

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.

WINDSOR LIFE

M A G A Z I N E

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.

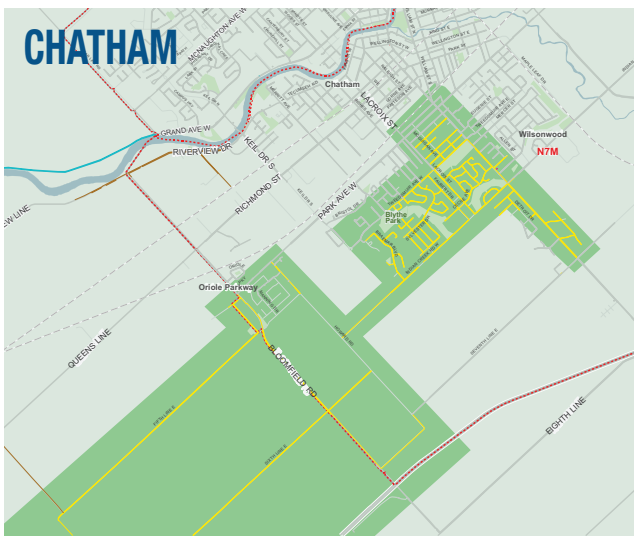
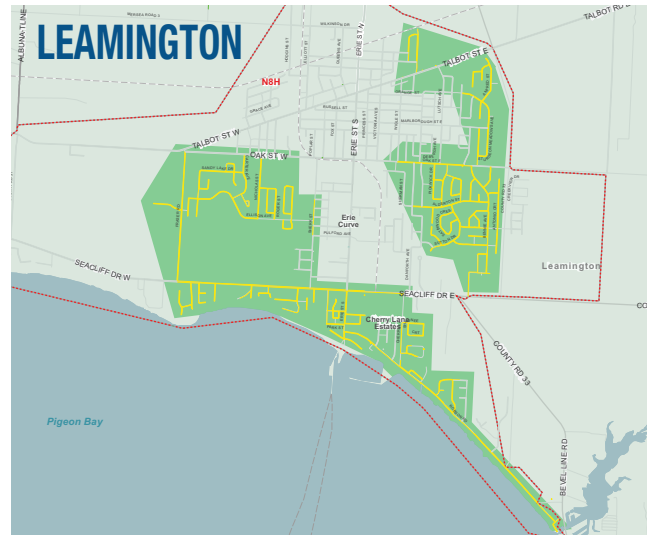
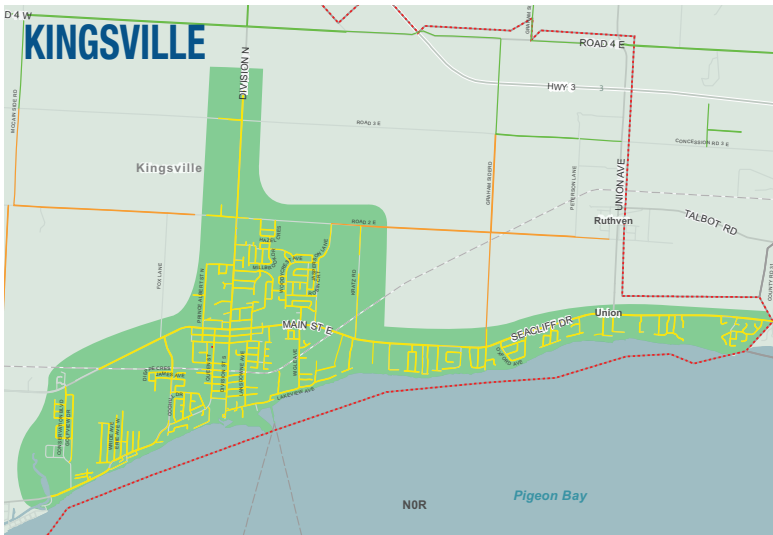
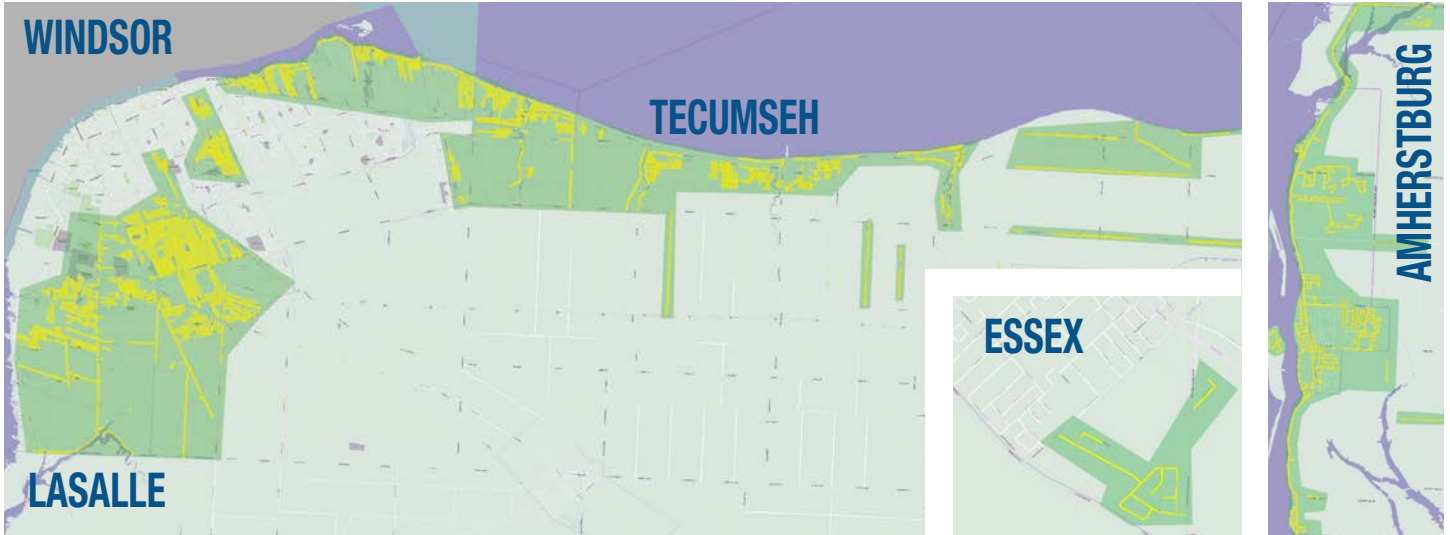
Distribution Dates **2020**

