



avenue Media Kit 2024

YOUR CONNECTION
TO CALGARY

THE SOURCE CALGARIANS TRUST TO CONNECT
WITH THE PEOPLE, THE PLACES, THE EVENTS, THE
TASTES THAT MAKE THIS CITY COME TO LIFE.



We bring Calgarians together to celebrate our distinctive cultures, spark discovery and excitement, and ignite conversations that advance the future of our city.

avenue

TODAY'S CALGARY



Ranked

#1

MOST LIVABLE CITY IN CANADA IN 2022

#3

MOST LIVABLE CITY IN THE WORLD

Since 2013, the Economist Intelligence Unit has ranked **Calgary in the Top 10 Most Liveable Cities in the world 9 times.**



POPULATION

In spring 2023, Calgary's population was 1,389,200, an **increase** of 3.0% from 2022 — a record annual surge.



GDP

We had the **highest** GDP per capita of major Canadian cities in 2021. In 2023, the Calgary regional economy's real GDP growth rate was 2.6%. Slightly ahead of the world economy (2.8%) but outstripping Alberta (2.5%), Canada (0.8%) and the U.S. (1.3%).



DOWNTOWN

In the last 5 years our downtown population has **increased** by 21 per cent.



HEAD OFFICES

Calgary has the **highest** concentration of head offices per capita in Canada. We are creating an increasingly diversified economy.



DIVERSITY

Calgary is the third most diverse major city in Canada with more than **120 languages** spoken in the city.



OUR PILLARS



RESTAURANTS & FOOD



+80% of readers will visit an *Avenue* recommended restaurant

ARTS & CULTURE



+85% of our audience plan to visit a local attraction at least twice in the next six months

MOUNTAINS & ADVENTURE



85% of our audience visits the mountains at least once a month

HOMES & NEIGHBOURHOODS



73% of those surveyed enjoy reading *Avenue* for homes and real estate content

SHOPPING & STYLE



97% of readers are willing to pay more for a locally made product

PEOPLE & CITY LIFE



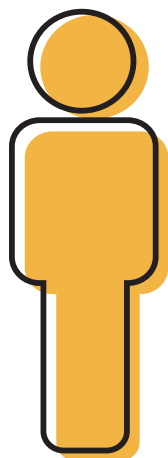
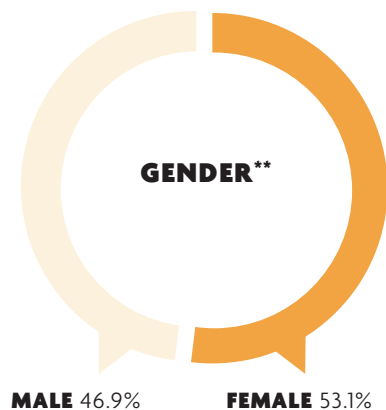
74% of Calgarians feel this city is a great place to make a life

OUR AUDIENCE

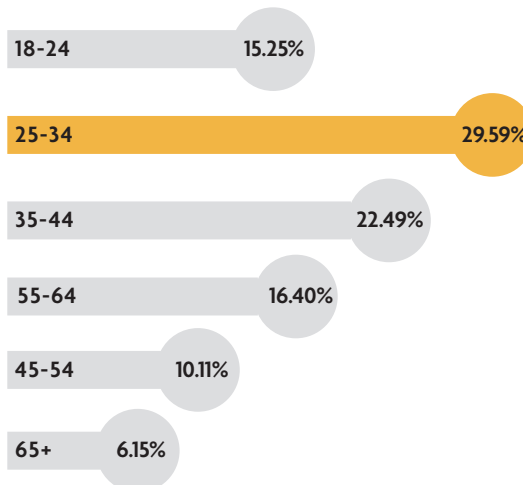
The *Avenue* audience is active and engaged in the community. They have a deep interest in the city and all that it has to offer, and they have the means and the motive to participate. Our audience is loyal to *Avenue*, and *Avenue* knows Calgary. We follow the trends and engage with the changemakers. But who are they?



OUR READERS



AGE**



94% OF READERS REPORT THAT *AVENUE* IS THEIR PRIMARY SOURCE OF INFORMATION FOR RECOMMENDATIONS ABOUT LIFE IN CALGARY



97.7% OF READERS AGREE, OR STRONGLY AGREE, THAT *AVENUE* IS A TRUSTED SOURCE FOR INFORMATION ABOUT NEW STORES, RESTAURANTS AND THINGS TO DO IN THE CITY



OUR READERS ARE HIGHLY ENGAGED! PERCENTAGE OF READERS WHO READ *AVENUE* MORE THAN ONCE A WEEK:

- 19.2% IN PRINT • 38% AVENUECALGARY.COM
- 47.1% NEWSLETTERS • 30% SOCIAL MEDIA



98% OF READERS SURVEYED AGREE, OR STRONGLY AGREE, THAT *AVENUE* INFORMS THEM ABOUT THINGS THEY WOULDN'T OTHERWISE KNOW ABOUT*



