

WINDSOR LIFE

M A G A Z I N E

Why choose *Windsor Life Magazine*?

Over 70,000 Magazines Distributed

- Every registered business in Windsor/Essex County through Canada Post.
- Every registered business in Chatham/Kent through Canada Post.
- **Over 54,000** selected homes, condos and apartments in Windsor/Essex County through Canada Post.
- **Over 2,400** homes in Chatham through Canada Post.
- **2,500** distributed through racks in participating Home Hardware locations in Windsor/Essex County, as well as major Hospitals.
- Circulation is targeted to all businesses and homes with above average income.



- Stories on real people in your community.
- Average six week shelf life of magazine.
- Consistent distribution since 1993, the longest in Southwestern Ontario
- High Quality, full colour, glossy reproduction.
- Solid, consistent delivery dates so you can plan your marketing.
- Strong Facebook following.
- Online Magazine.
- Free iTunes App for iPad and iPhone.

Thank you for considering
Windsor Life Magazine
for your marketing requirements.

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Advertising not working?

Maybe you should have it delivered!



Windsor Life Magazine is a truly unique publication. We value our clients on every level, because their success means ours. That's why we are not only beautiful and intriguing, but are also a powerful marketing tool for advertisers. Whether your product or service is in home improvement, décor, health care, beauty, fashion, jewellery, travel, automobiles, fine dining & hospitality, or any other part of the luxury lifestyle industry, we provide an excellent outlet to attract clientele.



We encourage you to do your homework and research all options available to you. We think that you will find that Windsor Life Magazine is truly the best advertising vehicle available, and we welcome you to verify that statement with any of our advertisers.

Our current advertisers are our best sales people.

Attention to detail, professional layout and agency quality ad design is what Windsor Life Magazine has become known for since its inception. It is also why our magazines have such a long life in offices, waiting rooms and on the finest coffee tables.

