

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.

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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.

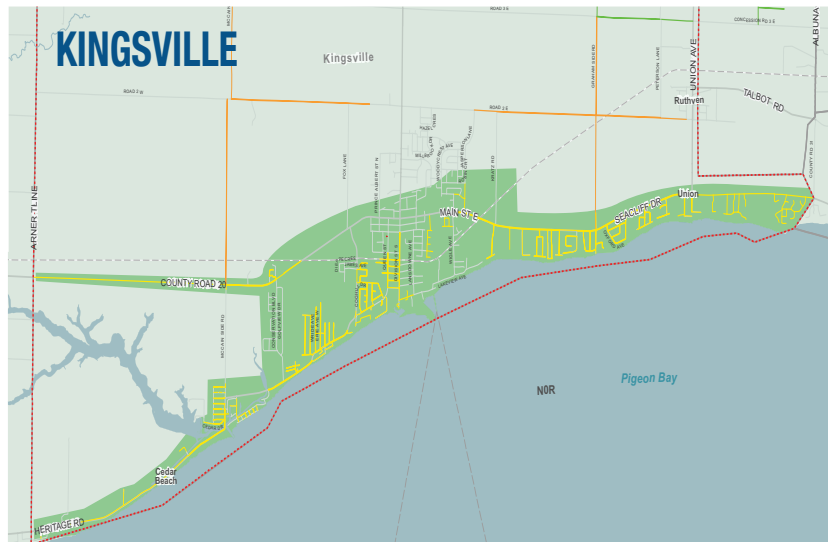
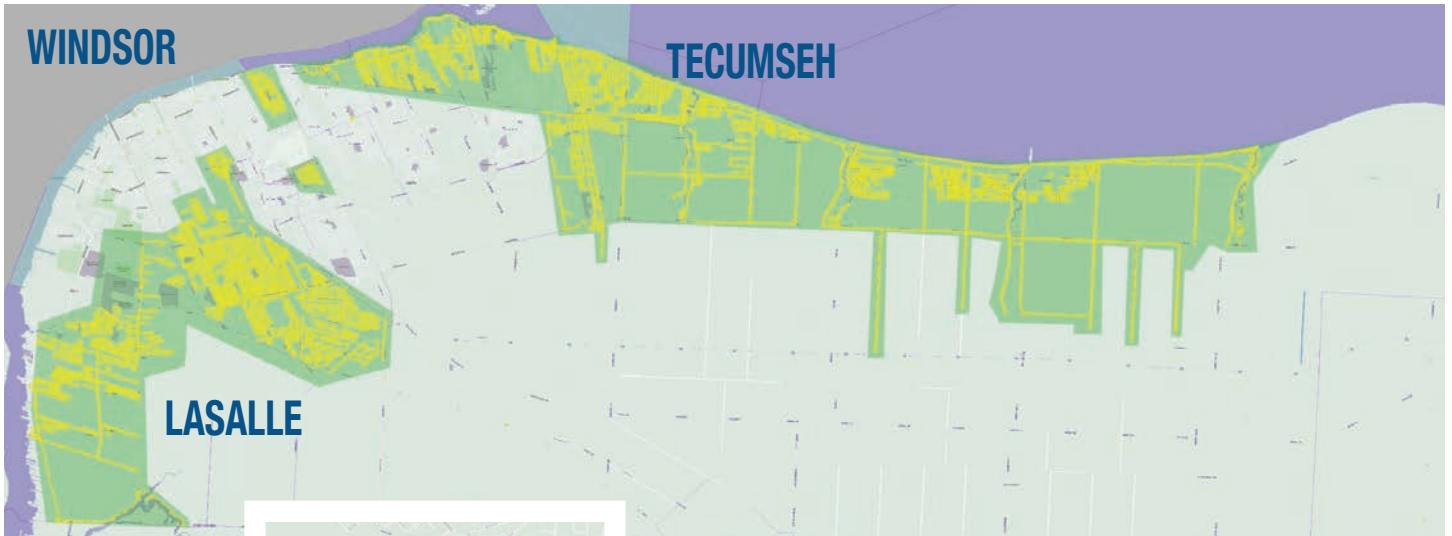


Distribution Dates **2026**

Issue	Features	Distribution begins Thursday
February/March	Health, Wealth, Education and Community Interest	February 5
Your Place Or Mine?	Homes, Home Improvement and Community Interest	March 26
May/June	Outdoors, Recreation and Community Interest	May 7
Summer	Summer and Community Interest	June 18
September	Community Interest	August 13
Autumn	Fall and Community Interest	September 24
Anniversary	Community Interest	October 29
Holiday	Festive Themes and Community Interest	December 3

WINDSOR LIFE

RESIDENTIAL DELIVERY



WINDSOR/ESSEX COUNTY HOMES*	52,081
WINDSOR/ESSEX COUNTY BUSINESSES*	9,312
CHATHAM/TILBURY/WHEATLEY BUSINESSES*	630
TOTAL DISTRIBUTION	62,023

*DISTRIBUTED THROUGH CANADA POST

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Net Rate Card **2026**

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.