75%

Of readers have an annual income of over \$100,000.*



90%

Have a post-secondary education.*



over 70%

Own property worth more than \$500,000.*



72%

Married or in a domestic partnership.*



82.3%

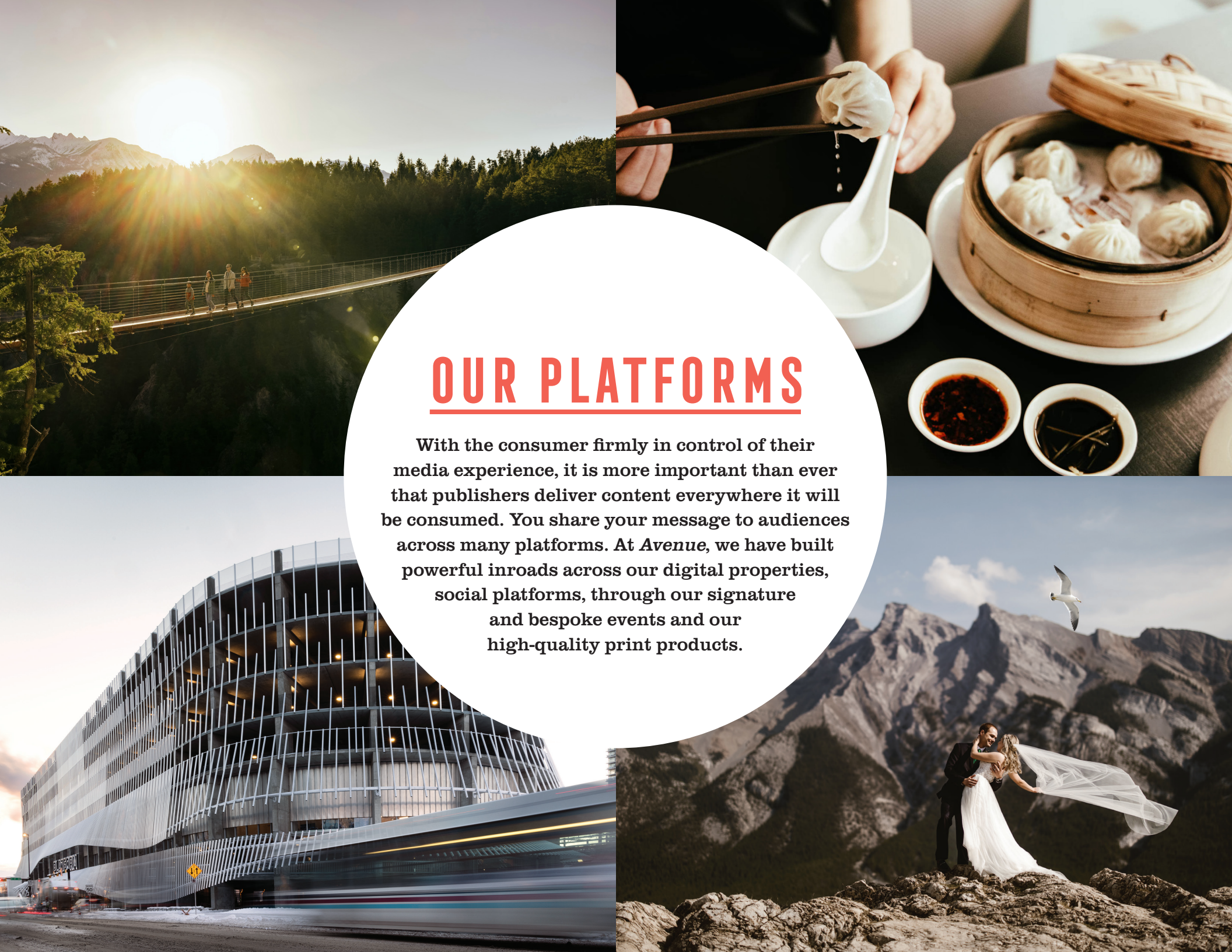
Home owners.*

SOURCES: *2023 READERSHIP SURVEY **2023 GOOGLE ANALYTICS

ADVERTISING INQUIRIES: (403) 240-9055 advertising@redpointmedia.ca

PRODUCTION SPECS: avenuecalgary.com/advertise

avenue



OUR PLATFORMS

With the consumer firmly in control of their media experience, it is more important than ever that publishers deliver content everywhere it will be consumed. You share your message to audiences across many platforms. At Avenue, we have built powerful inroads across our digital properties, social platforms, through our signature and bespoke events and our high-quality print products.

PRINT



2024 DEADLINES

Issue	Advertising Deadline	Ad Material Deadline
January/February	November 23, 2023	November 30, 2023
March/April	January 22	January 29
May/June	March 19	March 26
July/August	May 23	May 30
September/October	July 25	July 30
November/December	September 26	October 3

RATES

	1x rate (\$)	3x rate (\$)	6x rate (\$)
Inside Front Cover DPS	10,950	9,860	8,900
Inside Front Cover	6,850	6,160	5,560
Double Page Spread (DPS)	10,400	9,360	8,450
Outside Back Cover	7,670	6,900	6,230
Inside Back Cover	6,025	5,675	5,120
Full Page	5,480	4,930	4,450
1/2 DPS	6,760	6,095	5,500
2/3 Page	4,380	3,940	3,560
1/2 Page	3,560	3,210	2,900
1/3 Page	2,470	2,225	2,005
1/6 Page	1,370	1,235	1,110



45,000

Copies per issue

41,500

Keystand

2,700

Globe & Mail

800

Subscribers

193,500*

Readership

*Source: Magazines Canada

DISPLAY ADS

DISPLAY RUN-OF-SITE ADS

\$20 CPM

- Static, rich media & expandable available.**
- One of the following sizes: 300x250, 728x90, or 320x50.
- Includes targeting to specific sections.

