



YOUR GUIDE TO SHOPPING, DINING, ARTS & ENTERTAINMENT

WELCOME TO INFO EDMONTON

For nearly forty years, *Info Edmonton* has been the go-to guide for discovering the best of the city—whether you're here for a weekend or a lifetime. From restaurants and retail to theatre, festivals, and cultural events, we've helped audiences connect with Edmonton's most exciting experiences.

In 2026, we're turning up the volume. *Info Edmonton* is back in print—bigger and bolder as a full-size magazine—while we continue to grow our digital and on-air platforms. With a refreshed website, an engaged weekly newsletter, and our new live radio show, we're reaching more locals and visitors than ever before.

When a reader chooses to sit down, slow down, and engage, that's a deeper kind of connection. For advertisers, that means brand affinity that lasts. For readers, it means content that truly matters.

PRINT ISN'T DEAD - IT'S DIFFERENT. AND DIFFERENT IS POWERFUL.

Let's talk about how *Info Edmonton* can help your brand connect with real families and deliver results that last.

The Info Edmonton Team



“Print is dead. Nobody reads magazines anymore.”

We've heard that before. And yet, millions of Alberta readers keep flipping pages, cover to cover.

Because trusted, curated, local content still matters.

Because a print magazine lives on the coffee table, not lost in a feed.

Because advertisers see real results, not just empty impressions.

Print magazines build brands that last. They're shared. Saved. Remembered. They connect with real people in a real way.

Info Edmonton Magazine

**TRUSTED BY
READERS. PROVEN BY
RESULTS.**



DISTRIBUTION

At Tanner Young, we believe in meeting audiences where they are—on the page, on the screen, and in the moment. That's why *Info Edmonton* embraces both print and digital, delivering local shopping, dining, and entertainment content to readers however they choose to engage.

Print is designed for visitors to the city. Each issue is placed in guest rooms and lobbies, across **50+ Edmonton hotels**, reaching around **7,500 rooms**. Rooms have an **average occupancy of 60%**, which means each issue is place in the hands of **4,500 hotel guests per day**. Around **405,000 visitors** read each issue. We also distribute to AMA centres, City Hall, and the Edmonton International Airport's Visitor Centre. Whether they've just landed or are out exploring, our visiting readers pick up *Info Edmonton* when they're ready to make decisions—and spend.

Digital editions are hosted on InfoEdmonton.com, promoted through our social media channels, and sent to subscribers via our newsletter. They reach the 1.4 million* residents of the Edmonton region—and beyond.

Every few years, someone declares print is dead.

BUT HERE'S THE TRUTH: PRINT DOESN'T COMPETE WITH DIGITAL. IT ANCHORS IT.

Together, they give our advertisers unmatched visibility and lasting impact.

*Statistics Canada 2021 Census

THE STRENGTH OF OUR INTEGRATED MEDIA PLATFORM DISCOVERY, PLANNING, ENGAGEMENT

The combined power of *Info Edmonton* magazine, *InfoEdmonton.com*, The Next 48 Radio Show, *What's On* Weekly newsletter, and Edmonton Mini Map creates a dynamic, multi-channel media ecosystem that connects Edmonton's 6.7 million annual visitors to local businesses.

• MULTI-PLATFORM VISIBILITY

By integrating print, digital, broadcast, and direct communication, the platform reaches audiences wherever they are—online, on-air, and on the go, increasing brand recall.

• TRUSTED LOCAL VOICE

Info Edmonton magazine provides visitors with authentic community voices with real recommendations on the Edmonton experience.

• CROSS-PROMOTION AND SYNERGY

Each platform complements the others—print features drive readers to the website, radio segments highlight events promoted in the magazine, and newsletters provide timely updates that sustain interest, multiplying the messaging impact.

• REAL-TIME ENGAGEMENT AND DISCOVERY

Visitors are better informed and inspired to explore local attractions, restaurants, festivals, and events—enhancing their overall experience and lengthening their stay.

• ECONOMIC AND CULTURAL IMPACT

We focus upon local businesses, artists, and cultural spaces. Our platform supports the city's tourism ecosystem and contributes to Edmonton's identity as a vibrant destination, driving an annual visitor spend of \$2.3 billion to your door.