519-979-9716 • sales@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

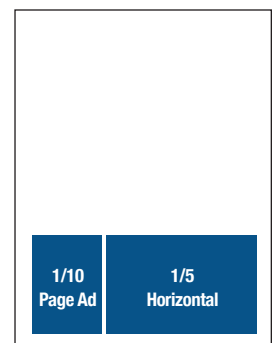
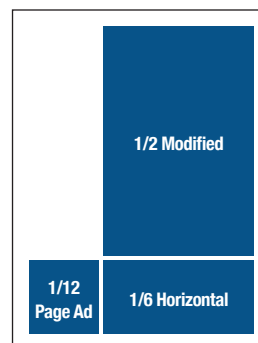
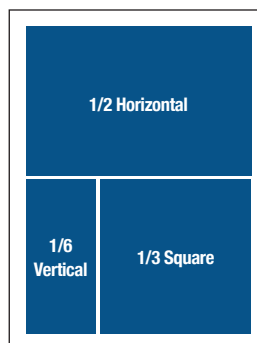
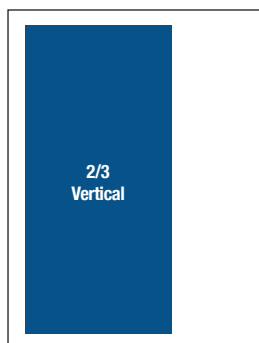
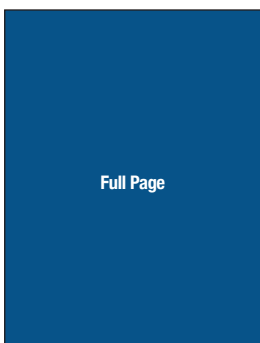
HIGH RESOLUTION

PDF, JPEG, EPS

InDesign CC

Photoshop CC

Illustrator CC



WINDSOR LIFE

M A G A Z I N E

Advertorial Format



WIFF WINDSOR INTERNATIONAL FILM FESTIVAL

THE MOST MAGICAL TIME OF YEAR

In this newfound digital age of streaming services, we sometimes forget what a beautiful thing it is to experience a movie in a theatre. Think about some of your fondest watching experiences. The booming clamor from the sound system. Seeing all those screens and all that people stretched across the silver screen. Holding your partner's hand in breathless anticipation when the killer moves into view. The shared hanks of laughter at a perfectly timed joke.

Well, now you'll have the chance to experience all that and more at the Windsor International Film Festival (WIFF).

From Thursday October 23rd to Sunday November 2nd, over 225 movies will be screened across three venues in Downtown Windsor—the Capital Theatre, the Chrysler Theatre, and The Annex—(which dwarfs the Toronto International Film Festival's selection at 209 films).

And this year, there truly is something for everyone.

"Film festivals are always where it's at for the latest developments in cinema," Vincent George, Executive Director & Chief Programmer at WIFF, explains. "Whether that's a big Hollywood hit or an award contender at the Oscars—or even stuff that won't come out for another year—you can find them here with us. We have comedy, action, drama, horror, animation. There's truly a very broad selection of movies."

Some new and returning faces will be appearing on the Capital Theatre's screens.

"The latest John Robert Miller—After the Hunt—is premiering here for this entire region. A huge return for the season star, it is already generating significant Oscar buzz. As well, the newest Dustin Hoffman film—Tender—will be featured at the festival. Jude Foster will also be making a stunning

return to the silver screen with her new black comedy, A Private Life. And stunningly, the entire movie is rendered completely in French.

And perhaps most significantly, on Saturday, November 1st, WIFF will be hosting a reunion for the cast and crew of You Are Here: A Come From Away Story—the inspiring documentary about how 38 planes and 6,579 passengers were welcomed into Gander, Newfoundland following the 9/11 attack.

"We're reuniting some of the real people who were featured in the documentary," Vincent explains, "including some of the 9/11 passengers from the US. And they'll all be here at WIFF for a special showing. That's going to be a really special, really uplifting evening."

However, not all the offerings are solely new features. On Saturday, October 25th, WIFF is hosting a special screening of The Life Mosaic, so that both new and returning viewers can experience the animated classic.

"We'll even have actual Disney princesses there before the show," Vincent explains. "They'll be available to take photos with the kids. As well, on Saturday, November 1st, we're showing Paw Patrol: The Mighty Movie with characters from the program there to meet with the children."

And all these showings fall in line with WIFF's ultimate mission statement.

"One of our biggest rules is listening to our audience," Vincent states. "They tell us what they're looking for. And we move Heaven and Earth to find it for them. Everything we do is in service to their shared joy. It's so rewarding to see our friends and neighbours lined up and excited to see a show. They're always so happy to be there."