DISPLAY RUN-OF-SITE AD PREMIUM PLACEMENT

\$28 CPM

- One of the following sizes: 300x600, 970x180 or 320x270.
- Includes targeting to specific sections.

DISPLAY SECTION TAKEOVER

\$55 CPM

- Includes homepage. 100% share-of-voice (SOV) of ad spots on page.

*Please ask your account executive for volume discounts on campaigns of \$5,000 or greater, deadlines & distribution subject to change.

**Rich media & expandable add 5%

- Creative supplied with URL is due 3 business days prior to scheduled start date. If creative support is required, content is due 7 business days prior to scheduled start date.

VIDEO

OUTSTREAM VIDEO

\$30 CPM

- Formats: Regular, Leave Behind Banner, Footer Banner, Vertical Video and Carousel.

NATIVE AD

\$20 CPM

- Run through Outstream Video. Can be static or video placement.

- Creative supplied with URL is due 3 business days prior to scheduled start date. Creative support deadline is project dependent.

WIDGETS AND TOOLS

- We create branded widgets and tools both for our own content and for yours. that draw high engagement from our digital readers. Talk to us today about opportunities such as the Patio Finder and Sunshine Village's ski-report widget.

CONTESTS

AVENUE.COM CONTESTS

\$1,950

- Includes: lead-qualifying question and real-time opt-ins provided to client. 50,000 run-of-site (ROS) impressions, inclusion in 2 newsletters, 2 organic Facebook posts and 1 paid Facebook ad.

- Creative supplied with URL is due 5 business days prior to scheduled start date. If creative support is required, content is due 12 business days prior to scheduled start date.

SPONSORED BRACKETS

\$1,250

- Campaign length: 2 weeks. Includes: co-branded traffic driver big box, display ad page takeover, logo presence and opt-ins.

- Creative supplied with URL is due 5 business days prior to scheduled start date. If creative support is required, content is due 7 business days prior to scheduled start date.

TOP CATEGORIES



SHOPPING



FOOD & DINING



LIFESTYLE & HOBBIES



IN A MONTH

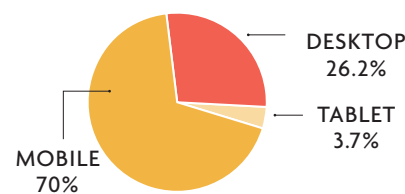
+800,000 PAGE VIEWS*
AVERAGE SESSION: **1:02**
173,000+ **NEW USERS**



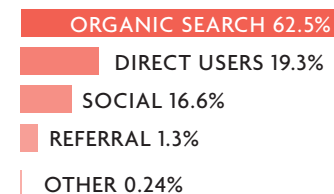
IN A YEAR

+9.6M PAGE VIEWS
AVERAGE SESSION: **1:02**
+2.3M USERS

DEVICE CATEGORY



TOP CHANNELS



ONLINE BALLOTS



Avenue's ballots receive high engagement from our readers, who love to share their insights into the best of life in Calgary. In its first year, our Best Restaurants ballot had engagement from more than 13,000 readers. Our Best Weddings Services ballot, which is a far more niche subject, received more than 14,000 nominations and votes from more than 8,000 readers. In 2023, we added our Best of the Mountains ballot for reader feedback on the best mountain destinations and activities.

Each Online Ballot has a nomination period during which readers nominate businesses to be part of the program. Once the nomination period closes, our editors fact check the nominations to ensure that each nominee is in the correct category and tabulate the nominations. The companies with the highest number of nominations go on to the voting phase, during which readers select from among the finalists to choose the winners and runners up in each category.

To increase exposure for clients who are featured in each of the Online Ballots and help encourage votes for the businesses, we've developed several advertising opportunities that run adjacent to these engaging, audience-driven programs. Group Category ad positions place your branding at the top of the category page (for example, Best Accommodations or Best Restaurant by Food Type).

Subcategory ad positions place your branding at the top of the sub category (for example, Best Hotels in Banff or Best Brunch). Enhanced Listings allow you to provide more information about your company as well as a photo in the nomination or voting listings. Ask us for more information about packages and pricing.

