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

**Ranked**

1. **Most Livable City in Canada in 2022**

2. **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**

18-24 15.25%
25-34 29.59%
35-44 22.49%
45-54 10.11%
65+ 6.15%

**Gender**

Male 46.9%
Female 53.1%

Sources: *2023 Readership Survey **2023 Google Analytics

- 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.
- 94% of readers report that Avenue is their primary source of information for recommendations about life in Calgary.

- 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% are married or in a domestic partnership.
- 82.3% are home owners.
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.
2024 DEADLINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Advertising Deadline</th>
<th>Ad Material Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>November 23, 2023</td>
<td>November 30, 2023</td>
</tr>
<tr>
<td>March/April</td>
<td>January 22</td>
<td>January 29</td>
</tr>
<tr>
<td>May/June</td>
<td>March 19</td>
<td>March 26</td>
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<tr>
<td>July/August</td>
<td>May 23</td>
<td>May 30</td>
</tr>
<tr>
<td>September/October</td>
<td>July 25</td>
<td>July 30</td>
</tr>
<tr>
<td>November/December</td>
<td>September 26</td>
<td>October 3</td>
</tr>
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</table>

RATES

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

45,000 Copies per issue
41,500 Keystand
2,700 Globe & Mail
800 Subscribers
193,500* Readership

*Source: Magazines Canada
DIGITAL

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

DIRECT USERS 19.3%
SOCIAL 16.6%
REFERRAL 1.3%
OTHER 0.24%

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

PRODUCTION SPECS: avenuecalgary.com/advertise
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
**NEWSLETTERS**

**WEEKLY NEWSLETTERS**

<table>
<thead>
<tr>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOOD &amp; DRINK</strong>&lt;br&gt;Subscribers: 18,544&lt;br&gt;Avg. Open Rate: 51%&lt;br&gt;$275 OR 4 WEEKS FOR $1,000</td>
<td><strong>HOMES &amp; REAL ESTATE</strong>&lt;br&gt;Subscribers: 9,542&lt;br&gt;Avg. Open Rate: 45%&lt;br&gt;$195 OR 4 WEEKS FOR $700</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>THURSDAY</th>
<th>FRIDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEEKENDER</strong>&lt;br&gt;Subscribers: 14,854&lt;br&gt;Avg. Open Rate: 46%&lt;br&gt;$275 OR FOUR WEEKS FOR $1,000</td>
<td><strong>FRIDAY WEEKENDER</strong>&lt;br&gt;Subscribers: 14,854&lt;br&gt;Avg. Open Rate: 46%&lt;br&gt;$275 OR FOUR WEEKS FOR $1,000</td>
</tr>
</tbody>
</table>

- 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**

<table>
<thead>
<tr>
<th>NEWSLETTER TAKEOVER</th>
<th>SHOWCASE LISTING</th>
<th>INSIDER E-BLAST</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,600</td>
<td>$400</td>
<td>$1,000</td>
</tr>
<tr>
<td>Available with Food &amp; Drink or Weekend newsletters. Includes 2 leaderboards and 6 big boxes.</td>
<td>New Home &amp; Condo Showcase</td>
<td>100% share of voice (SOV)</td>
</tr>
</tbody>
</table>

- 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.

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.

**Takeaway Picnic Ideas From Calgary Restaurants**

Make the most of summer by planning an alfresco meal featuring fried chicken, sushi, sandwiches and more.

Big box 300x250px

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.

**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.

**FOLLOWERS**

**AGE**

- 25-34: 29%
- 35-44: 38%
- 45-54: 18%

**GENDER**

- FEMALE: 61%
- MALE: 24%
- PREFER NOT TO SAY: 15%

**FACEBOOK**

**FOLLOWERS**

- 18-24: 1%
- 25-34: 18.9%
- 35-44: 36.6%
- 45-52: 24.1%
- 55-54: 12.4%
- 65+: 7%

**GENDER**

- FEMALE: 75%
- MALE: 25%
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

<table>
<thead>
<tr>
<th></th>
<th>ENGAGEMENT</th>
<th>IMPACT</th>
<th>AWARENESS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TARGETED SECTION TAKEOVER (IMPRESSIONS)</strong></td>
<td>20,000</td>
<td>15,000</td>
<td>10,000</td>
</tr>
<tr>
<td><strong>BIG BOX ADS IN NEWSLETTER</strong></td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td><strong>PRINT AD</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Full page</td>
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<td></td>
</tr>
<tr>
<td>Full page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>AVENUE CALGARY CONTEST OR CUSTOM POLL</strong></td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td><strong>FEATURED PARTNER PACKAGE WITH SECTION BOOST</strong></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>INSIDER EBLAST</strong></td>
<td>X</td>
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</tbody>
</table>
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.
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 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

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

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)

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

Ask us how!
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.
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
Debuting 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
<table>
<thead>
<tr>
<th></th>
<th>JULY/AUGUST</th>
<th>SEPTEMBER/OCTOBER</th>
<th>NOVEMBER/DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEATURES</td>
<td><strong>BEST NEIGHBOURHOODS 2024</strong>&lt;br&gt;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.”</td>
<td><strong>SPOTLIGHT ON REAL ESTATE</strong>&lt;br&gt;A deep dive into how Calgarians are buying and selling homes and a look at recent trends in the local real estate market.</td>
<td><strong>TOP 40 UNDER 40</strong>&lt;br&gt;Meet the Class of 2024!</td>
</tr>
<tr>
<td>FEATURES</td>
<td><strong>BEST THINGS TO EAT AND DRINK</strong>&lt;br&gt;This popular and tasty annual feature lists the mouthwatering can’t-miss local treats you'll be craving.</td>
<td><strong>ARTS SEASON SPOTLIGHT</strong>&lt;br&gt;An overview of the performing arts season and a state of the union on local arts organizations.</td>
<td><strong>HOME ENTERTAINING</strong>&lt;br&gt;How to throw an unforgettable holiday party and be a great host.</td>
</tr>
<tr>
<td>FEATURES</td>
<td><strong>SUMMER FUN ACTIVITIES SPECIAL</strong>&lt;br&gt;Celebrating the best Calgary summer activities and attractions.</td>
<td><strong>MADE IN ALBERTA AWARDS</strong>&lt;br&gt;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.</td>
<td><strong>GUIDE TO WINTER IN THE MOUNTAINS</strong>&lt;br&gt;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.</td>
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<td><strong>CAR CULTURE IN CALGARY</strong>&lt;br&gt;This photo-driven feature will look at communities that are created out of car aficionados.</td>
<td><strong>FALL FASHION</strong>&lt;br&gt;Get ready for this transition season with looks from local shops.</td>
<td><strong>DIGITAL FEATURES</strong>&lt;br&gt;Holiday Gift Guide</td>
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<td><strong>MOUNTAINS</strong>&lt;br&gt;Cycling the Slocan — bike tour of the Kootenays.</td>
<td><strong>DIGITAL FEATURES</strong>&lt;br&gt;Even more Made in Alberta Awards full coverage of all the runners-up products&lt;br&gt;Best of the Mountains Ballot launches</td>
<td><strong>SIGNATURE EVENTS</strong>&lt;br&gt;Top 40 Under 40 Party</td>
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<td><strong>DIGITAL FEATURES</strong>&lt;br&gt;Summer food and fashion&lt;br&gt;Best Restaurants Ballot launches</td>
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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.