



6 ISSUES PER YEAR

West of the City has been publishing for 100 issues and counting. Over the past 18 years, 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 destinations, plus a great way to find your favourite recipes and more from the magazine. Our pages let you connect with who and what is happening in our communities.

901 Guelph Line, Burlington, ON L7R 3N8 toll-free: 1.800.693.7986 fax: 905.842.4432

westofthecity.com



WEST_{OF THE CITY}

MEDIA PLANNER

2020

EDITORIAL PROFILE

West of the City is an exclusive, upscale lifestyle magazine that caters 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** is synonymous with 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 a spotlight on the culinary flair of local chefs, the finest in home décor, the hottest trends in fashion and the latest in luxury destinations, all while offering an up-close look at personalities and businesses that make their homes, west of the city. We take pride in serving as the go-to source for the finer things in life.

IN EVERY ISSUE

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

NEST

Interior décor, the hottest colours and trends, and our popular tours of the most beautiful homes.

WEAR

The latest cosmetics, clothing and accessories, along with our stunning fashion pages, all styled and photographed by West of the City.

ROAM

In-depth articles and a plethora of images from luxury destinations close to home and across the globe.

TASTE

Recipes from local chefs, restaurant profiles, an expert wine column and the best places to dine.

CULTURE

News and features about health, fitness, fine automobiles and the interesting people that make our communities great.

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 your desired 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 to affluent consumers throughout the GTA.

Visit us on social media

A Unique Magazine

ADVERTISING RATES

Full Colour Advertising Rates	1x	3x	6x	Covers	
Full page	\$4,000	\$3,600	\$3,200	Inside back	\$4,600
2/3 page	\$3,450	\$3,050	\$2,650	Inside front	\$5,100
1/2 page horizontal/vertical	\$2,500	\$2,300	\$2,100	Page 1 (facing inside front)	\$5,350
1/3 page horizontal/vertical	\$2,000	\$1,800	\$1,600	Outside back	\$5,600
1/6 page horizontal/vertical	\$1,150	\$1,050	\$950		
1/12 page (restaurants only)	\$650	\$600	\$550		

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 2020	November 22, 2020	November 29, 2020
March/April 2020	January 24, 2020	January 31, 2020
May/June 2020	March 20, 2020	March 27, 2020
July/August 2020	May 22, 2020	May 29, 2020
September/October 2020	July 24, 2020	July 31, 2020
November/December 2020	Sept 25, 2020	October 2, 2020

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.