Best Weddings

Nomination round: April 29-May 13

Sales: May 15 to June 5 (one day to export and organize data)

Voting round: June 5-30

Launch results (online and/or print): Dec. 27, 2024 (online) and Jan. 2025 (print)

Best Restaurants

Sale for Nomination Round: July 1 - 14, 2024

Nomination/fact-checking round: July 15 to August 2, 2024

Shortlist finalists and send to sales: August 2, 2024

Sales: Aug. 3 to 28, 2024

Voting round: September 2 to 22, 2024

Launch results (online and/or print): Feb/March 2025

Best of the Mountains

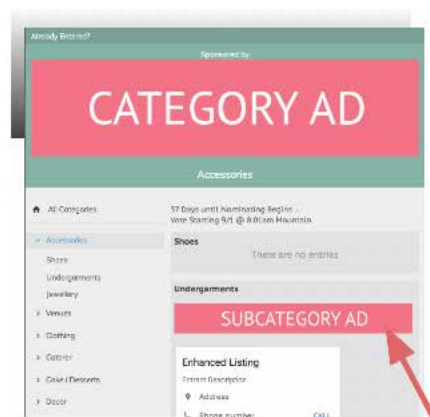
Nominations: September 16-30

Voting: October 21-November 4

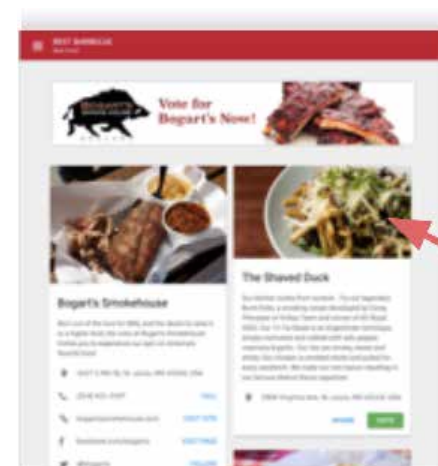
Results appear online in December 2024 and are used in print editorial throughout the following year



Group Category Ad



Subcategory Ad



Enhanced Listing

NEWSLETTERS



WEEKLY NEWSLETTERS

TUESDAY

FOOD & DRINK

Subscribers: 18,544
Avg. Open Rate: 51%

\$275 OR 4 WEEKS FOR \$1,000

WEDNESDAY

HOMES & REAL ESTATE

Subscribers: 9,542
Avg. Open Rate: 45%

\$195 OR 4 WEEKS FOR \$700

Big boxes and leaderboards are available in the newsletters unless otherwise specified.

THURSDAY

WEEKENDER

Subscribers: 14,854
Avg. Open Rate: 46%

\$275 OR FOUR WEEKS FOR \$1,000

FRIDAY

FRIDAY WEEKENDER

Subscribers: 14,854
Avg. Open Rate: 46%

\$275 OR FOUR WEEKS FOR \$1,000

- Creative supplied with URL is due 3 business days prior to scheduled newsletter date.
- If creative support is required, content is due 7 business days prior to scheduled newsletter date.

SPECIALTY NEWSLETTERS

NEWSLETTER TAKEOVER

\$1,600

Available with Food & Drink or Weekender newsletters.
Includes 2 leaderboards and 6 big boxes

SHOWCASE LISTING

\$400

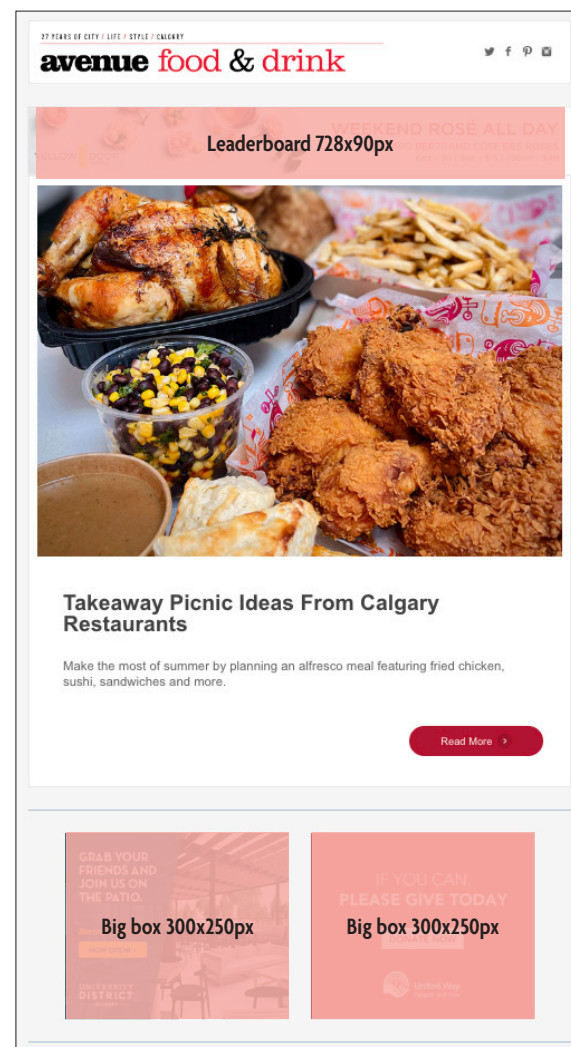
New Home & Condo Showcase

INSIDER E-BLAST

\$1,000

100% share of voice (SOV)

- Creative supplied with URL is due 3 business days prior to scheduled newsletter date. If creative support is required, content is due 5 business days prior to scheduled newsletter date.



Ask your Account Executive for our detailed spec sheet.

SOCIAL MEDIA



INSTAGRAM

📷 62.8K FOLLOWERS

INSTAGRAM POST \$600

INSTAGRAM STORY \$450

- ▶ Creative supplied with URL is due 3 business days prior to scheduled newsletter date. If creative support is required, content is due 4 business days prior to scheduled start date.

