# WINDSOR LIFE M A G A Z I N E

## Why choose Windsor Life Magazine?

#### **Over 60,000 Magazines Distributed**

- Every registered business in Windsor/Essex County through Canada Post.
- Every registered business in Chatham through Canada Post.
- Over 50,000 selected homes in Windsor/Essex County through Canada Post.
- **2,500** additional magazines distributed through racks at select locations.
- 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.

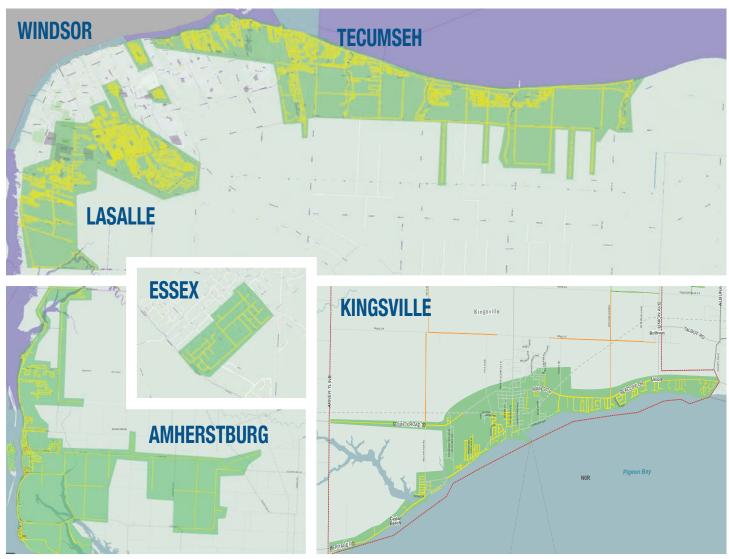
#### Our current advertisers are our best sales people.

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 2022

Issue	Features	Distribution begins Thursday
February/March	Health, Wealth, Education and Community Interest	February 3
Your Place Or Mine?	Homes, Home Improvement and Community Interest	March 24
May/June	Outdoors, Recreation and Community Interest	May 5
Summer	Summer and Community Interest	June 16
September	Community Interest	August 11
Autumn	Fall and Community Interest	September 22
Anniversary	Community Interest	October 27
Holiday	Festive Themes and Community Interest	December 1

## WINDSOR LIFE RESIDENTAL DELIVERY





WINDSOR/ESSEX COUNTY HOMES 50,282
WINDSOR/ESSEX COUNTY BUSINESSES 9,241
CHATHAM/TILBURY/WHEATLEY
BUSINESSES 669
WINDSOR/ESSEX COUNTY RACKS\* 2,500
TOTAL DISTRIBUTION 62,698

## VINDSOR LIF

## Net Rate Card 2022

#### **FULL COLOUR PROCESS**

SIZE	1 TIME	4 TIME	8 TIME
FULL PAGE	\$4363	\$3885	\$3455
2/3 PAGE	\$3369	\$2993	\$2668
1/2 PAGE	\$2518	\$2225	\$1993
1/3 PAGE	\$1916	\$1770	\$1521
1/5 PAGE	\$1511	\$1372	\$1196
1/6 PAGE	\$1093	\$964	\$862
1/10 PAGE	\$893	\$791	\$680
1/12 PAGE	\$690	\$617	\$499

#### **COVERS**

BACK COVER	\$5453	\$4856	\$4318
INSIDE BACK COVER	\$4799	\$4274	\$3800
INSIDE FRONT COVER	\$4799	\$4274	\$3800

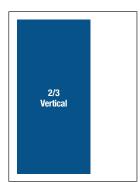
Prices are per insertion, in Canadian funds and are subject to applicable taxes. Rates are net to Publisher.

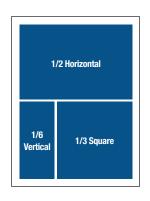
Requested position premium of 10% will apply if position is available. If position is not available, the ad will be placed in run of schedule and position premium will not be charged. Customer will be informed prior to printing if position is not available.

