

# places

*simcoe's hottest new magazine!*

playseeeatssleepshoplive



**media kit**

**placesmagazine.com**

# Simcoe County Region's Lifestyle Magazine

## advertising rates

Two Page Spread	\$2,595
Full page	\$1,595
Half page	\$ 995
Quarter page	\$ 595
Sixth page	\$ 395
Business card	\$ 295

Premium Pages are available on 4X contracts only.  
2 x contracts apply 10% discount and 4 x apply 20% discount

## advertising specs

2 page spread	17.25w X 11.25h
Full page	8.75w X 11.25h
Half page	7.25w X 4.75h
Quarter page	3.50w X 4.75h
Sixth Page	2.25w X 4.75h
Business card	3.50w X 1.50h

## distribution

PLACES Magazine is a quarterly publication. In total an estimated 100,000 area residents and visitors read one or more issues of PLACES Magazine in a year either in print or digitally online. PLACES is available from approximately 150 distribution points throughout Simcoe County, as well regularly placed in the rooms of selected hotels, selected medical offices, local libraries and museums, art galleries, attractions, retailers, and additional distribution at area Local Events, Shows & Festivals. Our online visitation was driven by nearly 700 radio ads driving listeners to our website, as well as emailed newsletter distributed monthly to over 2000 recipients.

All ads should be submitted in PDF or TIFF format. Color format is CMYK. Ads that are submitted RGB will be converted. The Publisher has the right to insert the advertising anywhere in the **PLACES** at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the **PLACES** (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

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