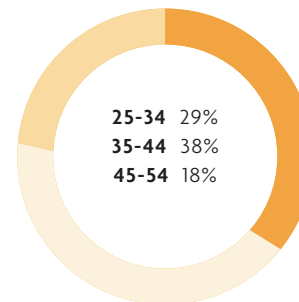
ADD CONTEST \$450

Cost of post + contest administration

- ▶ Creative supplied with URL is due 3 business days prior to scheduled start date. If creative support is required, content is due 7 business days prior to scheduled start date.

FOLLOWERS

AGE



GENDER

FEMALE 61%

MALE 24%

15%

PREFER NOT TO SAY

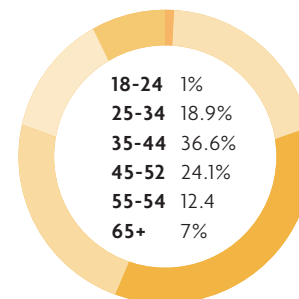


FACEBOOK

👤 24K FOLLOWERS

FACEBOOK POST \$500

- ▶ Creative supplied with URL is due 3 business days prior to scheduled start date. If creative support is required, content is due 4 business days prior to scheduled start date.



FEMALE 75%

MALE 25%

BUNDLES

We have created month-long, objective-specific ad bundles to provide opportunities for marketers to buy across our most popular platforms with a single insertion. Choose one of three curated packages, or customize your media solution based on your unique objectives.



ENGAGEMENT \$10,580

- 20,000 impressions in a targeted section takeover on AvenueCalgary.com
- Four big box ads in newsletter
- Full page print ad
- Two-week AvenueCalgary.com contest or custom poll
- Feature partner package with section boost
- Insider Eblast

IMPACT \$7,650

- 15,000 impressions in a targeted section takeover on AvenueCalgary.com
- Three big box ads in newsletter
- Full page print ad
- Two-week AvenueCalgary.com contest or custom poll

AWARENESS \$3,770

- 10,000 impressions in a targeted section takeover on AvenueCalgary.com
- Two big box ads in newsletter
- Half page print ad

CONNECT WITH HOME

This content gets noticed! Best Neighbourhoods is a high-traffic content area year-round. 2020 Best Neighbourhoods had 43,000+ unique page views in the first month.

AT THE CENTER OF CALGARY LIFE

85% of readers agreed that they planned to move in 2021

• 85% of readers agreed that they planned to move in 2021

• 85% of readers agreed that they planned to move in 2021

• 85% of readers agreed that they planned to move in 2021

HOME CONTENT PERFORMS

Avenue's content on homes, design, neighbourhoods and real estate make up some of the most popular content across Avenue Calgary and digital channels. Popular features include Home Reports, Best Neighbourhood Guides, Home & Garden, Real Estate Reports, Home Drive, Real Estate Inspiration, Home Design Inspiration.

UPCOMING HOMES & REAL ESTATE SPECIAL FEATURES

August: Best Neighbourhoods, Recreational Property Special Advertising Section
September: Real Estate Report, New Homes & Communities Special Advertising Section
October: Home Design Feature

HOME PACKAGE RATES	ENGAGEMENT	IMPACT	AWARENESS
Our targeted, active audience is ready to move in 2021.	20,000	\$7,479	\$3,614
Targeted section takeover Home & Real Estate	4	1	2
Big Box Ads in Home & Real Estate newsletter	✓	✓	✓
Our core monthly ad packages enable you to easily align your brand with the popular content and achieve your marketing objectives.	✓	✓	✓
Special offer to our partner: Member ad rate for \$1,000 (during specified timeframes)	Full page	Full page	Full page

	ENGAGEMENT	IMPACT	AWARENESS
TARGETED SECTION TAKEOVER (IMPRESSIONS)	20,000	15,000	10,000
BIG BOX ADS IN NEWSLETTER	4	3	2
PRINT AD	Full page	Full page	Half page
AVENUE CALGARY CONTEST OR CUSTOM POLL	X	X	
FEATURED PARTNER PACKAGE WITH SECTION BOOST	X		
INSIDER EBLAST	X		

AVENUE EVENTS

Throughout the year, *Avenue's* Signature Events and Co-Branded Activations bring our content to life.



SIGNATURE EVENTS

Driven by our love of the city and the people who make it vibrant, *Avenue's* Signature Events bring Calgarians together to spark discovery and ignite conversations in person. These events bring our most popular stories to life off the page. Sponsoring an *Avenue* Signature Event offers you the opportunity to share your story and connect with our most engaged audiences.

2024 SIGNATURE EVENTS

Best Restaurants Chef Celebration and Tasting Experience — March

Whether you are seeking to connect with the city's top restaurateurs and chefs at our intimate Chef's Celebration or to engage with *Avenue's* dining-savvy readers as they sample delights from approximately 20 of our Best Restaurant winners, sponsorship of our Best Restaurants program provides prominent brand exposure within an exclusive setting.



Future of the City Festival — May

Our first Future of the City Festival brought Calgarians together for thought-provoking presentations and discussions, behind-the-scenes tours, and talks with Calgarians working hard today to create an amazing city for tomorrow. Sponsors have the opportunity to create bespoke activations with our team as part of this multi-venue event.