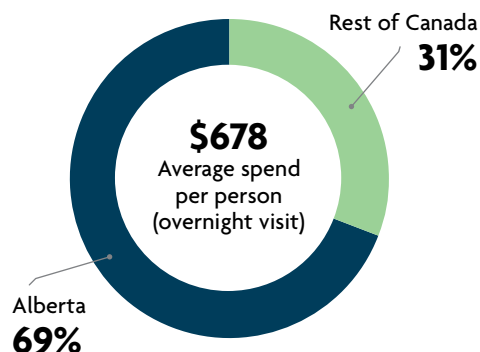


WHO IS THE EDMONTON *Visitor*

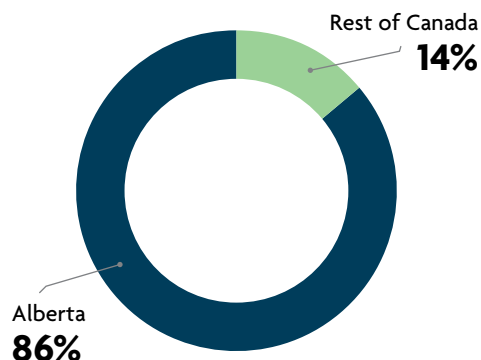
2023 Domestic Visitor Profile care of Stats Canada.

