

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.

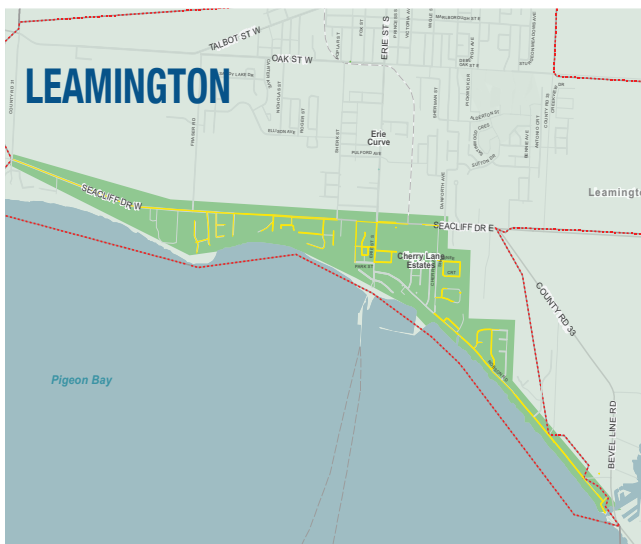
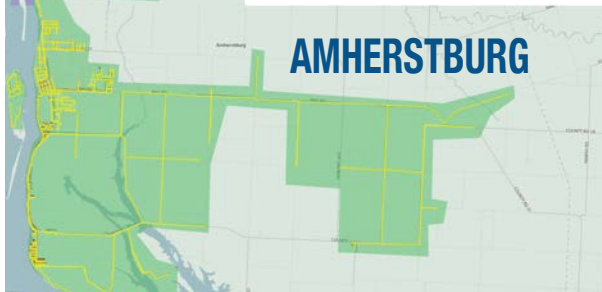
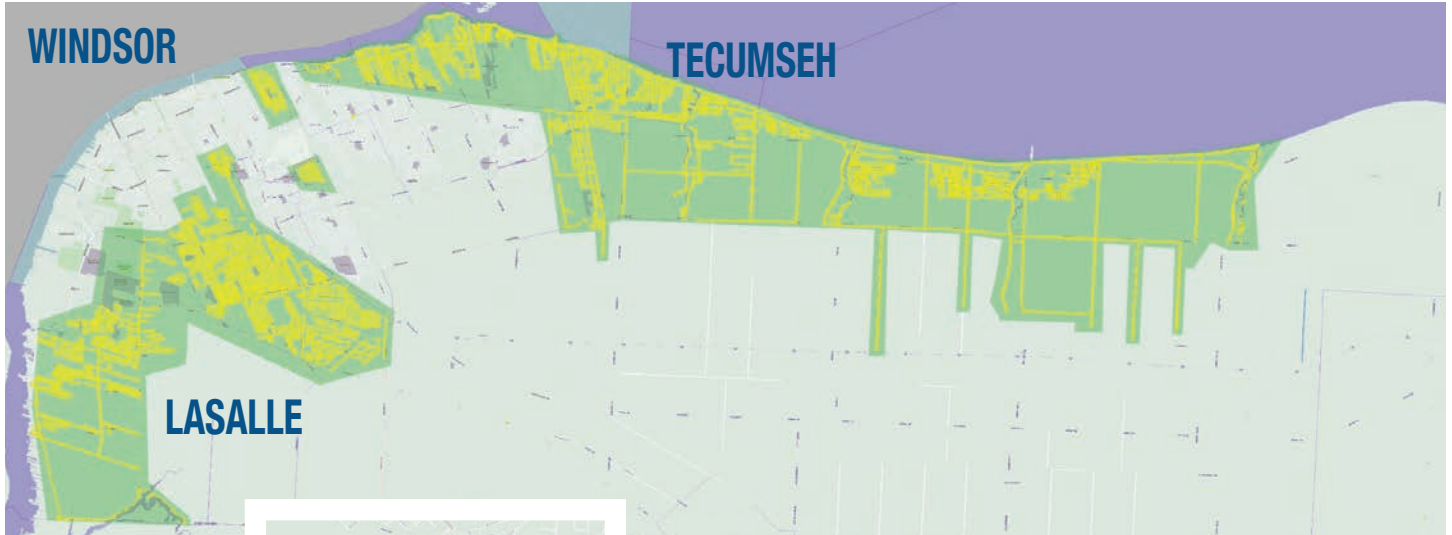
Distribution Dates **2023**