<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 13
Autumn	Fall and Community Interest	September 24
Anniversary	Community Interest	October 29
Holiday	Festive Themes and Community Interest	December 3

WINDSOR LIFE

M A G A Z I N E

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

WINDSOR LIFE

M A G A Z I N E

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

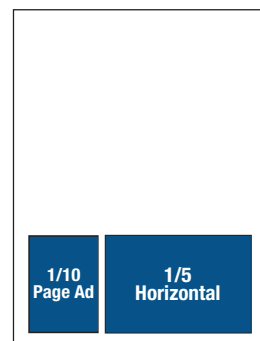
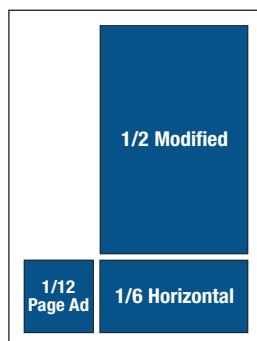
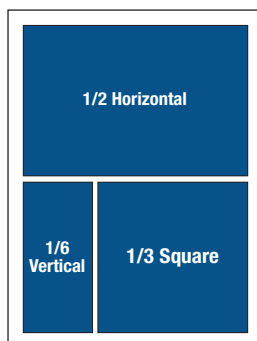
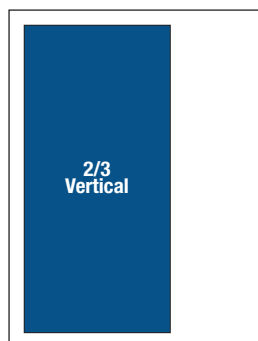
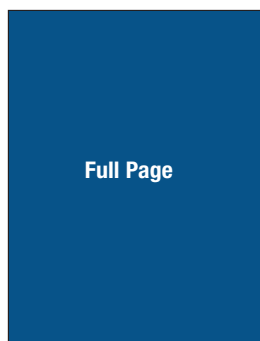
HIGH RESOLUTION
EPS, JPEG, PDF

