

2016 MEDIA PLANNER

WEST

OF THE CITY

PUBLISHERS OF FINE LIFESTYLE MAGAZINES

in every issue

Each issue includes news and feature articles in five departments, all complemented by a variety of regular columns covering arts, entertainment and local personalities.

HOME

interior décor, the latest colours and trends, and our popular tours of the most beautiful homes.

LIVING

news and features about health, fitness, finance, fine automobiles and stories about the people that make our communities great.

STYLE

the latest cosmetics and personal care, jewellery and our popular fashion pages, all styled and photographed by **WEST of the City**.

GETAWAYS

news and tips for travellers plus in-depth articles with lots of full-colour photography from destinations close to home, and across the globe.

FOOD

an in-depth feature on a seasonal ingredient plus recipes from local chefs, restaurant profiles, an expert wine column and the best places to dine.

a target audience

WEST of the City reaches 36,000 of the most affluent homes in our communities. SELECT DISTRIBUTION, based on proven research, ensures your message is reaching the people you want to be your customers. Our readers are discriminating, well-travelled and passionate about the finer things in life. **WEST of the City** is an audited publication that is also available at CHAPTERS/INDIGO and select bookstores.



WEST of the City is an exclusive, upscale lifestyle magazine created to cater to the discriminating tastes of sophisticated readers. Targeted specifically to the high-income neighbourhoods of Oakville, Burlington, Mississauga and Carlisle, **WEST** has quickly become recognized and highly sought-after.

Showcasing the best in home décor, fashion, dining, travel, automotive and the arts, **WEST** defines the art of fine living. One-of-a-kind and informative, **WEST** celebrates the uniqueness of its communities and the people who proudly call them home. In each issue we shine the spotlight on the culinary flair of local chefs, the finest in home décor, the hottest trends in fashion and seek out all the latest indulgences, all while providing an up-close look at personalities and businesses that make their homes, west of the city. Each issue surrounds us with the best aspects of living, working and playing west of the city.

editorial profile

WEST of the City offers its readers truly unique content they won't find anywhere else. Home décor, fashion, travel and food features are complemented by a wide range of local content covering the arts, entertainment, business and the community. Beautiful photography and award-winning design make each issue of **WEST** a must-read.



a unique magazine

advertising rates

Full Colour Advertising Rates	1x	3x	6x	Covers
Full page	\$3,900	\$3,500	\$3,100	Full Colour Only (per insertion)
2/3 page	\$3,350	\$2,950	\$2,550	Inside back \$4,500
1/2 page horizontal/vertical	\$2,400	\$2,200	\$2,000	Inside front \$5,000
1/3 page horizontal/vertical	\$1,900	\$1,700	\$1,500	Page 1 (facing inside front) \$5,250
1/6 page horizontal/vertical	\$1,050	\$950	\$850	Outside back \$5,500
1/12 page (restaurants only)	\$550	\$500	\$450	

SPECIAL POSITIONS: There is a 15% premium if available.

(Orders specifying but not contracting for special position are accepted only on per request basis and such requested positions are not guaranteed.)

special advertising sections

Timely advertising features are included in select issues including:

CORPORATE PROFILES

An opportunity to showcase your business with a full-page story.

HOLIDAY GIFT GUIDE

A chance to place your item on the must-buy list of savvy shoppers.

mechanicals

Preferred file format High resolution PDF.

Acceptable file format (MAC) InDesign, Photoshop or Illustrator.

Include all images, MAC fonts and colour proof.

Resolution and formats 300 dpi; CMYK; INDD, QXD, TIFF or EPS.

Transport media CD, DVD, or FTP.

FTP SITE

Host: ftp.metroland.com

User ID: adbank

Password: cslads1 (that's "l" as in "light")

Scroll to the West_of_the_City directory

advertising specifications

Standard Unit Sizes

Full page	8.5" x 10.875" 7.638" x 9.825"	(trim size) (safe image)
2/3 page	5.050" x 9.825"	(vertical)
1/2 page	7.638" x 4.843"	(horizontal)
1/2 page	5.050" x 7.19"	(vertical)
1/3 page	5.050" x 4.843"	(horizontal)
1/3 page	2.450" x 9.825"	(vertical)
1/6 page	5.050" x 2.347"	(horizontal)
1/6 page	2.450" x 4.843"	(vertical)

Bleed Size 9" x 11.375"

Binding Perfect bound

Inserts Polybag, tip-on, blow-in or bind-in

publishing dates

ISSUE	BOOKING DEADLINE	AD MATERIAL DUE
January/February/2016	November 27/2015	December 4/2015
March/April/2016	January 22/2016	January 29/2016
May/June/2016	March 25/2016	April 1/2016
July/August/2016	May 27/2016	June 3/2016
September/October/2016	July 29/2016	August 5/2016
November/December/2016	Sept 30/2016	October 7/2016

additional services

We provide basic layout and design to clients at no additional charge. For reprints, inserts, polybags, special pieces and art services, ask your account representative for pricing.

WEST of the City



6 ISSUES
PER YEAR



WEST of the City has been publishing for more than 13 years. In that time, it has become sought after by our readers in the vibrant communities of Oakville, Burlington, Mississauga and Carlisle.

Each stunning issue is filled with beautiful features covering home décor, fashion, beauty, travel, food and more.



Our website is the perfect complement to your print advertising initiative in **WEST of the City** magazine. It's a valuable reference tool for local shopping, dining and events plus a great way to find your favourite recipes and more from the magazine. Our events calendar and In the Crowd pages let you connect with who and what is happening in our communities, and at **WEST of the City**.



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westofthecity.com