<i>Issue</i>	<i>Features</i>	<i>Distribution begins Thursday</i>
February/March	Health, Wealth, Education and Community Interest	February 2
Your Place Or Mine?	Homes, Home Improvement and Community Interest	March 23
May/June	Outdoors, Recreation and Community Interest	May 4
Summer	Summer and Community Interest	June 15
September	Community Interest	August 10
Autumn	Fall and Community Interest	September 21
Anniversary	Community Interest	October 26
Holiday	Festive Themes and Community Interest	November 30

WINDSOR LIFE

M A G A Z I N E

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

WINDSOR LIFE

M A G A Z I N E

Net Rate Card **2023**

FULL COLOUR PROCESS

SIZE	1 TIME	4 TIME	8 TIME
FULL PAGE	\$4363	\$3885	\$3455
ADVERTORIAL*	\$3669	\$3293	\$2968
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.

**Your comprehensive advertising program may only include one advertorial per 12-month period*

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

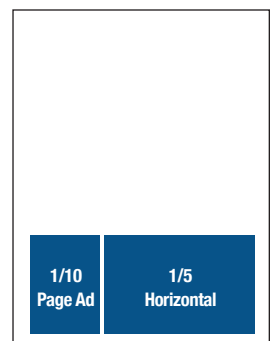
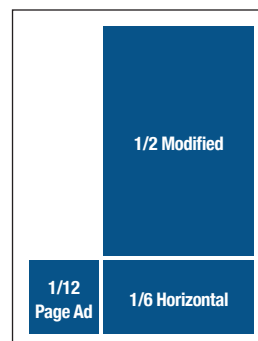
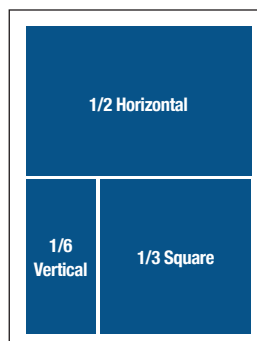
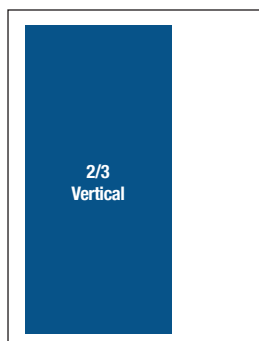
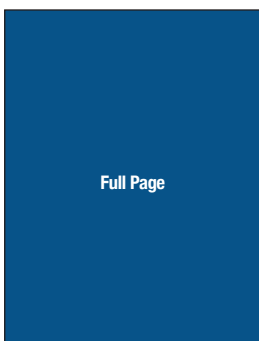
HIGH RESOLUTION

PDF, JPEG, EPS

InDesign CC

Photoshop CC

Illustrator CC



1/2 Horizontal
From \$1993*

1/6 Vertical
From \$862*

Stacking ads with
surrounding
editorial
columns produces
a clean layout

1/2 Modified
From \$1993*

1/12 Page
From \$499*

1/5 Page
From \$1196*

1/10 Page
From \$680*

We do fireplaces.
Your source for new Fireplace sales, service, and gas line installations.

Syles
519-979-2090 | www.syles.ca

Listen & Really Hear

ROBGRUICH
Experience Makes the Difference.
Building success. Since 1988.
519-818-8989
519-735-7222
ROBGRUICH.COM

In his 1992 science fiction story, "A Sound of Thunder," Ray Bradbury wrote about a character who used a time machine to travel back to the dino age. While in the prehistoric world, he accidentally stepped on a butterfly. Upon returning to present day, the character found a strange butterfly different from the one of Windsor native, Dakota Shupley, an earnest ice hockey player who was killed when he was 17 changed the path of his life.

From a young age, there was no question sports would be in Dakota's future. "When I was eight years old, I moved from one and weighed 180 pounds," Dakota says. "I ask him to repeat that. Dakota laughs. "That's the size of some of the centers on my team."

"That was the fun he played, but it didn't hold his interest. Dakota switched to hockey because a cousin had just begun to play. For the next seven years, hockey was Dakota's sport.

"Upon entering Holy Names high school in ninth grade, every coach in the building set up and took notice. Dakota didn't play hockey for the Kings. The first person to encourage him to play football was business teacher, Ricky Lavelle.

"I remember him walking on the field while a football practice going on. He said, 'Here, when you get a good hit on someone, you get a pat on the helmet instead of one in the back. I told him to do it. He never missed the game."

Dakota continues, "I played football while playing hockey, but I never fully committed."

"Then, in grade 10, an on-site trade changed everything. Dakota transferred his head to a high school. The injury spilled over to football season, causing him to miss practice and games.

