


West

OF THE CITY

MEDIA PLANNER 2011

westofthecity.com



Editorial Profile

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 Milton, *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 hot 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.

West

O F T H E C I T Y

Your Home, Your Magazine



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.

A Unique Magazine

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.



In Every Issue

Each issue is complemented by a variety of regular features.

Shopaholic: Great home, fashion and beauty finds, plus local news and events.

Fashion: Original fashion spread in every issue.

Food: In-depth feature on trendy food and drink, plus recipes from local chefs, an expert wine column and all the best places to dine.

Getaways: Travel stories from abroad, and right in our own backyard.

Motor: Fine vehicles.

Scene & Heard: Everything about local arts and entertainment.

Good Will: Highlighting one special community volunteer.

In the Crowd: The place to be seen is on our popular society pages.

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.

westofthecity.com

is the perfect complement to your print advertising initiative in *West of the City* magazine.

Our completely redesigned website is a valuable reference tool for local shopping, dining and events plus a great way to find your favorite recipes and more from the magazine. Our Editor's blog lets you connect with who and what is happening in our communities, and at *West of the City*.

Publishing Dates

ISSUE	AD CLOSING	ADS DUE
January/February	November 19	December 3
March/April	January 14	January 28
May/June	March 18	April 1
July/August	May 20	June 3
September/October	July 22	August 5
November/December	September 16	September 30

Advertising Rates

Full Colour Advertising Rates	1x	3x	6x
Full page	\$3,900	\$3,500	\$3,100
2/3 page	\$3,350	\$2,950	\$2,550
1/2 page horizontal/vertical	\$2,400	\$2,200	\$2,000
1/3 page horizontal/vertical	\$1,900	\$1,700	\$1,500
1/6 page horizontal/vertical	\$1,050	\$950	\$850
1/12 page (restaurants only)	\$550	\$500	\$450

*Black & white rates available upon request

Covers: Full Colour Only (per insertion)

Inside back	\$4,500
Inside front	\$5,000
Page 1 (facing inside front)	\$5,250
Outside back	\$5,500

Advertising Specifications

Standard Unit Sizes

Full page	8.5" x 10.875"	(trim size)
Full page	7.638" x 9.825"	(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

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.

Mechanicals

Preferred file format: High resolution PDF.

Acceptable file format (MAC): InDesign, QuarkXPress, 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: csl (that's "l" as in "light")

Scroll to the West_of_the_City directory



west

O F T H E C I T Y

Your Home, Your Magazine



Publishing, printing and event management.

447 Speers Road | Suite 4 | Oakville | Ontario | L6K 3S7 | t.: 905.842.6591 | toll free: 1.800.693.7986 | f.: 905.842.4432

www.westofthecity.com