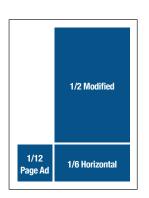
> 318-5060 Tecumseh Road East, Windsor, Ontario N8T 1C1 www.windsorlife.com

## 519-979-5433 • publisher@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 SOUARE**

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:**

Provide as single pages with crops

#### DIGITAL REQUIREMENTS

HIGH RESOLUTION PDF, JPEG, EPS

InDesign CC

Photoshop CC

Illustrator CC

**1/2 Horizontal** From \$1993\*

**1/6 Vertical** From \$862\*



We do fireplaces.

In his 1952 estime fusion surey. N Sumul of Thunder, Rey Bendhury wome and the Control of Thunder, Rey Bendhury wome to about a character who used a time machine to raved back to the deep pass. While in the profitories' world, he accidentally supposed on a huntrelly, Uson returning to present day, the central character found a startingly different would be the case of Winderland and the control of the contro

sports would be in Dakodás future.

"When I was eight years old, I stoo five-nine and weighed 185 pounds," Dake da says. I ask him to repeat that. Dakod laughs. "That's the size of some of the receivers on my team."

didn't hold his innerest. Dakoda switched to hockey because a cousin had just begun to play. For the next seven years, hockey was Dakoda's sport. Upon entering Holy Names high school

Upon entering Holy Names high sch in ninth grade, every coach in the build sat up and took notice. Dakoda dabbled football, but his focus remained on play hockey for the Knights. The first person encourage him to play football was busin teacher. Rocky Leraci.

"I remember him walking me on the field while a fooeball practice going on. He said "Here, when you get a good hit on some one, you get a pat on the helmer instead of two minutes in the box." I filed that. It drew me toward the game." Dakoda continues: "I played fooebal

committed."

Then, in grade 10, an on-ice tussle changed everything, Daloods fractured his hand in a fight. The injury spilled over to footboll season, causing him to miss practices and games.

the hallvery and sade: "What's going on weith your hand?" Dokoded recalls. 'And I said 'It's booke. I can't do anything... Do I even need to come to practice? And he was le-'Just give me your jerney." Dakoda had his football jessey in his backpack and handed it over. That exchange shifted something in the matrix.

to 100 percent for eleventh grade football season."



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**2/3 Page** From \$2668\*

2022

**Sample** 

Ad Layouts & Prices

### Stacking ads with **surrounding**

editorial columns produces a clean layout

**1/2 Modified** From \$1993\*

**1/12 Page** From \$499\*





at Holy Names, and then received a scholarship to play at the University of Beitish Columbia (UBC). There, he natted in 31 of his 32 caree rollegiate games. In 2015 he was part of the tean that won the 2015 Vanier Cap. In 2017, Dahoda played in the U Sports East-Word Boods, an annual postessance allarse game data thouckness the top U Sports foodball prospects eligible for he following evair CFL Datis. The same the following evair CFL Datis. The same

year, he was named 2017 Canada West All Sear. Following UBG: "I signed with the Nev York Jets as an undrafted free agent after at tending Eastern Michigan's pro-day, at the

To an outside observer, it seemed that Dakoda had arrived at the Promised Land. New York, however, was a humbling experience.

"I realized I had a lot to learn," Dakoda says. "They told me I was too zzw to be on the tearn." His agent arranged for Dakoda to workout with a half down other NFL tearns.

the only Canadian fax worked with. Eury year, fach als 40 e-50 promisent NT. Gelfs size literates down there, and that was high facts to the control of the control of the congravity of the control of the control of the West the owner of COVID-19 is early 2020, the one-in-s-century pandemic opened a vinidor of the opportunity for Dalo da that would not have existed, exhercise Affect being nonlinearly by the Doughtiers as Roukie of the Vara, the caracteristics of the CPL asson made is possible for Dedoct to play describe the CPL asson which is possible for Dedoct in 100 of 100 cm 100

cisco 49ers called.
"I was on the practice squad in 2020,"
Dakoda says, "and I was active for two
games."

