

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.

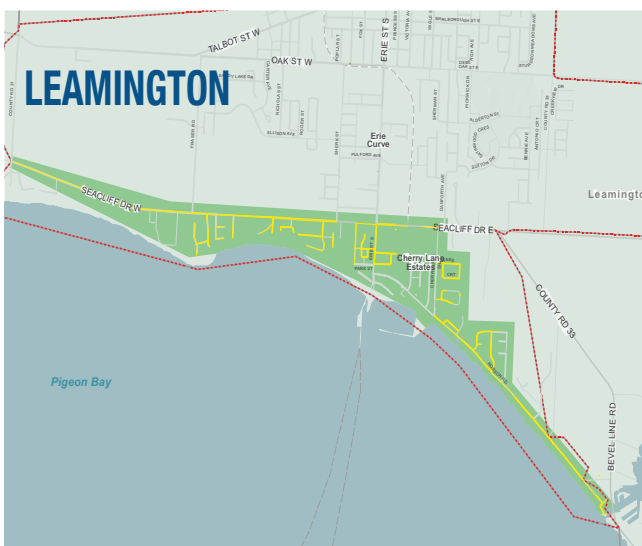
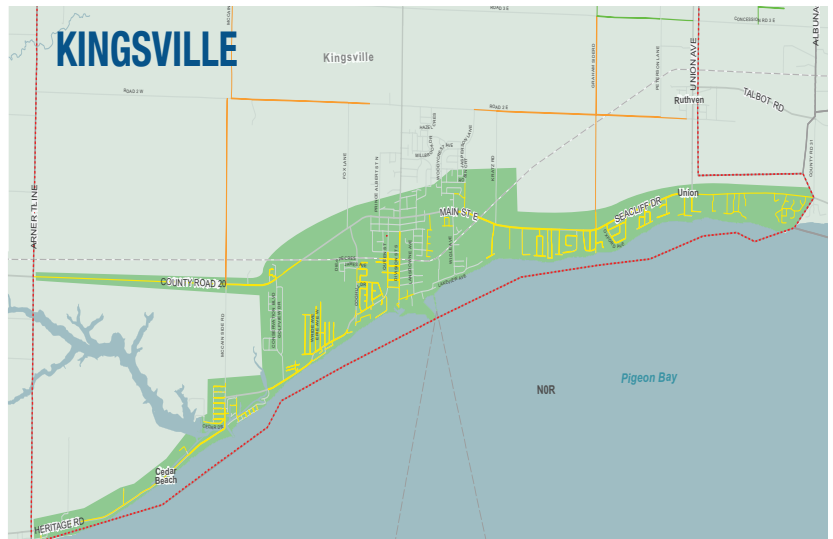
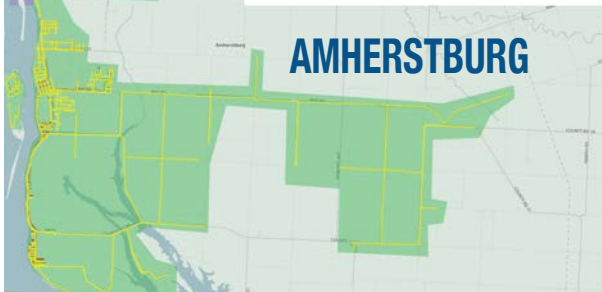
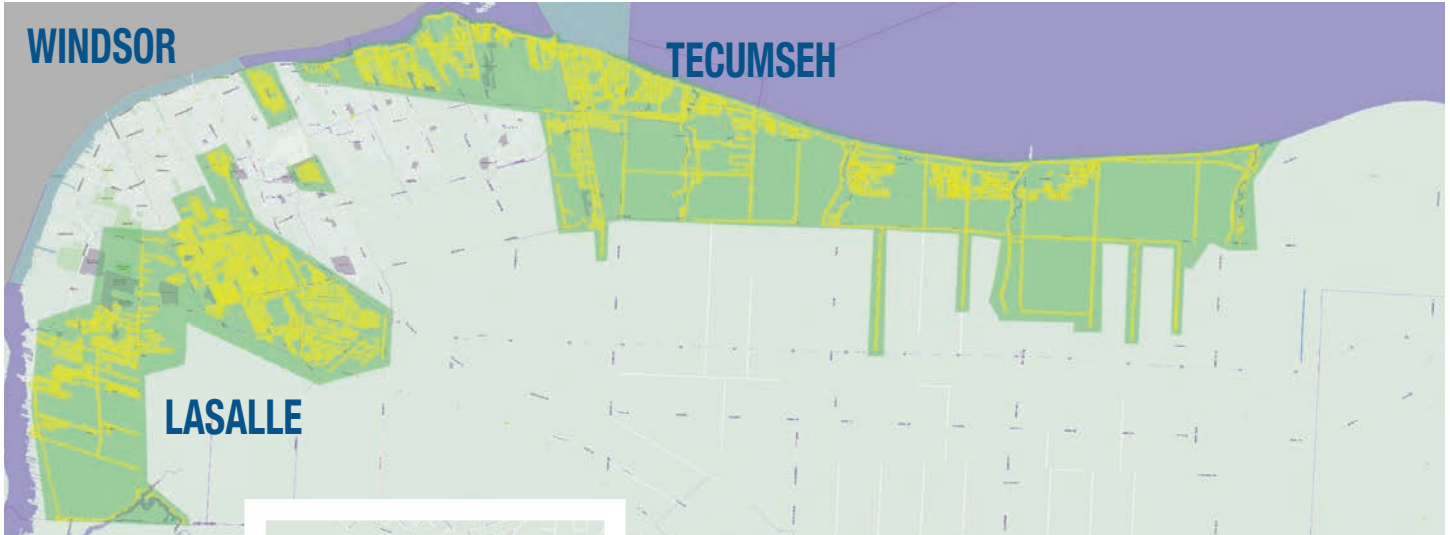
Distribution Dates **2022**

