

VAUGHAN

BEST
IN THE
CITY

LIVING



MEDIA 2011 KIT

Vaughan Living is the community's go-to source for home décor, fashion, beauty and excitement. With local fine restaurants and retail shops at readers' fingertips, *Vaughan Living* keeps the public up-to-date on everything that is happening around Vaughan and surrounding areas. Available in a convenient digest size, *Vaughan Living* offers a promotional opportunity to unveil your products and services while meeting your sales expectations.



WWW.VAUGHANLIVING.CA

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DATES & RATES*

ISSUE	MAR/APR	MAY/JUN	JUL/AUG	SEPT/OCT	HOLIDAY
SALES CLOSING	Feb 18	Apr 15	Jun 10	Aug 12	Nov 11
MATERIAL CLOSING	Feb 25	Apr 22	Jun 17	Aug 19	Nov 18
ISSUE RELEASE	Mar 11	May 6	Jun 30	Sep 2	Dec 2

*All dates are approximate and may vary

AD SIZE	1 Insertion	3 Insertions	5 Insertions
FULL PAGE	\$1,128	\$1,018	\$928
1/2	\$748	\$708	\$648
1/4	\$448	\$398	\$358
PREMIUM POSITIONS			
IFC SPREAD	\$2,788	\$2,558	\$2,308
IFC SINGLE PAGES	\$1,578	\$1,428	\$1,285
DOUBLE PAGE SPREAD	\$2,168	\$1,948	\$1,748
IBC	\$1,488	\$1,328	\$1,188
OBC	\$1,988	\$1,738	\$1,578

*Rates are net

MECHANICAL REQUIREMENTS

SPACE UNIT	Size	Trim Size	Bleed
FULL PAGE	5.375"w x 8.25"h	5.375"w x 8.25"h	5.625"w x 8.5"h
FULL PAGE - NO BLEED	4.875"w x 7.625"h	N/A	N/A
1/2 HORIZONTAL	4.875"w x 3.74"h	N/A	N/A
1/2 VERTICAL	2.365"w x 7.625"h	N/A	N/A
1/4	2.365"w x 3.74"h	N/A	N/A

- Premium delivery by Canada Post
- Shorter lead time
- Full colour glossy stock
- Saddle stitch, magazine format
- Available to patrons at all our advertisers' shops
- Designed and printed by Dolce Publishing Inc.
- We offer our professional advice, creativity and distribution
- For a limited time, all advertisers will receive their logo on www.vaughanliving.ca free of charge

DISTRIBUTION

40,000

WOODBIDGE:

29,000

MAPLE:

9,500

KLEINBURG:

1,500

ELECTRONIC TRANSFER

Use the following information to access *Vaughan Living's* FTP server:

FTP ADDRESS: 174.121.92.110

USERNAME: dolceupl

PASSWORD: D0lc3Up

NOTE: ACCESS TO THE SERVER IS ONLY AVAILABLE WITH THE USE OF AN FTP APPLICATION

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