

2023 Media Kit



**CIRCULATION:
20,000 COPIES**

Using state-of the-art consumer segmentation software, our targeted distribution ensures that Grand Magazine reaches exclusive households in Waterloo Region. These discriminating readers understand quality and luxury.

Grand Magazine is also available at select bookstores in the region.



Grand Magazine is an exclusive lifestyle magazine created for Waterloo Region and Guelph residents with distinguished tastes.

Through exceptional stories and stunning photography, Grand Magazine highlights the best in home décor, local cuisine, fashion, travel, health and fitness.

Chic and informative, Grand Magazine celebrates the uniqueness of Waterloo Region and Guelph and all it has to offer to local residents looking for superior goods and services.

GRAND
MAGAZINE

Waterloo Region & Wellington County
grandmagazine.ca

Rates

GRAND
MAGAZINE

MAGAZINE (Creative and Production included)

FULL COLOUR	1X	3X	6X
Full page	\$2,510	\$2,310	\$1,950
2/3 Page	\$2,160	\$1,960	\$1,600
1/2 Page	\$1,910	\$1,710	\$1,350
1/3 Page	\$1,465	\$1,265	\$905
1/6 Page	\$960	\$760	\$400
Inside Front/Back Cover	\$3,173	\$2,973	\$2,499
Outside Back Cover	\$3,386	\$3,186	\$2,850
Double Spread	\$3,710	\$3,510	\$3,150
Polybag Inserts	price available upon request		



WEBSITE www.grandmagazine.ca

Basebar (2 spots available) \$205/month

ADVERTISING SPECIFICATIONS

DESCRIPTION SIZE (INCHES)

Full Page Trim size	8.5 x 10.875
Full Page Safe image	7.638 x 9.825
2/3 Page Vertical	5.050 x 9.825
1/2 Page Horizontal	7.638 x 4.843
1/2 Page Vertical	5.050 x 7.19
1/3 Page Vertical	2.450 x 9.825
1/3 Page Horizontal	5.050 x 4.843
1/6 Page Horizontal	5.050 x 2.347
1/6 Page Vertical	2.450 x 4.843

Bleed Size: 9 x 11.375 inches

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

Binding: Perfect binding

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.)



GENERAL ADVERTISING POLICY:

All advertising is subject to acceptance by the publisher. Grand Magazine will not be bound by conditions of any nature appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such a condition conflicts with any provision contained on its rate card or within its policies. Advertising agency assumes and agrees to pay the charges for advertising published at its direction. Upon agency's written request publisher may bill advertiser direct, providing agency guarantees payment. No space cancellations accepted after 30 days prior to the first of the month of off-press date. Orders, which contain incorrect rates or conditions, will be inserted and charged at regular rates. Such errors will be regarded as clerical. Rates subject to change without notice.

Features

CROWD APPEALS

Look who's been caught on camera at local fundraisers.

STYLE

Sensational fashions selected from local retailers.

IN GRAND STYLE COLUMN

A regular column with a local fashion twist.

FOOD

Delicious ideas to inspire local foodies.

FEATURE PROFILES

Meet the people who make Waterloo Region a "grand" place to live.

TRAVEL

Experience the world without leaving home.

WINES & SPIRITS

Fine vintages and how to serve and savour them.

WHEELS

Test driving sleek new cars.

IN GRAND DESIGN

Spotlight on local architecture.

GRAND OUTDOORS

Spotlight on wildlife and the outdoors.

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



2023 PUBLISHING DATES:

ISSUE	THEME	AD BOOKING & MATERIAL DEADLINE
JANUARY/FEBRUARY	Health & Wellness Issue	NOVEMBER 11, 2022
MARCH/APRIL	Home & Garden Issue	JANUARY 13
MAY/JUNE	Outdoors Issue	MARCH 17
JULY/AUGUST	Arts & Entertainment Issue	MAY 12
SEPTEMBER/OCTOBER	Home Décor Issue	JULY 14
NOVEMBER/DECEMBER	Holiday Issue	SEPTEMBER 8
GIFT GUIDE	Seasonal Guide of Gifts	NOVEMBER 1

