



6 ISSUES PER YEAR

WEST of the City is celebrating our 16th year of publishing in 2018. In that time, WEST 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



2018 MEDIA PLANNER

WEST
OF THE CITY

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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.



A DIGITAL AUDIENCE

200,000 Geo-targeted **West of the City** issues within the GTA to affluent behavioral consumers.

Visit us on social media

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 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.

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	\$3,950	\$3,550	\$3,150	Inside back	\$4,550
2/3 page	\$3,400	\$3,000	\$2,600	Inside front	\$5,050
1/2 page horizontal/vertical	\$2,450	\$2,250	\$2,050	Page 1 (facing inside front)	\$5,300
1/3 page horizontal/vertical	\$1,950	\$1,750	\$1,550	Outside back	\$5,550
1/6 page horizontal/vertical	\$1,100	\$1,000	\$900		
1/12 page (restaurants only)	\$600	\$550	\$500		

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.)

Rates are per insertion, plus HST.

SPECIAL AD SECTIONS

Timely advertising features are included in select issues including:

FEATURE PROFILES

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

HOLIDAY GIFT GUIDE (NOV/DEC)

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

AD SPECS

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/2018	November 25/2017	December 2/2017
March/April/2018	January 26/2018	February 2/2018
May/June/2018	March 23/2018	April 2/2018
July/August/2018	May 25/2018	June 1/2018
September/October/2018	July 27/2018	August 3/2018
November/December/2018	Sept 28/2018	October 5/2018

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.