Innovation Event — June 13, 2024

Calgary has always been a city of trailblazers and *Avenue's* Innovation Event brings together forward-thinking change-makers in industries including agriculture, health, energy and finance to discuss progress, creation and growth. And as always, we will present our much-loved "Food of the Future" session where attendees have the chance to sample locally made innovations. The 5th annual Innovation Event will take place at the Calgary Central Library.

Top 40 Under 40 — November

One of *Avenue's* most anticipated issues and events of the year, Top 40 Under 40 celebrates the movers and shakers inspiring the community with their ambition, creativity and drive to make the city even better. Each year, this program has grown in influence and engagement. As we head into our third decade of celebrating success in the city, you won't want to miss the opportunity to align your brand with the premier networking event of the year alongside past and present Top 40 Under 40 honourees.



CO-BRANDED ACTIVATIONS

Bring your brand to life with an *Avenue* co-branded activation and invite our readers and members to experience your story in a whole new way.

Past examples of Co-Branded Activations have included our Made in Alberta Market, Best Things to Eat Market, Patio Party and more, each created on behalf of a sponsor to meet their specific needs to engage with *Avenue's* readers and members.

Talk to us today about how our events team can support your story and bring your brand to life for our audiences.



SPONSORED CONTENT

One of the most powerful ways to add context and depth to your branding effort is through sponsored content. Available on every one of our many platforms, sponsored content creates the opportunity to tell your story in the context of Avenue's popular editorial features.



SPONSORED CONTENT: DIGITAL



FEATURED PARTNER BUNDLE WITH WRITING

\$2,700

- Including a minimum of: \$150 paid social (Facebook), mixed ad unit companion ads, mixed ad unit run-of-site (ROS) ads and 1 newsletter. RedPoint Media to write and edit copy. Content is owned by client for their own use.

Please note that one round of content revisions is included. Additional revisions will incur additional costs at \$150/hr.

Creative is due 15 business days prior to publish date. Please inquire if creative support is required.

FEATURED PARTNER BUNDLE WITHOUT WRITING

\$2,200

- Including a minimum of: \$150 paid social (Facebook), mixed ad unit companion ads, mixed ad unit run-of-site (ROS) ads and 1 newsletter. Client to supply copy written and edited. Content is owned by client for their own use.

Creative is due 5 business days prior to publish date. If creative support is required, content and graphic elements are due 8 business days prior to publish date.

ADD A FEATURE PARTNER PUSH ON THE HOME PAGE SLIDER

\$500

ADD A FEATURE PARTNER PUSH INTO A SECTION

\$250

ADD AN EXISTING SPONSORED CONTENT ARTICLE TO A NEWSLETTER

\$375

CAMPAIGN EXTENSIONS WITH PAID SOCIAL

CAMPAIGN EXTENSION WITH PAID FACEBOOK POST

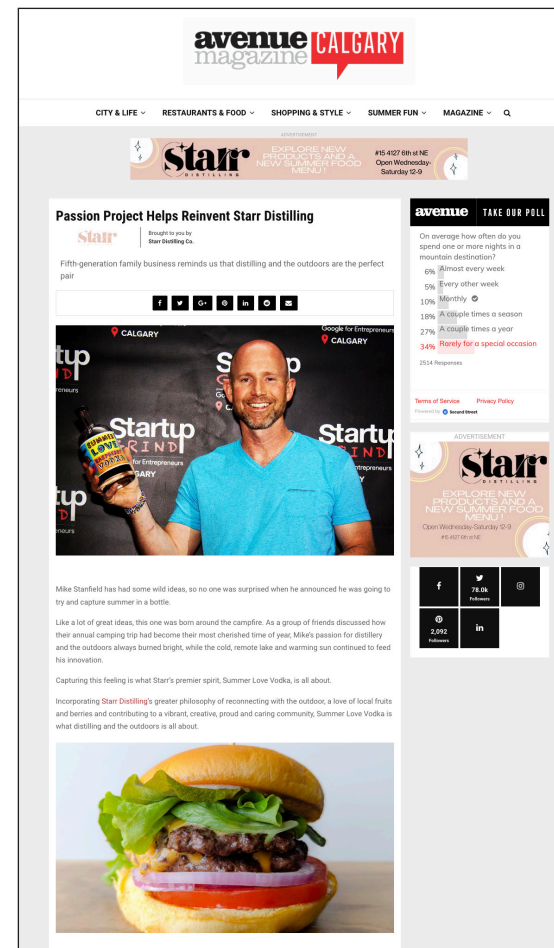
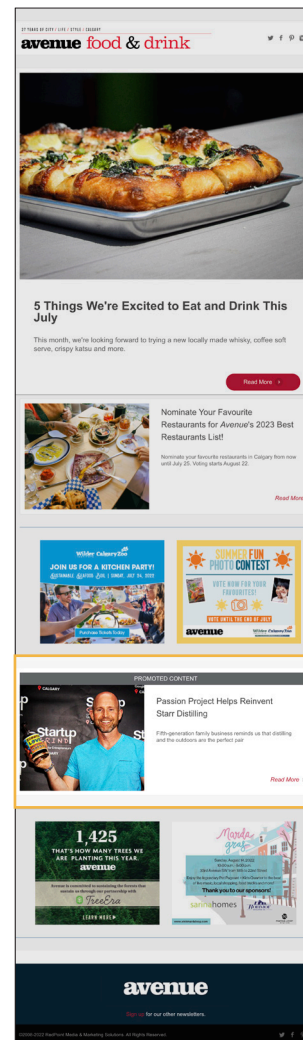
\$500

- Campaign bumped up on homepage.
- Estimated additional 200 clicks to page*
- Please note:** \$500 extensions do not allow for any content changes.

