

# Good LIFE

IN THE CITY

M E T R O L A N D  
NORTH MEDIA

Dedicated To Celebrating The Finer Things

## MEDIA PLANNER 08





## **A Target Audience**

Goodlife in the City reaches 18,000 of the most affluent homes in our communities. GoodLife In the City is distributed door-to-door in Barrie, Shanty Bay, Midhurst, Oro, Snow Valley, Thornton, Cookstown, Anten Mills, Horseshoe Valley and Innisfil, targeted to the higher income homes. In addition copies are distributed to advertisers, waiting rooms & trade shows. This 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.

\* Now also available at Chapters Indigo Bookstore, Barrie

## **A Unique Magazine**

Goodlife in 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 Goodlife a must-read.

## **Editorial Profile**

Goodlife has quickly become recognized and highly sought after, throughout Simcoe County, as an exclusive, upscale lifestyle magazine created to cater to the discriminating tastes of sophisticated readers. Showcasing the best in home décor, fashion, dining, travel, automotive and culture, Goodlife defines the art of fine living. One-of-a-kind and informative, Goodlife 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 hot trends in fashion and seek out all the latest indulgences, all while providing an up-close look at personalities and businesses. Each issue surrounds us with the best aspects of living, working and playing. Enjoy Goodlife in the City.

# Advertising Features

## Restaurant À La Carte: New This Year!! Be a part of our Exclusive Dining Guide

Each restaurant advertising will be included in our dining guide with a description of the restaurant.

(up to 100 words) at no additional charge based on a six time commitment.

## Corporate Profile:

This is your opportunity to showcase your business with a dynamic editorial full page layout featured in the January 2008 issue. Includes layout design, photographer & writer at a special promotional price. \$1999 includes a facing full page ad.

\*must be booked by Nov. 1st 2007

## Holiday Shopping Guide:

Our holiday issue offers advertisers the opportunity to promote a hot gift item in an editorial format

(\*publishers reserves the right to approve or decline products)

**\$69/item with ad Purchase**

\* full page advertisers receive an item included at no charge

## Poly Bagging Insert

Have your promotional material or brochures distributed with Goodlife in the City...

**\$89** per thousand (print not included)

+ \$200 delivery charge

Material specs ( must be smaller dimensions than magazine (8"x11") material must be delivered to press by Ad approval date.

## NEW THIS YEAR On-Line [goodlifeinthecity.com](http://goodlifeinthecity.com)

Our local, targeted magazine site **NEW THIS YEAR** features 12 advertising spots. [Goodlifeinthecity.com](http://Goodlifeinthecity.com) will be promoted throughout Simcoe County in all newspapers, and in the magazine.

- Featured Recipes, Restaurants and archived articles at your fingertips.
- Back Page positioning includes **one spot (486x60 pixels Horizontal Bar)**

- **Leaderboard** (728x90 pixels)  
with your ad... per issue **\$299\***  
without ad purchase per issue **\$599\***
- **Corporate Big Box** (300x250 pixels)  
with your ad... per issue **\$299\***  
without ad purchase per issue **\$599\***
- **Horizontal Bar** (468x60 pixels)  
with your ad... per issue **\$189\***  
without ad purchase per issue **\$299\***

\*Issue time varies based on Street dates.

(ie. Jan 08 will be online from Jan 11-Mar 6)



# In Every Issue

Each issue focuses on a particular theme, complemented by a variety of regular features.

- NEW Fashion:** Seasonal fashion from local merchants
- In the Crowd:** Social events with candid photos of local personalities

- Gourmet@Home:** Exclusive recipes for dining at home
- Chef In the City:** Local chef profiles

**Motor:** Cars, trucks, boats, bikes & more

**Travel:** Travel stories from abroad, and right in our own backyard

- NEW Scene & Heard:** Local arts & entertainment

**Shopaholic:** Must have seasonal products

**In the Glass:** Hot & cold beverage recipes

# 2008

## Publishing Dates

ISSUE	JAN/FEB	MAR/APR	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC
STREET DATE	January 11	March 7	May 9	July 11	September 12	November 7
FEATURES	Hot & Cold Corporate Profiles	Home & Garden	Family & Golf	Summer Fun + Recreation	Home Renovation + Décor	Holiday Gift Guide
BOOKING DEADLINE	DEC 1/07	FEB 1/08	APR 1/08	JUNE 1/08	AUG 1/08	OCT 1/08
AD APPROVAL FOR PRESS	DEC 12/07	FEB 13/08	APR 16/08	JUNE 20/08	AUG 20/08	OCT 15/08

■ book by Nov 1/08    ■ book by Sept 15/08

## At Goodlife:

We support local business. Every feature & story will source local experts for quotes, and product examples where applicable. Our advertisers are always our first resource.

## Full Colour

Advertising Rates	1x*	3x	6x
Full page	\$1,699	\$1599	\$1,399
2/3 page	\$1,399	\$1,299	\$1,199
1/2 page horizontal only	\$1,099	\$999	\$899
1/3 page horizontal/vertical	\$799	\$699	\$699
1/6 page horizontal/vertical	\$599	\$549	\$499

### Covers:

Inside back .....	\$1,599
Inside front .....	\$1,999
Page 3 (facing inside front) .....	\$1,999
Outside Back* .....	\$2,199

\* Includes internet advertising

## Advertising Specification

### Standard Unit Sizes

Full page (trim size) .....	8 <sup>3</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "
Full page (safe image) .....	7 <sup>3</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>8</sub> "
2/3 page (vertical) .....	5" x 9 <sup>7</sup> / <sub>8</sub> "
1/2 page (horizontal) .....	7 <sup>1</sup> / <sub>2</sub> " x 4 <sup>7</sup> / <sub>8</sub> "
1/3 page (horizontal) .....	5" x 4 <sup>7</sup> / <sub>8</sub> "
1/3 page (vertical) .....	2 <sup>3</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>8</sub> "
1/6 page (horizontal) .....	5" x 2 <sup>3</sup> / <sub>8</sub> "
1/6 page (vertical) .....	2 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "

RH positioning guarantee available @ page price plus 20%

**Bleed Size:** 8<sup>5</sup>/<sub>8</sub>" x 11<sup>3</sup>/<sub>8</sub>"

**Proofs:** In lieu of publisher's proof, agency or client must supply black and white or colour proof of submitted files.

**Binding:** Perfect Bind

## À La Carte Package

(6 issue commitment)

**6 x \$549 per issue**

1/6 page + 1 full page feature photo ad once per year  
(limited availability. Some restrictions apply)

**Prices are plus GST only**

\* Auction Finance

**Distribution 18,000 copies**

## Mechanicals

### Supply as DIGITAL FILES in MAC format

QuarkXpress, Adobe Indesign, Photoshop or Illustrator.

### File Formats:

QXD, Indd, TIFF, EPS or PDF images to be 300dpi. Colours are to be in CMYK. Digital files must include fonts, images. Files or supporting files must be set to 300 dpi.

(if sending a pdf, fonts must be embedded.)

### Transport Media:

CD or FTP.

### Production Email:

nbornino@simcoe.com

## FTP information

### for digital submission:

#### Using an FTP Client

Host: ftp02.metroland.com

User ID: adbank

Password: csl (all Lower case (L))

Directory: Barrie\_Advance

#### Using an Internet Browser

ftp://adbank\_csl@ftp02.metroland.com

User ID: adbank

Password: csl (all Lower case (L))

**PLEASE USE GOOD LIFE FOLDER IN AD BANK**