More information about WIFF and the 2025 Festival is available at www.windsorfilmfestival.com

Images

Service/Product Description

Business Name/Logo Address/Phone Number



Dr. Sherrin Rahal, Reproductive Endocrinologist and Infertility Specialist

Victory Reproductive Care Welcomes a New REI into the Windsor-Essex Community

When Dr. Sherrin Rahal, Reproductive Endocrinologist and Infertility Specialist, joined the team at Victory Reproductive Care (VRC) in the past year, she brought an impressive expertise to the clinic and community. Known for her warmth, empathy and dedication, Dr. Rahal approaches every case with a thoughtful balance of science and compassion.

She completed her residency in Obstetrics and Gynecology at the University of Ottawa and went on to pursue subspecialty training in Reproductive Endocrinology and Infertility at Dalhousie University. Dr. Rahal believes that early education is key to long-term fertility health. "Many people assume they'll be able to conceive easily later in life, but fertility naturally declines with age," she explains.

According to her, beyond age, certain factors can also influence fertility. "A woman's medical history, family history of early menopause, autoimmune disorders, or previous surgeries can all play a role," she explains. "By identifying these factors sooner, we can support women in preserving their reproductive health."

She is currently accepting new patients and with lower wait times, access to high-quality fertility care has never been easier. As the only female fertility specialist in the region, Dr. Rahal brings a unique and compassionate perspective to patient care.

Referrals for Dr. Rahal can be sent to Victory Reproductive Care, addressed to Dr. Rahal, at fax 519-944-6466.

Fertility Awareness Program
"Do you know your fertility potential?"

Led by Lisa Hagan, Director of Operations and the project's creator and developer, VRC's new campaign "Do you know your fertility potential?" was created with one goal in mind: to educate and empower young adults to understand their fertility potential and the social factors that may impact it in the future. "Young women and men spend so much time learning how not to get pregnant, but very little time understanding how their body and cycle actually work," Lisa says. "This initiative is meant to educate and provide early awareness to prevent, or plan for, possible future fertility challenges."

The program encourages them to learn about their fertility potential early, even if they're not planning to have children yet. Through information and simple testing—such as hormone evaluations, ovarian reserve, hormone testing and semen analysis—patients can gain a clearer understanding of their reproductive timeline.

In the past year, the province of Ontario has announced an investment of C\$150 million to expand access to fertility treatments and support patients who are not able to start a family without medical intervention. "Early detection and preventative measures are key to successful family planning and can make a real difference for patients who have more than one risk factor," explained Lisa.

For Lisa, Dr. Rahal's expertise and approach made her the perfect fit to lead the campaign and have strengthened the new project's mission. "I was so thrilled that the wanted to be the physician champion for the program. Our goals and passions are aligned."

Lisa Hagan, Director of Operations

Dr. Rahal explains that the goal isn't to create fear but to help young people make informed decisions about their future. "This awareness gives them confidence and control over their choices," she explains. "When people know their bodies, they're not just preparing for pregnancy, they're taking ownership of their health."

As part of this program, VRC also plans to partner with post-secondary institutions to host educational sessions and raise awareness among young adults. For Lisa, the campaign represents a proactive and positive message of hope. "We want every woman and man to know that knowledge is power," she says. "And when it comes to fertility, understanding your body's potential is the first step toward protecting it."

If you'd like to take the first step and complete the testing, talk to your primary physician or practitioner about a referral to Dr. Rahal. Fax: 519-944-6466 or email info@vrcivc.com with your request. For details about sponsoring CME sessions at educational events, contact Lisa at lisah@vrcivc.com.

VRC
Victory Reproductive Care
8100 Twin Oaks Drive, Windsor
519-944-6400 | www.drivictory.com

- Advertorials must contain a story with a minimum of 500 words and include your company's logo.
- Advertorials may only be run once per calendar year to ensure reader value.
- It is highly recommended that an advertorial be supported by an ongoing advertising campaign, which would include 7 follow-up ads. This will ensure that the message is maximized and will continue to be supported for the duration of the year.
- This cost includes all writing, design and basic photography.
- Any professional photography required will be done directly between the advertiser and a photographer. The current rates are \$100 per hour. Windsor Life Magazine will provide contacts for this purpose.
- Advertorials must be positive in content and cannot mention any competitors.
- All copy and photos provided by the customer are to be free from copyrights. Any damages, which are incurred because of copyright infractions are the financial responsibility of the advertiser.
- Advertorials will not be published until completely signed off by advertiser for content and design no less than two weeks prior to the publication date.
- Photos taken by Windsor Life are the property of Windsor Life Magazine unless taken professionally and/or paid for by the advertiser. Windsor Life photos, layouts and stories may not be reproduced in full or in part without written consent of the Windsor Life Publisher.
- Windsor Life Magazine reserves the right of refusal on all content to ensure that the advertiser and content matches our formats, mandate and provides reader value.

519-979-9716 • sales@windsorlife.com
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