

# 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 **2021**

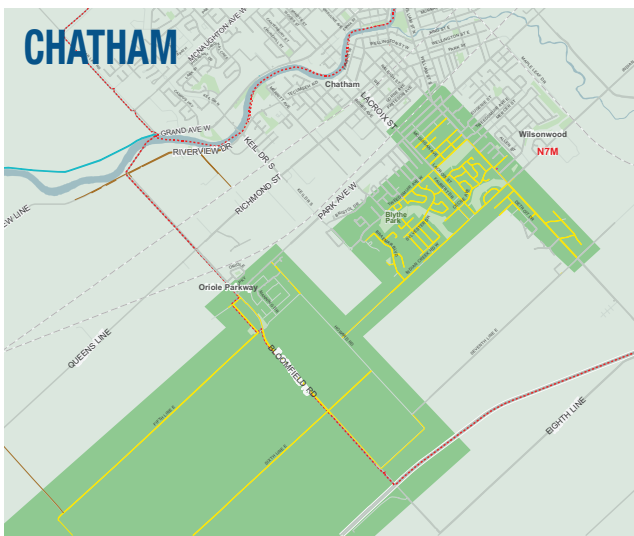
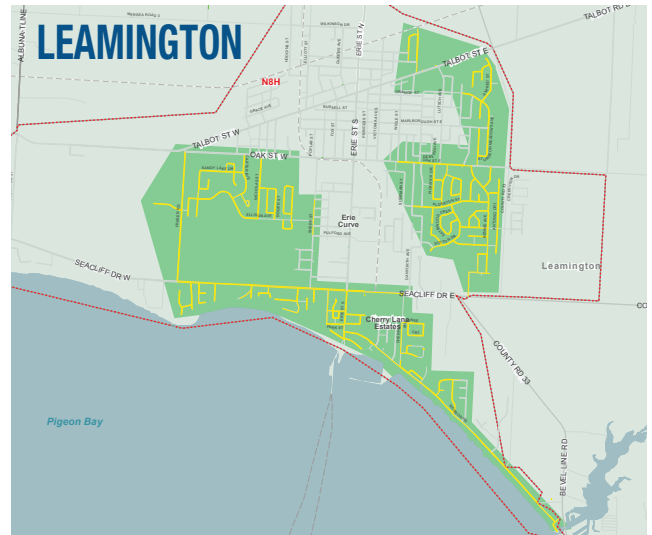
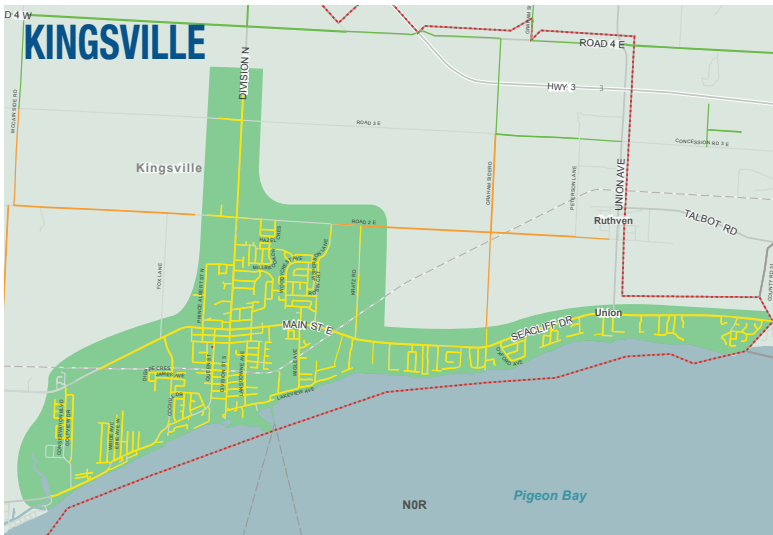
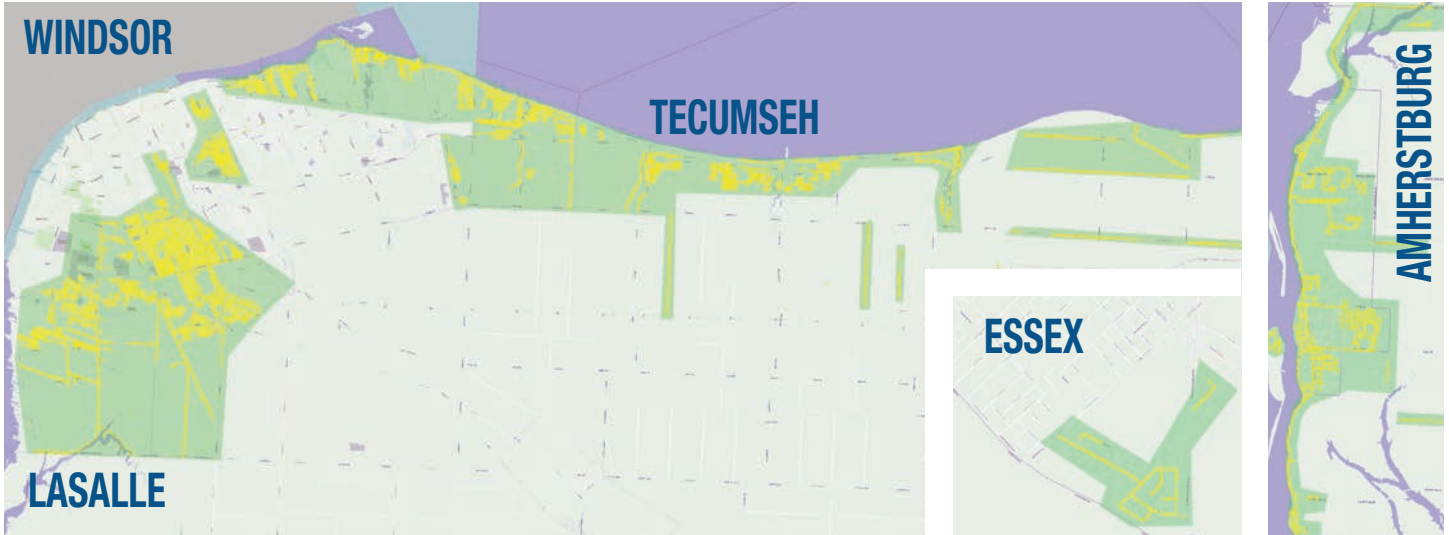
<b><i>Issue</i></b>	<b><i>Features</i></b>	<b><i>Distribution begins Thursday:</i></b>
February/March	Health, Wealth, Education and Community Interest	February 11
Your Place Or Mine?	Homes, Home Improvement and Community Interest	March 25
May/June	Outdoors, Recreation and Community Interest	May 6
Summer	Summer and Community Interest	June 17
September	Community Interest	August 12
Autumn	Fall and Community Interest	September 23
Anniversary	Community Interest	October 28
Holiday	Festive Themes and Community Interest	December 2