"The junior football coach passed me in the hallway and said, 'What's going on with your head?' Dakota recalls. "And I said, 'It's broken. I can't do anything. I don't even need to come to practice?' And he was like, 'Just give me your jersey'."

Dakota had his football jersey in his backpack and handed it over. That exchange defined something in the season. "Kicking me off the team in ninth grade because my commitment wasn't 100 per cent," Dakota says, "made me realize what I was losing. The school my commitment to 100 percent for eleventh grade football season."

Dakota played football for three years

Your smile is our passion.

Removable Dentures On Implants
Permanent Teeth On Implants
Conventional Dentures • Repairs Taken Immediately
PAYMENT PLAN AVAILABLE

Give us a call today at 519-977-7799 to book your FREE consultation

PARISIEN DENTURE CLINIC
375 CABANA RD. E. • 519-977-7799
WWW.PARISIENDENTURES.COM

Barry Parisien
Dentist

2023 Sample Ad Layouts & Prices

*Prices based on 8 time insertion rate.

2/3 Page
From \$2668*

Luxor APPLIANCE CENTRE
1800 KENNEDY RD. UNIT 10
519-452-1111 • 519-452-1112
www.luxorappliance.com

Need good advice? ...Let's talk

Debtworks
519-972-1600
www.debtworks.ca

NFL team was a natural experience. "It was pretty easy," Dakota says. "You know all the big name guys, like Jimmy Garoppolo and George Kittle. Having a GM like John Lynch who is a Hall-of-Famer is daunting by itself. The year I arrived, they were the reigning NFC champs, and I realized 'I'm on the team to beat'."

If circumstances were not so natural enough, Dakota says, "My first game was with Dallas, which was kind of like fall-cards for me, where I came to train with Dak and commit to getting back in the NFL."

During that game, Dakota found himself blocking Dallas Cowboy and fellow-Windso native, Tyrone Crawford, on a field goal kick.

So, having played high level collegiate football at UBC, training with NFL pros from across the league, how does Dakota Shupley see Windsor as a sports town?

"When people ask where I'm from, I say 'Windsor—the Factory,'" Dakota says. "They laugh and scoff. Then I name the athletes and entertainers who come from Windsor: Jacob Robinson in baseball, NFL players Luke Williams and Tyrone Crawford, Canadian hockey players. One of the coolest facts is that Shania Twain was born in Windsor."

Football is not the only arena where Dakota has shown notice. He has been in a handful of movies, most notably Deadpool 2. "That was a weird string of events," Dakota says. "A production crew was taking pictures in my backroom at UBC and I asked if they were filming a movie. They said, 'Yeah. You wanna be in it?' I said 'Yeah.'"

"That movie was for the Hallmark Channel. 'Once you do that your info goes into a database where casting directors find people,'" Dakota explains. "I did a few other movies. Then, Deadpool 2 came along. At first, I was just an extra in the background, but then my role was upgraded to a featured part in the movie. Omega Red Prisoner. When I got the make-up done, other extras on set who were comic book fans were saying, 'I can't believe you're Omega Red. You're so lucky!' In the end, guys who ever played him."

Sell away from his 30th birthday, Dakota's wild ride continues. He credits his perseverance and success to his family's unwavering support.

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

WINDSOR MEMORIAL GARDENS
LAWN & GARDEN MAINTENANCE

A Beautiful Resting Place
For all Faiths and Cultures

519-969-4146 | WindsorMemorial.com
1100 Division Rd., 2 KM South of Devonshire Mall

PERNZOL
10 MINUTE CAR WASH
FREE OIL CHANGE
CLASSIC DETAIL WASH
START FROM \$149.99

TECHNICAL HOOD
CAR WASH
519-258-8788
519-258-8788
519-258-8788

1/3 Page
From \$1521*

1/6 Horizontal
From \$862*

ABRAHAM'S JEWELLERY
7385 Tecumseh Road East • 519-844-8132 • www.abrahamjewellery.com

Perfect FIT

YOUR DIAMOND JEWELLER

WEDDINGS AND WINE TOURS

VIP CHARTERED SERVICES LTD.
1700 Steeles Avenue East, Unit 10
www.viptransportation.ca

TCI TITAN GROUP

TRUST IS JUST ONE OF THE THINGS WE BUILD

TEL: 519-977-1125 • FAX: 519-977-0352
2489 SEMINOLE STREET, WINDSOR, ON
www.ticor.com

Careful ad placement
guarantees
notice
regardless of size

Full Page
From \$3455*