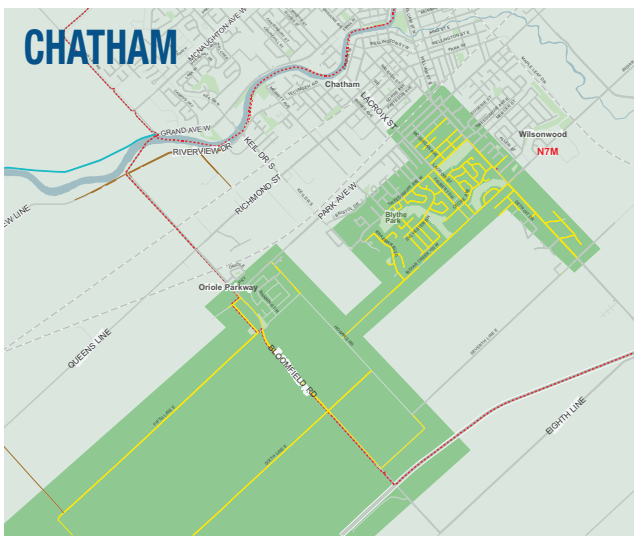
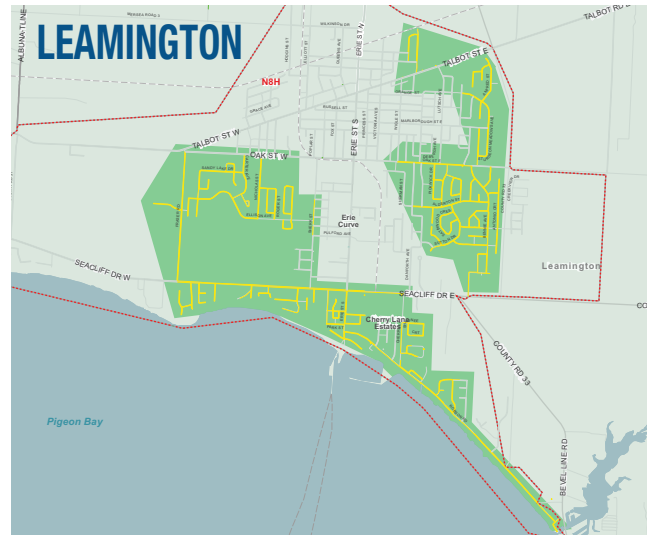
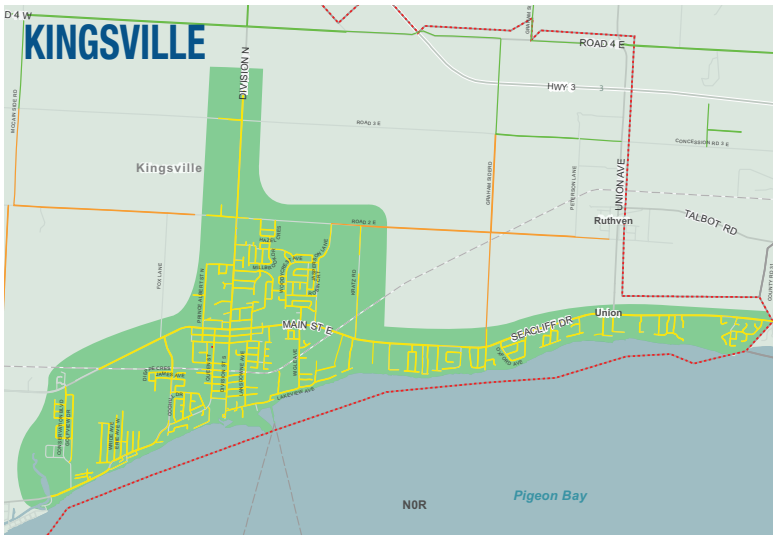
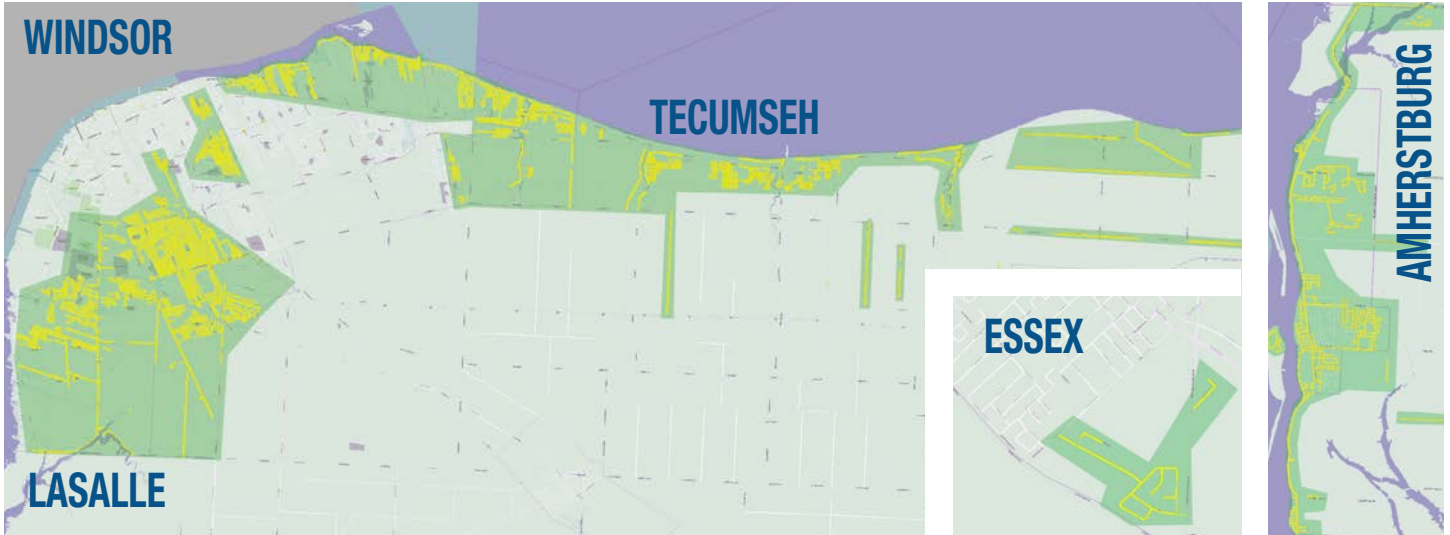
Distribution Dates **2020**

<i>Issue</i>	<i>Features</i>	<i>Distribution begins Thursday:</i>
February/March	Health, Wealth, Education and Community Interest	January 30
Your Place Or Mine?	Homes, Home Improvement and Community Interest	March 24
May/June	Outdoors, Recreation and Community Interest	May 1
Summer	Summer and Community Interest	June 11
September	Community Interest	August 6
Autumn	Fall and Community Interest	September 17
Anniversary	Community Interest	October 22
Holiday	Festive Themes and Community Interest	November 26

