

Caledon LIVING

An appealing community lifestyle magazine that provides informative reading time and an excellent advertising investment.

Distribution: 31,000 copies

Delivered to every home and business in the Caledon area via Canada Post, and available at select stores, restaurants, and hotels.

Advertising rates 2011

FULL COLOUR	1 INSERTION	4 INSERTIONS
Full Page	1,800	1,600
Three Quarter Page	1,200	1,150
Half Page	1,050	950
Quarter Page	620	570
Eighth Page	400	360
The Directory	225	200
Double Page Spread	3,250	2,950
PREMIUM POSITIONS		
Outside Back Cover	2,340	1,990
Inside Front Cover	2,150	1,850
Inside Back Cover	1,975	1,700
Inserts	Prices available upon request	

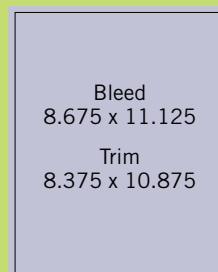
Multiple pages and special sizes available upon request. Prices do not include artwork. Artwork and design quotes available upon request.

Published quarterly

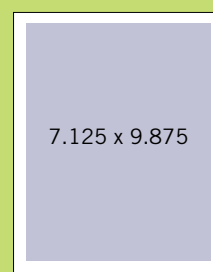
ISSUE	PUBLISHED	BOOKING DEADLINE	MATERIAL DEADLINE
WINTER	January	December 1	December 8
SPRING	April	March 1	March 7
SUMMER	July	June 1	June 7
AUTUMN	October	September 1	September 7

Terms 50% payment upon booking, 50% upon proof approval. HST will be added when billed. Ad material required no later than **four weeks** prior to publication.

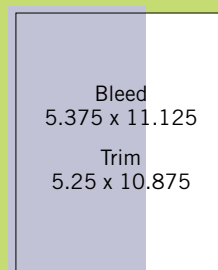
Ad sizes



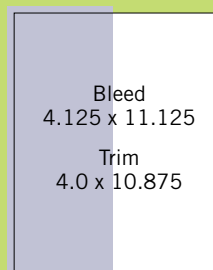
Full Page – bleed



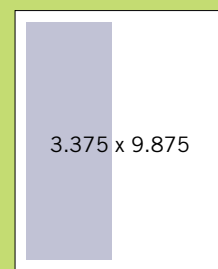
Full Page – non-bleed



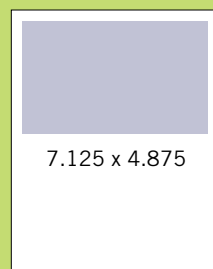
Three Quarter Page – bleed



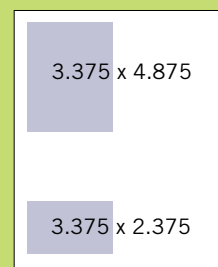
Half Page – bleed



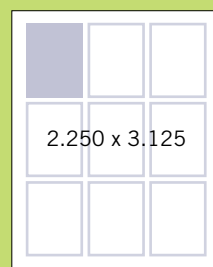
Half Page – non-bleed



Half Page Horizontal



Quarter & Eighth Page



Directory Listing Ad

Artwork is available at an additional cost.

Artwork – accepted formats

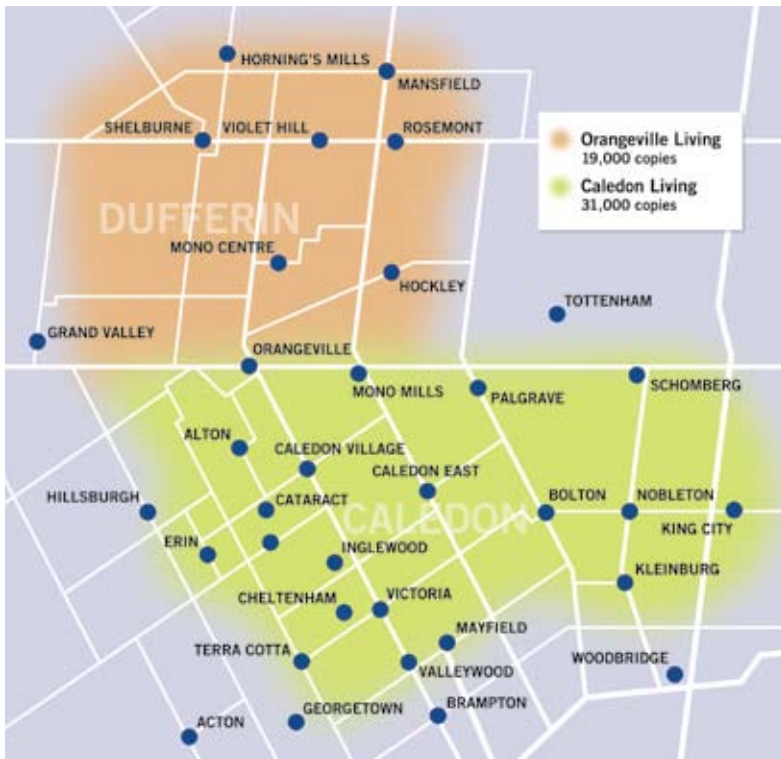
Press quality PDF, Photoshop TIF, Illustrator 10/CS EPS (All fonts converted to outlines). Files to be supplied CMYK, 300dpi at 100%.

For further information, and to submit files, email frontlinemedia1@sympatico.ca

Advertisements are subject to the approval of design and content by the publisher. All ads positioned at the discretion of the publisher. Design & photography services are available—contact us for details.

Booking

Katie Burchell 416 899 3738
Barrie Burchell 416 892 9923
Sheila Baker 416 804 0169
Myrna Brayford 705 791 2366



Combine Caledon Living with Orangeville Living for the biggest and best circulation in the region

- **Combined distribution is 50,000 copies**
That's **19% higher** than any other local magazine
- **We offer the best value local advertising**
Our cost per thousand readers is the best value around
- **Your message has reach**
In addition to controlled Canada Post mailing, our magazines are available across the region and beyond, at locations with a high flow of tourism traffic

Caledon Living & Orangeville Living combined advertising rates 2011

FULL COLOUR	1 INSERTION	4 INSERTIONS
Full Page	2,700	2,600
Half Page	1,675	1,575
Quarter Page	995	925
Eighth Page	650	575

We offer a choice

Why waste money advertising to people outside your capture area? Magazines with a large distribution area are expensive, and a large portion of that expense for many advertisers is wasted because much of the readership is outside their capture area.

We've got the solution for Caledon and Dufferin businesses – the opportunity to choose your area, if your business only caters to local customers. If your business benefits from a broader coverage, then a combined ad campaign in both Orangeville Living and Caledon Living is the best option available locally, for both cost and reach.



Why choose Caledon Living &/or Orangeville Living to get your message out and connect with customers?

Readers love our editorial balance

Our editorial mix offers something for everyone. Regular content includes: Environmental and heritage articles, local people and business profiles, shopping and style guides, product reviews, food and wine, and seasonal recipes. The proof is evident in the many issues kept and displayed by our readership.

National magazine quality

One of the most common compliments we receive is how good our magazine looks. Our design, photography, and reproduction is unrivalled locally. We typically have more pages packed with more content than any other local publication, to the delight of our readers.

Effective targeted advertising

FRONTLINEMEDIA

Tel: 905 857 2536 Fax: 905 857 2537
Email: frontlinemedia1@sympatico.ca

Ad sales

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