeg** magazine!

Visiting Winnipeg is geared to visitors to Winnipeg looking for information on events, restaurants, shopping and what the city has to offer culturally with its many museums, attractions and entertainment venues.

Visiting Winnipeg is published by Mercury Publications, Winnipeg's oldest independent publisher specializing in the food and hospitality industries. Among our numerous titles, we publish *Localfare* magazine, *The Cottager*, *Western Restaurant News*, *Bar and Beverage*, *Western Hotelier* and more.

Published bi-annually with a circulation exceeding 15,000, **Visiting Winnipeg** will be distributed in hotel rooms throughout the city for the convenience of guests.

Why Advertise?

Manitoba averages over 10 million visitors a year who have spent a record \$1.82 billion throughout the province.

Tourists generally spend more than the average person. In Canada, for instance, tourists spent approximately \$49.4 billion in 2024, which is a significant portion of the total economic contribution of the tourism sector. Additionally, Canadians spend an average of \$8,222 annually on international travel, indicating that tourists tend to have higher spending habits compared to the general population. Overall, the data suggests that tourists tend to have higher disposable incomes and spend more than average individuals.

Each issue of **Visiting Winnipeg** will feature articles on the many exciting opportunities guests to our city have for entertainment, eating and exploring the rich heritage of Winnipeg.

The magazine has a built-in audience seeking information in a convenient format with listings of key events and attractions each quarter. As such, it will have a three-month lifespan and be viewed over and over again with each new room guest. This is a key demographic motivated to spend.

In addition, the magazine offers one of the best cost-per-thousand advertising rates available to reach this demographic. Please see our rate sheet attached.

Visiting Winnipeg-Editorial Themes

- New restaurants and restaurant reviews
- Top shopping destinations
- Museum calendar/special events
- Concerts
- Attractions -Assiniboine Park, the Leaf, Zoo,
- Historical snapshots highlighting interesting Winnipeg stories

Thank you for taking the time to review Visiting Winnipeg magazine.

We look forward to working with you on your marketing plans.

Contact: Martina Fox mfox@mercurypublications.ca



2026 Advertising Rates

Rate card no.1
Effective January 1, 2026

All rates are quoted in full process colour

COVER POSITIONS:

Inside Covers	Outside Back Cover
\$2,650.00 (1 Issue)	\$2,750.00 (1 Issue)
\$2,385.00 (4 Issues)	\$2,475.00 (4 Issues)

Full Page

1 Issue	2 Issues
\$2,500.00	\$2,250.00

Half Page

1 Issue	2 Issues
\$1,850.00	\$1,665.00

Two-Thirds Page

1 Issue	2 Issues
\$1,350.00	\$1,215.00

One-Third Page

1 Issue	2 Issues
\$895.00	\$806.00

One-Fourth Page

1 Issue	2 Issues
\$650.00	\$585.00

2026 Advertising Deadlines

Issue	Booking Deadline	Ad Copy	Distribution Issue
Summer	May 8, 2026	June 8, 2026	End of June
Fall	September 1, 2026	September 8, 2026	End of September

Dates subject to change



Specs 2026

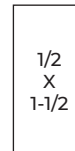
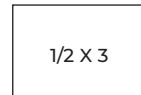
Full Page

Trim size: 8-1/8" W X 10-3/4" H
Live area: 7" W X 10" H
Bleed: add 1/4" on all sides of trim



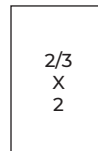
Half Page

1/2 X 3 hor : 7" W X 4-7/8" H
1/2 X 1-1/2 vert: 3-3/8" W X 10" H



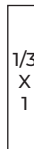
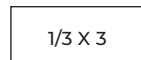
Two-Thirds Page

2/2 X 2 hor : 4-1/2" W X 10" H



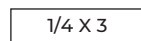
One-Third Page

1/3 X 3 hor : 7" W X 3-1/4" H
1/3 X 1 vert: 2-1/8" W X 10" H



One-Fourth Page

1/4 X 3 hor : 7" W X 2-3/8" H
1/4 X 1-1/2 vert: 3-3/8" W X 4-7/8" H



PLEASE SUPPLY HI-RES PDF

(All images (300dpi), Fonts Embedded, CMYK only)