NFL team was a surreal experience. "It we pretty sweet," Dakoda says. "You know a the big rame gays, like Jimmy Gasoppol and George Kritle. Having a GM like Joh Lynch who is a Hall-of-Farner is absolately instance. The year I arrived, they were the

on the team to extend on the team to surreal enough Dakoda says: "My first game was with Da las, which was kind of like full-circle for me... where I came to train with Duke an commit to getting back to the NFL." During that game, Dakoda found himse

So, having played high level collegie foodwalf at UBC, raining with NFL por form across the league, how does Didoe Shepley are Window as a spores towal. "When people and where I'm from, I as "When people and where I'm from, I as "They leagh and seaff. The I raume of address and envision," Didoeds any "Indoor pools Richard who could be Windown Joseph Richard who could be Windown Joseph Richard was too players Link Wildows and versus. Corplayers Link Wildows and versus. Corputers Link Wildows and versus.

in Windsor."
Football is not the only arena where Dakeda has drawn notice. He has been in a handfal of movies, most notably Deadpool.
2. "That was aveird string of events," Daleoda says. "A production crew was taking pictures in my lockerreson at URC and asked if they were filming a movie. They saids "Vesh. You wanna be in iti" I said: "Yesh."

that move was bot the Halfmark Chanold. Chacey and on that year it folk goes into a distalous where casting increase find proton a distalous where casting fractions find promovies. Then, Deaplood 2 came along, Arfins, I was just an cutas in the background, but them my role was upgraded to a featured person in the movie: Omega Red Prisoner. When I got the make-up donte, other extras on set who were comic book fam were raying: I cam believe you'der Omaga Red. You're so lacky! I'm the only poy who ever \$100 to be the proper of the property of the conservation of the property of the conservation of the property of the conservation of the conservation of the contage of the cont

Still years away from his 30th birthday, Dakoda's wild ride continues. He credits his perseverance and success to his family's unwavering support. "My parents are artists," he says. "I grew

"My parents are artists," he says. "I gre up surrounded by music and creativit Whether I was playing baseball, hockey, o



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1/3 Page

From \$1521\*

1/6 Horizontal

From \$862\*

**1/5 Page** From \$1196\*

**1/10 Page** From \$680\*



grateful for that." The moving parts of the NFL never stop, Dakoda was acquired to the Seattle Senhawke and is practicing; Center for this season. One might wood if there is a crushed butterfly on the bonto of his clean.

If communications are not warred crosses.

it elementates were not nurreal enough. Dulocida says: "My first game war with Dallas, which was kind of like full-tirde for ne.... where I came to train with Dules and commit to genting back to the NFL." During that game, Dulocid found himself blocking Dallas Comboy and fellow-Windson-native, Tyrone Crawford, on a field goal kick.

norman at OBC, training with NYL prov from across the lagues, how does Dokoda Stepley ran Windsor as appent sown? "When people saw where Irn from, I say: Windsor... the Factory." Dokoda say: Hey lungh and sooff. Then I assent the abletes and entertainers who come from Windsor: Jock Mohon in banchall, NFL, players Lake Willion and Tyrone Crusfood, counteds tockey players. One of the cooler facts is that Shanis Twais was born

in Window."

The Administration of the only aserna where Daloods has drawn notice. He has been in a handful of movies, most notably Deadpool
2. "That was a weind string of events," Daloods asys. "A production crew was taking pictures in my beforemor as IUEC, and I asked if they were filming a movie. They with "Yaks No warns be in it? I said."

That movie was for the Hallmark Chansk \*\*Once; was do that your infig spoi isto database where casting directors find postions, \*\*Dakoda explain. \*\*T did a few other movies. Then, Deadpool 2 came along Artist. I was just an extra in the background, then my release to the surplementary and the them my release to Consign Red Philamed when I gas the make-up done, other error are who were comit book firm were mystigs. \*\*I can be delivery worker Orange Red \*\*I can be delivery worker Orange Red

sous years away from an youn ournamy. Dakedas will ride contrinses. He credits his penseverance and success to his family's unswavering support.

"My parents are artists," he says." If gree up surrounded by music and creativity. Whether I was playing baseball, hockey, or football, my parents were all-in. I'm very-gradul for that." The moving parts of the



Careful ad placement guarantees notice regardless of size

**Full Page** From \$3455\*