

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.
- 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.
- Over 11,000 regular followers on social media.
- Thousands of views of our virtual magazine through ISSUU for every issue.

Thank you for considering

Windsor Life Magazine

for your marketing requirements.

WINDSOR LIFE

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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.

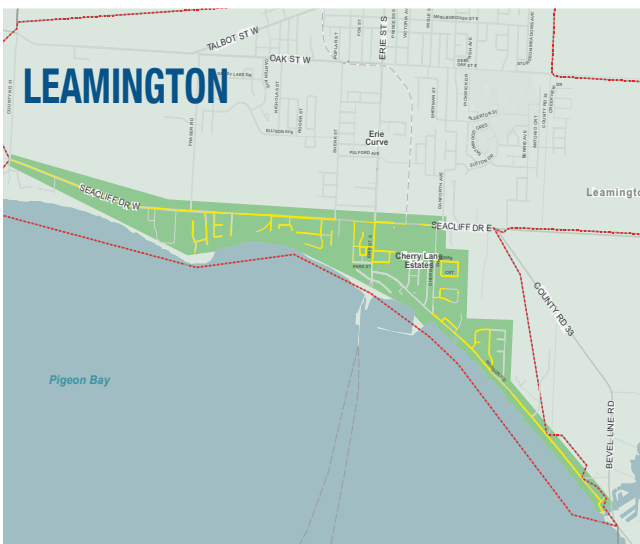
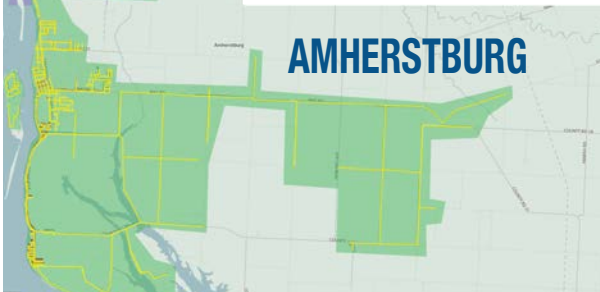
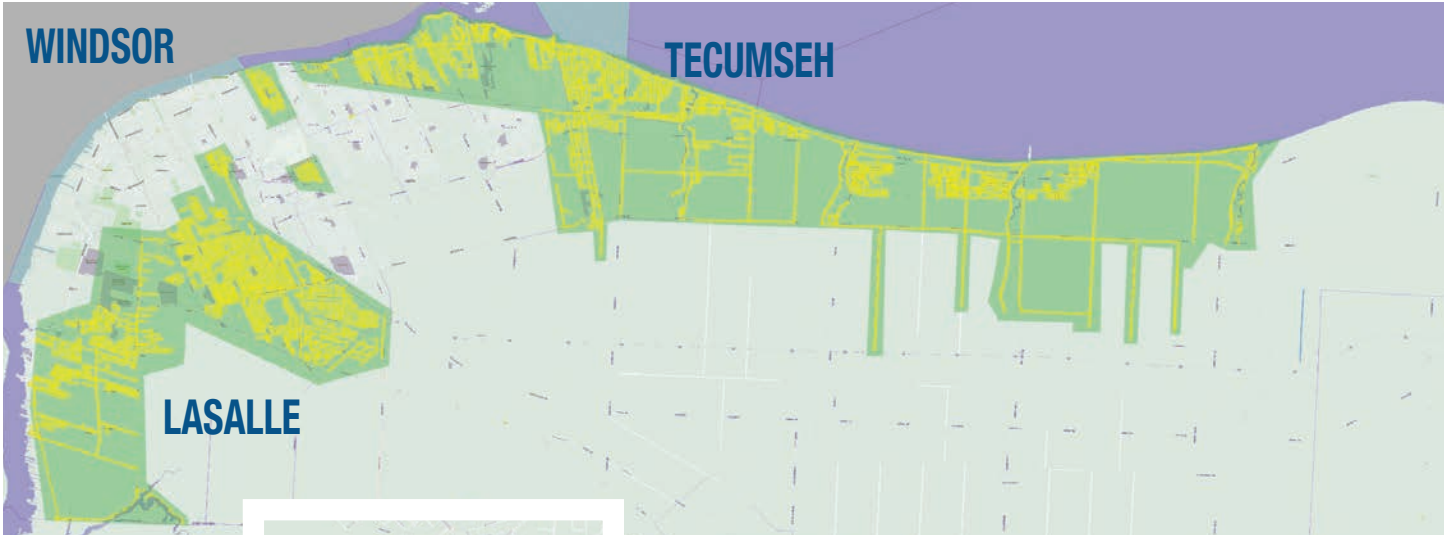
Distribution Dates **2024**

Issue	Features	Distribution begins Thursday
February/March	Health, Wealth, Education and Community Interest	February 1
Your Place Or Mine?	Homes, Home Improvement and Community Interest	March 21
May/June	Outdoors, Recreation and Community Interest	May 2
Summer	Summer and Community Interest	June 13
September	Community Interest	August 8
Autumn	Fall and Community Interest	September 19
Anniversary	Community Interest	October 24
Holiday	Festive Themes and Community Interest	November 28

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RESIDENTIAL DELIVERY



WINDSOR/ESSEX COUNTY HOMES	50,244
WINDSOR/ESSEX COUNTY BUSINESSES	9,220
CHATHAM/TILBURY/WHEATLEY BUSINESSES	656
TOTAL CANADA POST MAIL DISTRIBUTION:	60,120

UPDATED JUNE 2024 CANADA POST SOM.