<i>Issue</i>	<i>Features</i>	<i>Distribution begins Thursday</i>
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

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RESIDENTIAL *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

*RACK NUMBERS MAY VARY PER ISSUE

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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.

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

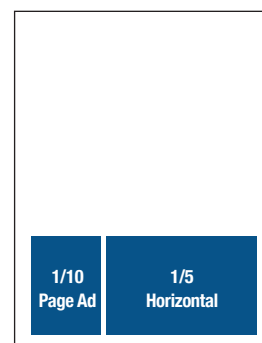
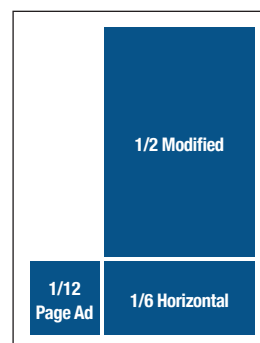
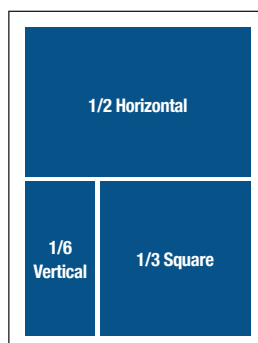
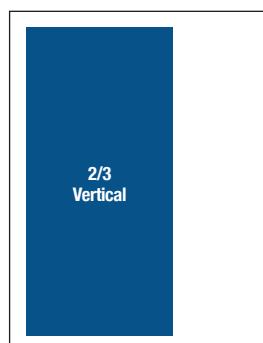
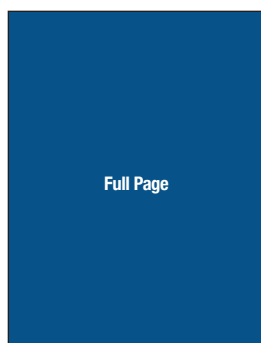
DOUBLE TRUCKS:

Provide as single pages with crops

DIGITAL REQUIREMENTS

HIGH RESOLUTION
PDF, JPEG, EPS

InDesign CC
Photoshop CC
Illustrator CC



1/6 Vertical
From \$862*

1/2 Modified
From \$1993*

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

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

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

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Barry Parisien D.D.
 owner

up surrounded by music and creativity. Whether I was playing baseball, hockey, or football, my parents were all-in. I'm very



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2022 Sample Ad Layouts & Prices

*Prices based on 8 time insertion rate.

2/3 Page
From \$2668*

1/3 Page
From \$1521*

1/6 Horizontal
From \$862*

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

Full Page
From \$3455*