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Residential
Delivery



WINDSOR CONDOS/APARTMENTS	2,912
WINDSOR/ESSEX HOMES	51,119
CHATHAM HOMES	2,464
BUSINESSES	12,293
WINDSOR/ESSEX RACKS	2,500
TOTAL DISTRIBUTION	71,288

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Net Rate Card 2020

FULL COLOUR PROCESS

SIZE	1 TIME	4 TIME	8 TIME
FULL PAGE	\$4155	\$3700	\$3290
2/3 PAGE	\$3209	\$2850	\$2541
1/2 PAGE	\$2398	\$2119	\$1898
1/3 PAGE	\$1825	\$1686	\$1449
1/5 PAGE	\$1439	\$1307	\$1139
1/6 PAGE	\$1041	\$918	\$821
1/10 PAGE	\$850	\$753	\$648
1/12 PAGE	\$657	\$588	\$475

COVERS

BACK COVER	\$5193	\$4625	\$4112
INSIDE BACK COVER	\$4570	\$4070	\$3619
INSIDE FRONT COVER	\$4570	\$4070	\$3619

Prices are per insertion, in Canadian funds and are subject to applicable taxes. Rates are net to Publisher.

Requested position premium of 10% will apply if position is available. If position is not available, the ad will be placed in run of schedule and position premium will not be charged. Customer will be informed prior to printing if position is not available.

ph 519-979-5433 • publisher@windsorlife.com
318-5060 Tecumseh Road East, Windsor, Ontario N8T 1C1
www.windsorlife.com

DISPLAY ADVERTISING DIMENSIONS

FULL PAGE	8.125" x 10.875" + Bleed
2/3 VERTICAL	4.6875" x 9.875"
2/3 VERTICAL W/BLEED	5.187" x 10.875" + Bleed
1/2 MODIFIED	4.6875" x 7.25"
1/2 HORIZONTAL	7.125" x 4.8125"
1/3 SQUARE	4.6875" x 4.8125"
1/5 HORIZONTAL	4.6875" x 3.11"
1/6 VERTICAL	2.249" x 4.8125"
1/6 HORIZONTAL	4.6875" x 2.3125"
1/10 VERTICAL	2.249" x 3.11"
1/12 SQUARE	2.249" x 2.306"

MECHANICAL REQUIREMENTS

TRIM SIZE: 8-1/8" x 10-7/8"

FULL BLEED: 1/4"

All critical type or images should be 1/2" inside trim

DOUBLE TRUCKS:

do as single pages with crops

DIGITAL REQUIREMENTS

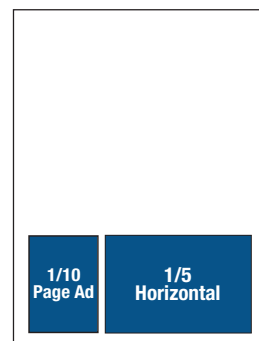
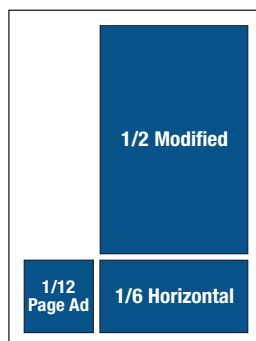
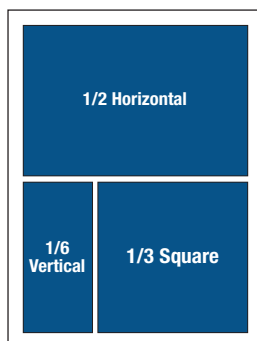
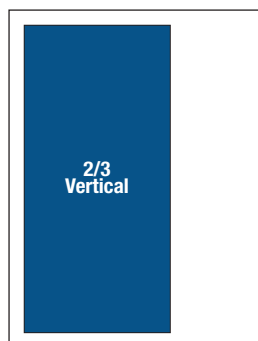
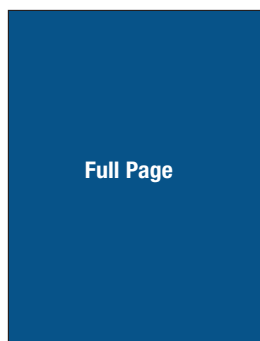
HIGH RESOLUTION
EPS, JPEG, PDF

QuarkXpress 2019

InDesign CC

Photoshop CC

Illustrator CC





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**Windsor Life*

2/3 Page
\$2541.^{8xrt}

