

MEDIA PLANNER

WEST

OF THE CITY

2021

CELEBRATING 20 YEARS



EDITORIAL PROFILE

West of the City is an 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 is a well-recognized brand with an established reputation among these communities. The year 2021 will mark 20 years since West published its first issue. More than 100 issues later, West continues to evolve and stay relevant and engaging to its valuable readership. Its pages are filled with visually stunning images and uniquely local content related to interior design, fashion, food, travel, local personalities and the arts. Published every two months, each issue is thoughtfully curated to inspire, inform and entertain this niche audience. Aligning with the West brand is ideal for businesses that market to this affluent, well-educated audience.



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 — Features the latest interior design trends, designer profiles and showcases an upscale home from the local community.

WEAR — Features trendy accessories, seasonal wear and stunning fashion spreads that showcase local upscale boutiques and designers.

ROOM — Features the latest in travel news and accessories and showcases vacation hot spots from local weekend outings to luxury travel abroad.

TASTE — Features top trends in food, from home cooking to the latest dining hot spots, and includes West's own wine columnist as well as seasonal recipes by top Canadian chefs.

CULTURE — Features local artists, philanthropy, and community happenings related to performances, health and wellness, charities and more.

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 an advertiser's message is reaching its desired market, consisting of discriminating, well-travelled readers who can afford the finer things in life. West of the City is an audited publication that is also available at select Chapters Indigo locations.



A DIGITAL AUDIENCE

200,000 geo-targeted **West of the City** issues to affluent consumers throughout the GTA.

   Visit us on social media

ADVERTISING RATES

Full Colour Advertising Rates	1x	3x	6x
Full page	\$4,000	\$3,600	\$3,200
2/3 page	\$3,450	\$3,050	\$2,650
1/2 page horizontal/vertical	\$2,500	\$2,300	\$2,100
1/3 page horizontal/vertical	\$2,000	\$1,800	\$1,600
1/6 page horizontal/vertical	\$1,150	\$1,050	\$950

Rates are per insertion, plus HST.

Covers

Inside back (IBC)	\$4,600
Inside front (IFC)	\$5,100
Page 1 (facing inside front)	\$5,350
Outside back (OBC)	\$5,600

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 AD SECTIONS

Select West of the City issues include special advertising sections that feature business profiles related to a particular theme that is relevant to the time of year:

- Home décor
- Outdoor living
- Local dining
- Holiday gift giving, and more

A profile includes custom editorial, photos and layout.

FILE FORMAT

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**; PDF; CMYK; INDD, QXD, TIFF or EPS

ADDITIONAL SERVICES

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

AD SPECS

Standard Unit Sizes

Full page	9" x 10.875" 8" x 9.875 "	(trim size) (safe image)
2/3 page	5.2778 " x 9.825"	(vertical)
1/2 page	8" x 4.875"	(horizontal)
1/3 page	5.277" x 4.875"	(horizontal)
1/3 page	2.55" x 9.825"	(vertical)
1/6 page	5.277" x 2.365"	(horizontal)
1/6 page	2.55" x 4.875"	(vertical)

FULL PAGE w/Bleed Size 9.5" x 11.375" (.25" of bleed on all sides)

2021 PUBLISHING DATES

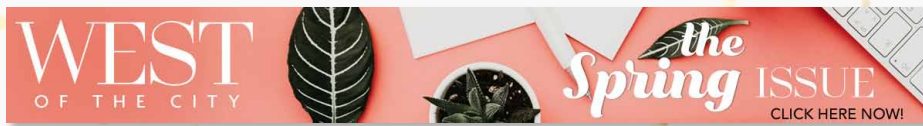
ISSUE	BOOKING DEADLINE	AD MATERIAL DUE
January/February 2021	November 27, 2020	December 4, 2020
March/April 2021	January 29, 2021	February 5, 2021
May/June 2021	March 26, 2021	April 2, 2021
July/August 2021	May 28, 2021	June 4, 2021
September/October 2021	July 30, 2021	August 6, 2021
November/December 2021	October 1, 2021	October 8, 2021





6 ISSUES PER YEAR

The year 2021 will mark 20 years since West of the City published its first issue. More than 100 issues later, West continues to evolve and stay relevant and engaging to its valuable readership. A sought-after publication by readers across Oakville, Burlington, Mississauga and Carlisle, each edition features the best local content on interior design, food, fashion, travel, philanthropy and the arts.



westofthecity.com makes an ideal complement to a print advertising campaign in the magazine where readers can access a digital version of the current edition, as well as read the latest articles online.

WEST

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WESTOFTHECITY.COM