\$2.3B

**TOTAL DOMESTIC
TOURISM SPEND**

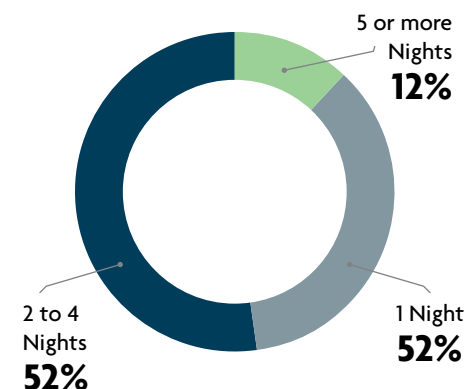


DOMESTIC VISITS

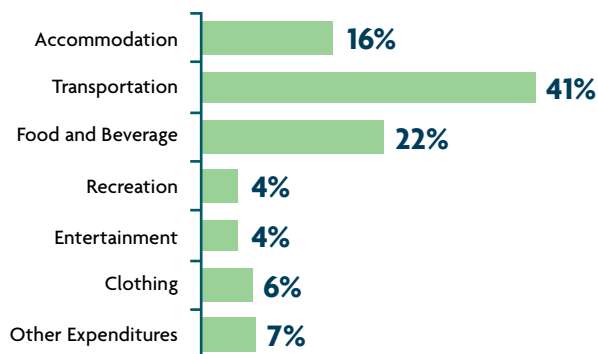


VISITS
SAME DAY
4.3M
OVERNIGHT
2.4M

LENGTH OF STAY

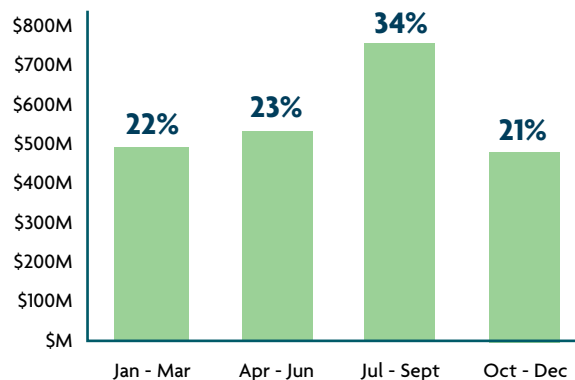


SPEND BY CATEGORY



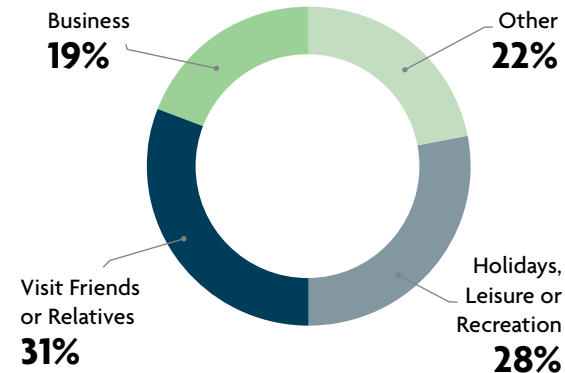
SEASONALITY

Based on Tourism Spend



TRIP PURPOSE

Based on Tourism Spend



EDITORIAL Calendar

2026-2027 MAGAZINE CALENDAR

All issues release in the first week of the month's issue.

2026 MAR/APR
Dining Issue

2026 SEP/OCT/NOV
Theatre Season & Late
Summer Festivals

2026 MAY/JUN
Attractions, Patios

2026/27 DEC/JAN/FEB
Gift Guide, Winter Festivals

2026 JUL/AUG
Festivals! Visual Arts

2027 MAR/APR
Dining Issue



WEEKLY EMAIL NEWSLETTER

The City at Their Fingertips

Fast-moving, hyper-local, and delivered straight to inboxes every Thursday morning, *Info Edmonton's* newsletter is the digital pulse of the city. It captures what's new, what's next, and what not to miss—serving as the perfect complement to the curated depth of the magazine.

Each issue includes

- Featured picks from our popular "What's Happening This Weekend" posts
- Upcoming events not yet featured in the magazine or blog—with direct links for instant action
- Quick summaries of all *Info Edmonton* stories from the week
- Weekly discounts, special offers, business spotlights, and exclusive coupons



The newsletter gives us the agility to highlight last-minute events and new openings—those too fresh for the print deadline—while keeping our audience connected and engaged year-round.

Where the magazine builds trust through design, storytelling, and authority, the newsletter builds community through consistency, personality, and relevance.

Our subscribers don't just skim—they click, they share, and they show up. That synergy between print and digital means your brand gets both staying power and speed. One creates the mood. The other drives the moment.

Magazines like *Info Edmonton* offer something no algorithm can: trust, focus, and community. The newsletter brings that relationship to life—week by week, click by click.

SPONSORED CONTENT OPPORTUNITIES

We offer a limited number of sponsored content placements throughout the year, available across our digital and print magazine, newsletter, website, and radio platforms. These include advertorial features, interview-style pieces, and brand-aligned editorial.

Ask us about sponsored content!

WEEKLY RADIO FORMAT: THE NEXT 48



Every Friday evening, *The Next 48* brings Edmonton's vibrant scene to life across the airwaves—giving listeners a head start on the weekend and advertisers a powerful platform to connect.

What the show delivers

- Weekend Round-Up: Spotlighting key events and must-dos—perfect timing for businesses looking to catch the weekend crowd.
- Feature Interview: A live conversation with a local leader, artist, or organizer. These segments build credibility and offer natural alignment for advertisers.
- Community Briefs: Fast, local updates that keep the pulse of the city.
- The Wrap-Up: Final notes, countdowns, and weekend calls to action.

Where we broadcast

Live on **580 AM** (Fridays, 6–7 p.m.) and simultaneously streamed on **Facebook Live**—reaching listeners on the go and viewers online in real time.

The Next 48 is part of a media ecosystem: the magazine offers permanence, the newsletter delivers immediacy, and the radio show adds voice and reach. When your brand shows up across all three, you're not just advertising—you're part of Edmonton's story.