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Net Rate Card **2024**

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

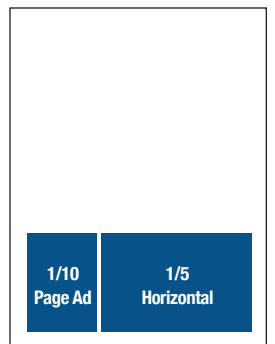
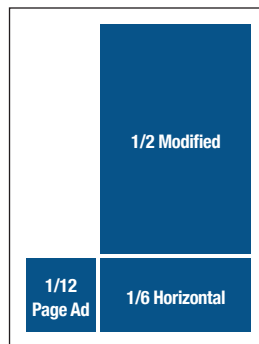
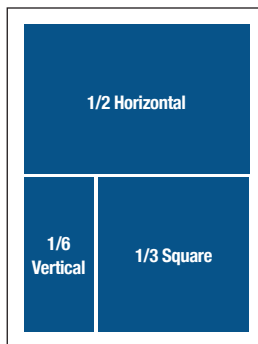
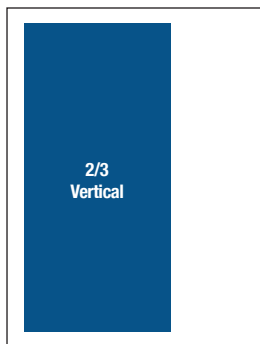
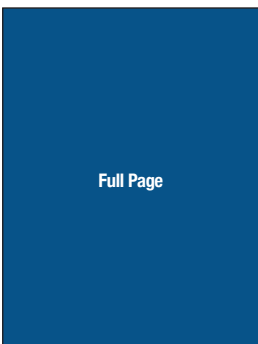
HIGH RESOLUTION

PDF, JPEG, EPS

InDesign CC

Photoshop CC

Illustrator CC



1/2 Horizontal
From \$1993*

We do fireplaces.
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519-979-2090 | www.syles.ca

1/6 Vertical
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519-735-7222

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editorial
columns produces
a clean layout

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JENNAR

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1/12 Page
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www.eyewearsofcanada.com

1/10 Page
From \$680*

In his 1992 column fiction story "A Sound of Thunder," Ray Bradbury wrote about a character who used a time machine to travel back to the dino past. While in the prehistoric world, he accidentally stepped on a butterfly. Upon returning to present day, the central character found a startlingly different world. In the case of Windsor native, Dakota Shepley, an arena on-air punch during a hockey game when he was 15 changed the path of his life.

From a young age, there was no question sports would be in Dakota's future. When he was eight years old, he used to watch and analyse 185 possible. Dakota says, "I ask him to repeat that. Dakota laughs. "That's the case of some of the re-actors on my team."

"I had my first sport by played, but he didn't hold his interest. Dakota switched to hockey because a friend had just begun to play. For the next seven years, hockey was Dakota's sport.

Three centuries Holly Nason high school in north grade, every coach in the building on and took notice. Dakota added to football, but his focus remained on playing hockey for the Kings. The first person to encourage him to play football was business teacher, Barry Parison.

"I remember him walking me on the field while a football game 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 had done it. He drew me around the game."

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

"Then, in grade 10, an on-air coach changed everything. Dakota found his light in a flash. The injury spilled over to football season, causing him to miss games and games.

"The junior football coach passed me in the hallway and said, 'What game are you with your hand?' Dakota recalls, "And I said 'I'm hockey. I can do anything... I do even need to come on practice?' And he was like 'Just give me your jersey'."

Dakota had his football jersey in his locker and handed it over. That exchange added something to the movie.

"Kicking me off the team in north grade because my commitment wasn't 100 percent," Dakota says, "made me realize who I was being. That added my commitment to 100 percent for seventh grade football season."

Dakota played football for three years.

2024 Sample Ad Layouts & Prices

*Prices based on 8 time insertion rate.

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2/3 Page
From \$2668*

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1/3 Page
From \$1521*

1/6 Horizontal
From \$862*

NFL teams was a natural experience. "It was pretty soon," Dakota says. "You know all the big team guys, like Barry Geoghegan and George Kiehl. Having a GM like John Smith who is a Hall of Famer is a discipline by name. The year I arrived, they were the ongoing NFL champs, and I realized 'I'm on the team to see!'"

If circumstances were not natural enough, Dakota says, "My first game was with Dakota, which was kind of like full-circle for me... when I came to train with Duke and come on getting back on the NFL."

"During that game, Dakota found himself blocking Dallas Cowboy and fellow Windsor 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 Shepley rate Windsor as a sports town?

"When people ask where I'm from, I say 'Windsor... the Factory,'" Dakota says. "They laugh and smile. Then I name the athletes and contributors who come from Windsor: Jack Robinson in football, NFL players Luke Wilson and Tyrone Crawford, offensive hockey players. One of the coolest fans is that Shasta Train was born in Windsor."

Football is not the only arena where Dakota has drawn notice. He has been in a handful of movies, most notably Deadwood 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.'"

The movie was for the Hallmark Channel. "Once you do that you set the scene a double where casting directors find people," Dakota explains. "I did a few other movies. Then, Deadwood 2 came along. At first, I was just on the background, but then my role was upgraded to a featured part in the movie Omega Red Prisoner."

When I got the makeup done, other extras on who were some book fans were saying 'I can't believe you're Omega Red Prisoner'! In the only guy who ever played him."

Still years 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 great," 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."

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Full Page
From \$3455*