CAMPAIGN EXTENSION AND CONTENT REFRESH WITH PAID FACEBOOK POST

\$1,000

- Campaign bumped up on homepage, and newsletter push.
- Estimated additional 400 clicks to page*
- Please note:** \$1000 extensions allow for one round of up to five minor content revisions such as updating the headline, changing an image or swapping out a word (e.g., replacing May with June). Any content changes beyond five will incur additional charges at \$150/hr



Feature Partner example. Left: promotion in newsletter; Top: Landing page of article.

SPONSORED CONTENT: PRINT

Sponsored content is written in a similar style and voice to *Avenue*. Our expert team can help you engage with *Avenue*'s readership, and reach new and existing customers. Knowing our readers' interests and habits, we can craft a story that resonates and positions you as the expert.



SPECIAL ADVERTISING SECTIONS

FULL PAGE BUNDLE 6,260*

- One half-page display ad in the print section
- One half-page sponsored content customized by the RPM Content Studio
- Ability to use your custom content in other marketing opportunities
- Inclusion in online special section for one year
- Big box ad in digital special section of AvenueCalgary.com

*Independent and Alternative Schools full page advertorial bundle: \$5,780



Full page advertorial package. Financial Advice advertorial. March 2022 issue.

SPONSORED CONTENT SECTIONS:

- Independent Schools (January/February)
- Financial Advice (March/April)
- Home & Garden Renovation Guide; Leaders in Innovation (May/June)
- Road Trip Guide (July/August)
- New Communities & Developments (September/October)
- Businesses Giving Back; Top 40 Alumni Spotlight (November/December)

TWO PAGE BUNDLE \$9,860*

- One full-page display ad in the print section
- One full-page sponsored content customized by the RPM Content Studio
- Ability to use your custom content in other marketing opportunities
- Inclusion in online special section for one year
- Big box ad in digital special section of AvenueCalgary.com

*Independent Schools two page advertorial bundle: \$8,500



Two-page sponsored content package. Road trips special section. June/July 2022 issue.

Our team can create customized sponsored content packages for your business.

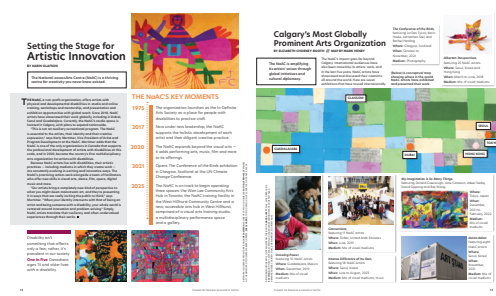
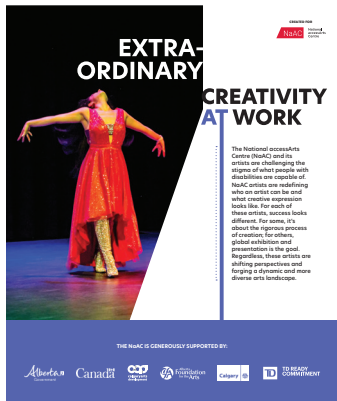
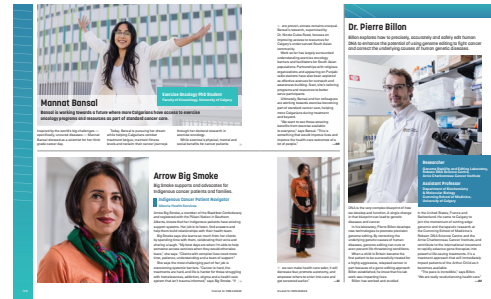
Ask us how!

SPONSORED CONTENT: RUN-OF-PRESS INSERTS

Have an exciting new project, a community initiative or vital offering that requires more space and expertise to share with our audience? A custom content insert, or mini custom magazine, could be the perfect fit for you. Appearing within the trusted pages of *Avenue*, a custom content insert allows you to share your story directly with our readers.



SPECIAL CUSTOM CONTENT SECTIONS



The RPM Content Studio team can create your insert from inception to delivery, including writing, editing, fact-checking, custom photography and design. Our team of content specialists will incorporate your brand goals and messaging seamlessly, connecting meaningfully with *Avenue* readers.

RATES FROM \$3,460/PAGE

Minimum of five pages (four pages of content plus a cover), including custom writing, editing, fact-checking, design and two pieces of custom photography per every five pages.

2024 EDITORIAL CALENDAR



JANUARY/FEBRUARY

SPECIAL OLYMPICS

Sales deadline: November 23, 2023

FEATURES

SPOTLIGHT ON THE SPECIAL OLYMPICS

Meet some of the athletes and learn more about this organization as Calgary prepares to host the National Special Olympic Games in February 2024.

WEDDINGS

Wedding trends for an inflationary world plus a focus on local wedding stories. Plus the winners of our popular Wedding Services Ballot.