# 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
<b>TOTAL DISTRIBUTION</b>	<b>71,288</b>

# WINDSOR LIFE

M A G A Z I N E

## Net Rate Card **2021**

### 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.

519-979-5433 • publisherl@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

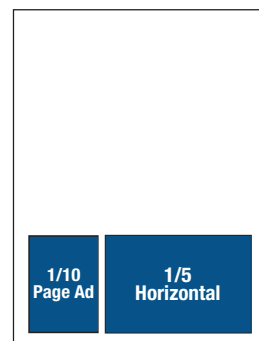
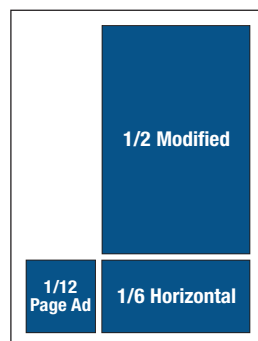
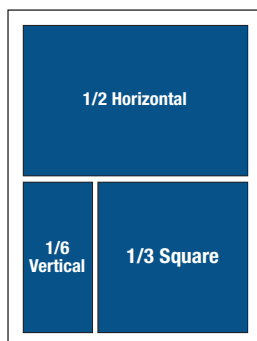
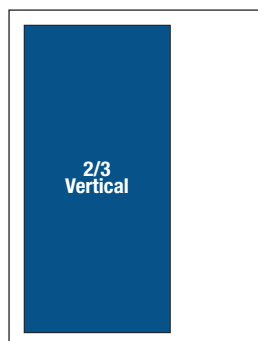
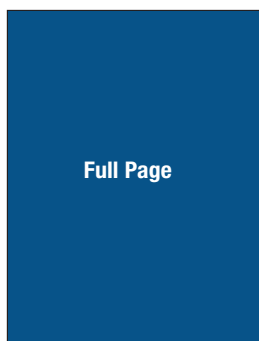
HIGH RESOLUTION  
EPS, JPEG, PDF

QuarkXpress 2019

InDesign CC

Photoshop CC

Illustrator CC



1/2 Horizontal  
\$1898.<sup>8xrt</sup>

1/6 Vertical  
\$821.<sup>8xrt</sup>

Stacking ads with  
**surrounding**  
**editorial**  
columns produces  
a clean layout