2026 AD RATES

INFO EDMONTON				
Print & Digital Magazine	1-2X	3-4X	5X	Full Package Discount*
Full Page				10%
2/3 Page				10%
1/2 Page (vertical or island)				10%
1/3 Page				10%
1/4 Page				10%
1/6 Page				10%
Inside Covers				10%
Back Cover				10%
Double Page Spread				10%
CALL FOR RATES				
InfoEdmonton.com				
Leaderboard				10%
Big Box				10%
Half Box				10%
CALL FOR RATES				
Newsletter				
Branded Content				10%
CALL FOR RATES				
580 Radio The Next 48				
30 sec spot				10%
CALL FOR RATES				
Info Edmonton Mini Map				
1/2 Banner Front side				—
1/2 Banner Back Side				—

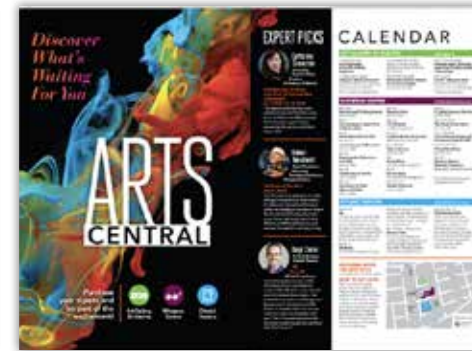
*Not including GST

*Full package discount includes: print & digital magazine ad, web ad, newsletter sponsored content, and 30 second spot on 580 Radio The Next 48 show.

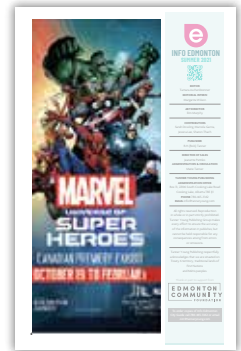
AD SIZE SAMPLES



FULL PAGE



DOUBLE PAGE SPREAD



2/3 PAGE VERTICAL



1/4 PAGE VERTICAL,
1/2 PAGE HORIZONTAL



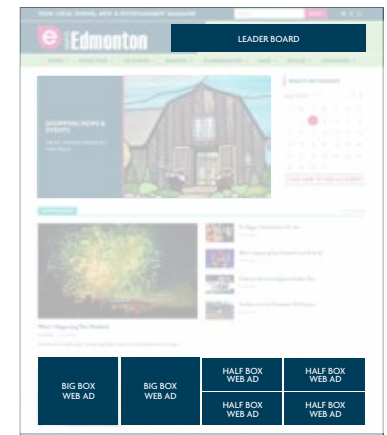
1/3 PAGE VERTICAL, 1/3 SQUARE
1/6TH VERTICAL



1/2 PAGE ISLAND

DEADLINES (subject to change)

ISSUE	BOOKING & MATERIAL
Mar/Apr	Jan 30, 2026
May/Jun	Apr 2, 2026
Jul/Aug	Jun 3, 2026
Sep/Oct/Nov	Aug 4, 2026
Dec/Jan/Feb	Nov 3, 2026



INFO EDMONTON WEB AD SIZES

TANNER YOUNG PUBLISHING GROUP

Since 1987, our passion for Edmonton has remained steadfast: to promote our city and support the continued growth of our evolving arts and culture scene, our diverse restaurant community, and our festivals and attractions. We remain committed to serving the visitor market, as it represents a lucrative segment of our city's economic makeup. Our evolving distribution strategy is designed to meet audiences where they are—ensuring stronger reach, better engagement, and real ROI for advertisers.

Our team is made up of proud Edmontonians who love to share their intimate knowledge of the local dining, shopping, and entertainment scenes. Our job is to inform visitors, newcomers, and locals about the best the city has to offer.

Info Edmonton is a well-known, sought after, and trusted source of timely, comprehensive, and accessible information.

It all starts with
The **RIGHT MESSAGE** in the **RIGHT PLACE** at the **RIGHT TIME**

Still *local*.

Still *independent*.

Still your *city guide*.



2026 EDMONTON
MINI MAP

CANADIAN
COWBOY
COUNTRY
MAGAZINE

INFO EDMONTON MAGAZINE CONTACTS

Publisher Greg Davis
Cell 587-532-8090 | greg@tanneryoung.com

Editor Tracy Cooper-Posey
editor@infoedmonton.com

Customer Relations & Distribution Marie Tanner
Office 780-465-3362 | marie@tanneryoung.com

Production & Design Dawn Cumby-Dallin
design@tanneryoung.com

Published by **Tanner Young Publishing Group**

President/Group Publisher Rob Tanner
Cell 780-719-2692 | Office Direct 780-628-5211
rob@tanneryoung.com