HOW TO GET RID OF YOUR STUFF

Discover the life-changing magic of cleaning up and decluttering by getting rid of your stuff.

DINING

Our favourite local coffee shops.

MOUNTAINS

Skating in the wild.

DIGITAL FEATURES

2024 Best Wedding Services Winners and Runners-up
Reader voting on Best Neighbourhoods to Visit

SPONSORED CONTENT SECTION

Independent Schools



MARCH/APRIL

BEST RESTAURANTS

Sales deadline: January 22

FEATURES

BEST RESTAURANTS 2024

Including our Best Overall, Best New and Reader Voted categories. New this year: Best Accessible Restaurant, highlighting a winner and runners-up that provide exceptional service and design for Calgarians living with disabilities.

THE TASTEMAKERS LIST

The Calgarians setting the scene of our dining and food culture.

SELL, SELL, SELL

Local experts give us the inside scoop on how to invest in your home to make the most of the current real estate market.

CITY BUILDING

A look inside the multiple factors affecting how we build the city of the future today.

DIGITAL FEATURES

Even more Best Restaurants: full category listings of the readers choice categories

Top 40 Under 40 Nominations for Class of 2024 close at the end of April

Made in Alberta Readers' Choice voting

SIGNATURE EVENTS

Best Restaurants Tasting Event and Chef's Celebration
Future of the City Festival

SPONSORED CONTENT SECTION

Financial Advice



MAY/JUNE

INNOVATIONS

Sales deadline: March 19

FEATURES

5TH ANNUAL INNOVATION ISSUE

Debating the Innovators of the Year List, featuring the key businesses, organizations, and institutions in Calgary that are driving the local innovation economy forward.

PROFILE

James Lochrie of Thin Air Labs.

GUIDE TO SUMMER IN THE MOUNTAINS

Get ready for summer in our nearby mountain playground.

PROTECTING THE PARKS

Examining how the nearby National Parks are trying to balance the needs of businesses with conservation and how new initiatives to control traffic and other tourism-related issues are working.

DINING

Best Mountain Restaurants — results from our Best of the Mountains Ballot.

FASHION

Our award-winning fashion shoots focus on pieces available at local shops and boutiques.

DIGITAL FEATURES

Summer Fun and Patio Finder launch

SPONSORED CONTENT SECTION

Leaders in Innovation
Home Reno

SIGNATURE EVENTS

Innovation Event June 14, 2024, at the Calgary Central Library

2024 EDITORIAL CALENDAR



JULY/AUGUST

BEST NEIGHBOURHOODS

Sales deadline: May 23

FEATURES

BEST NEIGHBOURHOODS 2024

This year's package will rank the city's top communities, balancing quantitative data with an acknowledgement of the qualitative aspects of what makes a neighbourhood worthy of being deemed "the best."

BEST THINGS TO EAT AND DRINK

This popular and tasty annual feature lists the mouthwatering can't-miss local treats you'll be craving.

SUMMER FUN ACTIVITIES SPECIAL

Celebrating the best Calgary summer activities and attractions.

CAR CULTURE IN CALGARY

This photo-driven feature will look at communities that are created out of car aficionados.

MOUNTAINS

Cycling the Slocan — bike tour of the Kootenays.

DIGITAL FEATURES

Summer food and fashion

Best Restaurants Ballot launches

SPONSORED CONTENT SECTION

Road Tripper



SEPTEMBER/OCTOBER

REAL ESTATE REPORT

Sales deadline: July 25

FEATURES

SPOTLIGHT ON REAL ESTATE

A deep dive into how Calgarians are buying and selling homes and a look at recent trends in the local real estate market.

ARTS SEASON SPOTLIGHT

An overview of the performing arts season and a state of the union on local arts organizations.

MADE IN ALBERTA AWARDS

We love local and so do our readers! See the winners in our 6th annual Made in Alberta Awards, highlighting amazing locally made products including food and drink, fashion and home decor, crafts and Indigenous artisan products and more.

FALL FASHION

Get ready for this transition season with looks from local shops.

DIGITAL FEATURES

Even more Made in Alberta Awards full coverage of all the runners-up products

Best of the Mountains Ballot launches

SPONSORED CONTENT SECTION

New Communities



NOVEMBER/DECEMBER

TOP 40 UNDER 40

Sales deadline: September 26

FEATURES

TOP 40 UNDER 40

Meet the Class of 2024!

HOME ENTERTAINING

How to throw an unforgettable holiday party and be a great host.

GUIDE TO WINTER IN THE MOUNTAINS

Make the most of living near the mountains with our guide to the best things to do, places to go and things to do in our nearby playground.

DIGITAL FEATURES

Holiday Gift Guide

SIGNATURE EVENTS

Top 40 Under 40 Party

SPONSORED CONTENT SECTION

Businesses Giving Back

Top 40 Alumni Spotlight

Live Local. Read Local. Advertise Local.

Sharing your marketing messages inside of *Avenue* not only aligns your brand with our audience of affluent, engaged and active Calgarians, it supports the increased vibrancy of our city overall by helping us increase our coverage of the people, businesses, events and neighbourhoods that make this city great. When you advertise locally your budget not only supports your business but aligns you with the value of connection and builds the city of the future.

Contact us today to take your advertising further.

avenue