1/2 Modified  
\$1898.<sup>8xrt</sup>

1/12 Page  
\$475.<sup>8xrt</sup>

1/5 Page  
\$1139.<sup>8xrt</sup>

1/10 Page  
\$648.<sup>8xrt</sup>

**BAYVIEW**  
GLASS & MIRROR LTD.  
1455 Matthew Brady, Windsor  
519-946-5277 (944-5277)  
www.bayviewglass.com

**BEST**  
OF WINDSOR-ESSEX  
WINDSOR STAR  
2020 WINNER  
Community/Veteran Windsor  
PLATINUM WINNER  
BEST DRY CLEANERS  
**Master Cleaners**  
LOCATIONS TO SERVE YOU  
• WINDSOR • ECHAMPTON •  
• LAKESHORE • WINDSOR-ESSEX •  
• WINDSOR-ESSEX •

**Azar Homes**  
THE PREMIER CUSTOM HOME BUILDERS  
There is nothing more important than creating a home that is better, shows your values and respects your time and budget. A better way to build a home is to work with Azar Homes. We are a team of professionals who will be one worth sharing and connecting to long after the house is built.  
1126 Leppert Rd., Tecumseh | 519-750-2144 | www.azarhomes.com

premise is always on." The couple has three boys: Tyler, who is 5; Markus, 3; and baby Hunter, 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 be the agent. Pauline charges a commission on second work: 15 percent for background performers and acting work and 20 percent on print work. Performers under 16 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 in every casting call can expect to be traveling Highway 401 a lot.

Currently, Pauline's clients are working in *Return of the Jedi*, *Shogun* and a television series, *Beautiful People*.

She has provided scenes and background performers for 10 *Care Life Story* - Get Rich or Die Trying, *Confessions of a Teenage Drama Queen*, *Four Brothers*, *How to Lose a Guy in 10 Days*, *Land of the Dead*, *Dance of the Dead*, *ESQ's* *Pharmakon*, *Soul Food* and, recently, *The History of Violence*. "That's a big one coming out," Pauline remarks.

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

Keeping track of performers and ensuring they have reported for work on time is Pauline's responsibility. "I'm probably on the phone 11 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 gratifying, 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 line and Pauline is back on the phone, calling her clients.

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

**EASY PRICE**  
One Low Price.  
Every Vehicle. Every Day!

**OUR PEOPLE MAKE THE DIFFERENCE**

We make it EASY! You receive the Most Competitive Price in the shortest time with no hassles. We price every new and used vehicle with the most competitive in market price everyday.

We provide you with a Complimentary Market Report that will show OUR PRICE VS. MARKET AVERAGE. Once you identify what a Competitive Deal the Performance EASY PRICE is!

**Performance Ford Windsor**  
1550 Provincial Rd., Windsor, ON N9W 5N2

SALES: 855-933-0195  
SERVICE: 855-934-0631  
FINANCE: 855-935-0441

www.performancefordwindsor.com

2021  
Sample  
Ad Layouts  
& Prices

\*Windsor Life

2/3 Page  
\$2541.<sup>8xrt</sup>

**QUALITY • RELIABILITY • SERVICE**

**TEAR OFFS & REPAIRS • Built Up Roof Systems**  
Metal Roof Coating • TPO & PVC Roof Systems • Maintenance  
Commercial Siding • Modified Roofs • Shingle Roofs  
Roof System Analysis • Single Ply Rubber Systems

**COMMERCIAL • INDUSTRIAL • RESIDENTIAL**

**CALL TODAY FOR YOUR FREE ESTIMATE**

**Quinn**  
ROOFING SOLUTIONS  
A QUINN LAST  
A 519-256-8474 • a.quinn@quinnroofing.com • www.quinnroofing.com

**Williams & Associates Inc.**  
Real Estate & Commercial  
KNOW THE REAL VALUE OF YOUR COMMERCIAL PROPERTY  
519-258-5072  
[JO WILLIAMS, CCR, REALTOR, MEMBER OF THE REALTOR ASSOCIATION OF CANADA]

group is optimistic about the success of the campaign. And why has Windsor and Essex County come together once again so generously in giving? Sandra attributes it to a cause which has touched the very heart of the citizens of this area and she explains that this community puts forth tremendous effort 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 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. Kristen Whitmore, Development Coordinator for the local Cancer Foundation, explains that having an MRI primarily for cancer care will benefit both cancer and non-cancer patients. For the non-cancer patient, she says that it will provide shorter waiting times to have access to this technology and, for the cancer patient, it will allow for quicker 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 outfitting 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 ongoing events like the Mid-October: Eric's Dream 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.