QuarkXpress 2019

InDesign CC

Photoshop CC

Illustrator CC



1/2 Horizontal
\$1898.^{8xrt}

1/6 Vertical
\$821.^{8xrt}

Stacking ads with
surrounding
editorial
columns produces
a clean layout

1/2 Modified
\$1898.^{8xrt}

1/12 Page
\$475.^{8xrt}

1/5 Page
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1/10 Page
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person is about to," The couple has three boys: Tyler, who is 5; Markin, 3; and baby Hannah, who is 9 months old. Pauline says that despite her constant commuting by road and train to Toronto, her business "didn't really take off" until she and Mark moved the family to Windsor.

Inspired by the culture of local talent, Pauline has decided to open a branch of her agency here. She is now accepting new background performers and actors. There is no fee to join the agency. Pauline charges a commission on second work, 15 percent for background performers and acting work and 20 percent on print work. Performers under 18 years old must have parental permission.

"The parents have to be as fully committed as their children are," Pauline says. Since auditions are typically in the Toronto area, performers who want to be at every casting call can expect to be traveling Highway 401 a lot.

Currently, Pauline's clients are working in *Revers of Fortune*, *Slime and a Selection of*, *Beastly* and *Beastly*.

She has provided scenes and background performers for *50 Cent Life Story* - *Go Back to the Future*, *Confessions of a Teenage Drama Queen*, *Four Brothers*, *How to Lose a Guy in 10 Days*, *Land of the Dead*, *Dance of the Dead*, *ESPN's Playbook*, *Dead End* and recently, *The History of Violence*. "That's a big one coming out," Pauline remarks.

For the movie *Slime*, Pauline secured 1,000 jobs. "I was there on every day because I provided most of the background performers," she says.

Keeping track of performers and ensuring they have reported for work on time is Pauline's responsibility. "It's probably on the phone 15 hours out of the day," she continues. "Everybody thinks my job is very glamorous, but it's not. I'm not here to enjoy the perks of the business. It's very grueling, though, because I've built my business from nothing," Pauline says.

She doesn't have time to reflect on her accomplishments, however. Casting directors have sent over their last fees and Pauline is back on the phone, calling her clients.

Projects that are in the works are very hush-hush, but Pauline says, "There are some really huge things coming to town."

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2020
Sample
Ad Layouts
& Prices

*Windsor Life

2/3 Page
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group is optimistic about the success of the campaign. And why has Windsor and Essex County come together once again so generally in giving? Sandra attributes it to a cause which has touched the very heart of the citizens of this area and the expertise that this community possesses in providing relief when working on a cause that affects everyone.

The Field of Dreams MRI Campaign was launched in September of 2004 with a goal of raising \$5.5 million to purchase an MRI machine that would be located at the Windsor and Essex County Cancer Centre. Currently the only MRI in this area is located at Hensel Drive Grace Hospital and is running at maximum capacity. Kristin Whitmore, Development Coordinator for the local Cancer Centre Foundation, explains that having an MRI primarily for cancer care will benefit both cancer and non-cancer patients. For the non-cancer patients, she says that it will provide shorter waiting times to have access to this technology and, for the cancer patients, it will allow for earlier diagnosis and prompt treatment resulting in better outcomes. Another benefit is that it will make our community more attractive for the recruitment of new physicians.

The Provincial Government has agreed to pay the substantial annual operating costs to run the new MRI, but the Cancer Centre Foundation must raise the required funds for the purchase of the machine and the construction costs of installing an MRI Suite in the Windsor Regional Cancer Centre. In June of 2005, the \$5 million mark was surpassed thanks to the generosity of the community of Windsor & Essex County. The Cancer Centre Foundation hopes that with the help of upcoming events like the Mid-October Eve's Dinner, Gala and Fashion Show and the continued generosity of our community, this campaign will be successful and a new MRI will be here and operational in early 2006.

So if you haven't already done so, mark October 14 as your calendar and call Sandra or Cathy at the Village Boutique (945-0403), or Eddy's Cakes & Confections for Sweets (254-1188) to reserve your tickets today. The cost for dinner, dancing and a spectacular fashion show is only \$60 and you'll feel great knowing you're helping make the goal to achieve better health care in your community.

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1/6 Horizontal
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