If you haven't already done so, mark October 14 on your calendar and call Sandra or Cathy at the Village Boutique (945-0611), or Rita Genta at Centres for Seniors: Windsor (254-1188) to secure your tickets today. The cost for donors, donors and a spectacular fashion show is only \$80 and you'll feel great knowing your helping make the goal to achieve better health care in your community.

group is optimistic about the success of the campaign. And why has Windsor and Essex County come together once again so generously in giving? Sandra attributes it to a cause which has touched the very heart of the citizens of this area and she explains that this community puts forth tremendous effort 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 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. Kristen Whitmore, Development Coordinator for the local Cancer Foundation, explains that having an MRI primarily for cancer care will benefit both cancer and non-cancer patients. For the non-cancer patient, she says that it will provide shorter waiting times to have access to this technology and, for the cancer patient, it will allow for quicker 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 outfitting 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 ongoing events like the Mid-October: Eric's Dream 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.

If you haven't already done so, mark October 14 on your calendar and call Sandra or Cathy at the Village Boutique (945-0611), or Rita Genta at Centres for Seniors: Windsor (254-1188) to secure your tickets today. The cost for donors, donors and a spectacular fashion show is only \$80 and you'll feel great knowing your helping make the goal to achieve better health care in your community.

**AUDIT • TAX • ADVISORY**

**Make accounting great...**  
Again, again and again

For the third year in a row, we are proud to have been voted Best Small Business Firm by the members of the Windsor and Essex County Chamber of Commerce. Our staff has and advisory experts have the knowledge and experience to help your business thrive.

(And again, we break while we're at it)

Contact us:  
Baker 180 Windsor LLP  
T: 519.258.8800  
E: info@bakertilly.ca  
bakertilly.ca/en/windsor-ontario

Now, for tomorrow

**Shade**  
Commercial & Residential  
**LET US BRING THE STORE TO YOUR DOOR**  
We Measure • We Install • We Dry Fit!  
Buy Factory Direct and Save 50%!  
For Shop at Home Service Call 519-739-9797  
www.shadeonad.ca

**ATTIC AND CRAWLSPACE EXPERTS**  
Grants & Government Incentives Available

Call today @ 519-862-8062 | www.mister-insulation.com

1/3 Page  
\$1449.<sup>8xrt</sup>

1/6 Horizontal  
\$821.<sup>8xrt</sup>

**NEW PATIENT SPECIAL**  
FREE First Visit  
• Free Initial Exam  
• Free X-ray  
• Free Consultation  
• Free Treatment Plan  
• Free Insurance Verification  
• Free Paperwork  
• Free Follow-up  
• Free Home Care  
• Free Emergency  
• Free After-Hours  
• Free Weekend  
• Free Holiday  
• Free Summer  
• Free Winter  
• Free Spring  
• Free Fall  
• Free Year-Round

**EAST POINTE DENTAL**  
1695 Manning Rd. Unit D206  
E.C. Hwy 10 West Windsor  
519-739-9933  
www.eastpointedental.com

**REIGN**  
JEWELLERS  
A Wedding Jewelry Boutique  
1500 Huron St. Windsor  
519-946-5277  
www.reignjewellers.com

**NEED A CAR PART?**  
NEW & WARRANTED USED PARTS  
**J&B AUTO**  
1637 Provincial Rd. Windsor  
519-946-0300

**MAGICSUIT**  
www.magicsuit.com  
1637 Provincial Rd. Windsor  
519-946-0300

premise is always on." The couple has three boys: Tyler, who is 5; Markus, 3; and baby Hunter, 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 be the agent. Pauline charges a commission on second work: 15 percent for background performers and acting work and 20 percent on print work. Performers under 16 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 in every casting call can expect to be traveling Highway 401 a lot.

Currently, Pauline's clients are working in *Return of the Jedi*, *Shogun* and a television series, *Beautiful People*.

She has provided scenes and background performers for 10 *Care Life Story* - Get Rich or Die Trying, *Confessions of a Teenage Drama Queen*, *Four Brothers*, *How to Lose a Guy in 10 Days*, *Land of the Dead*, *Dance of the Dead*, *ESQ's* *Pharmakon*, *Soul Food* and, recently, *The History of Violence*. "That's a big one coming out," Pauline remarks.

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

Keeping track of performers and ensuring they have reported for work on time is Pauline's responsibility. "I'm probably on the phone 11 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 gratifying, 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 line and Pauline is back on the phone, calling her clients.

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

**Don't be disappointed by supply shortages.**

Largest In-stock selection in Essex and Kent Counties

Top Quality Products | Largest In-stock Selection | Cash and Carry | Prompt Installation  
All at the most competitive prices...**GUARANTEED!**

**HII NEIGHBOR**  
ROOF COVERING COMPANY  
257 Wyncliffe Street East, Windsor | 519-258-4411 | hiineighbor.com

**TILES**  
PLANKS & ROLLS  
181 Grand Ave. East, Chatham | 519-351-8800

Careful ad placement  
**guarantees**  
**notice**  
regardless of size

Full Page  
\$3290.<sup>8xrt</sup>