Guidelines

GRAND
MAGAZINE

ELECTRONIC GUIDELINES

Email, USB, Dropbox or WeTransfer

ACCEPTABLE FILE FORMATS:

MacIntosh native formats in:

Adobe InDesign CS5.5

Adobe Illustrator up to CS5.5

Adobe Photoshop up to CS5.5

Adobe Acrobat V8

OUR FORMAT PREFERENCE IS HIGH RESOLUTION PDF

SUBMISSIONS:

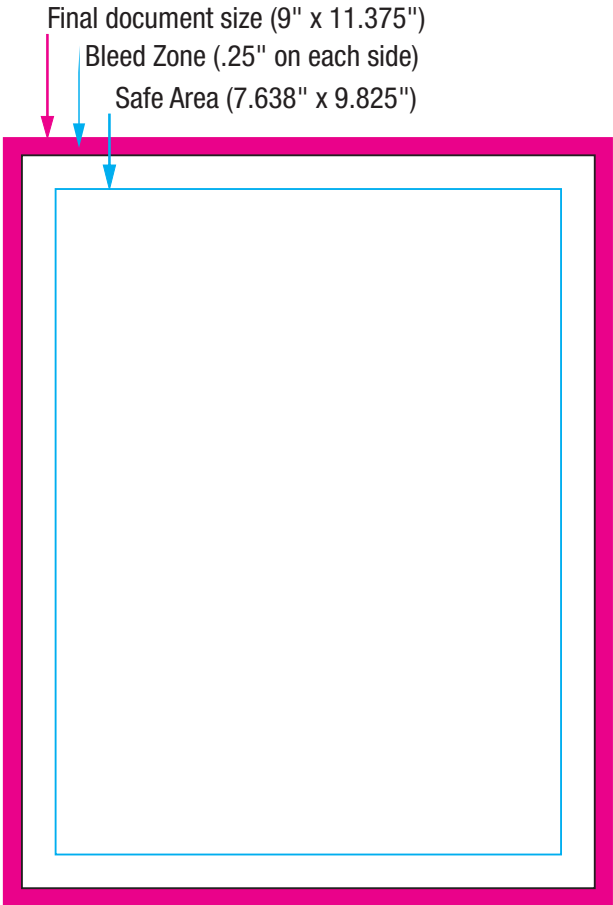
- Submissions **MUST** include all supporting graphic files, vector logos, and postscript fonts
- Do not rename fonts. Make sure that both screen fonts and the printer fonts are included.
No true Type fonts. (Failure to complete any or all of these tasks can result in undesirable results.)
- It is advisable and standard procedure to create backup files on anything you send.
- Font substitution may be necessary to correct some problem files.
- **Resolution should be 300 dpi for CMYK images or 600 dpi for black and white bitmap.**
- All colour should be **converted to CMYK.**
- PDF settings should be **PDFX1A-2001**

EMAIL GUIDELINES

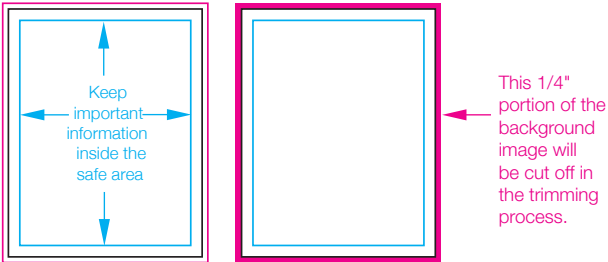
1. Please be sure to comply with all of the guidelines from the Electronic Guidelines above.
2. Name of the file to be emailed should be followed by the appropriate three letter file extension. **Example:furniture.tif**
3. 15 MB is the largest file size we can accept by email.
4. Attach the appropriately named file to an email and send to your account executive.
5. Please identify the ad in the subject line of your email. Include date, name of advertiser, name of agency (if any) contact phone number, and account representative's name.
6. Please supply a screen capture of the advertisement and support materials to your account representative.
7. Please state what format ad was created in.



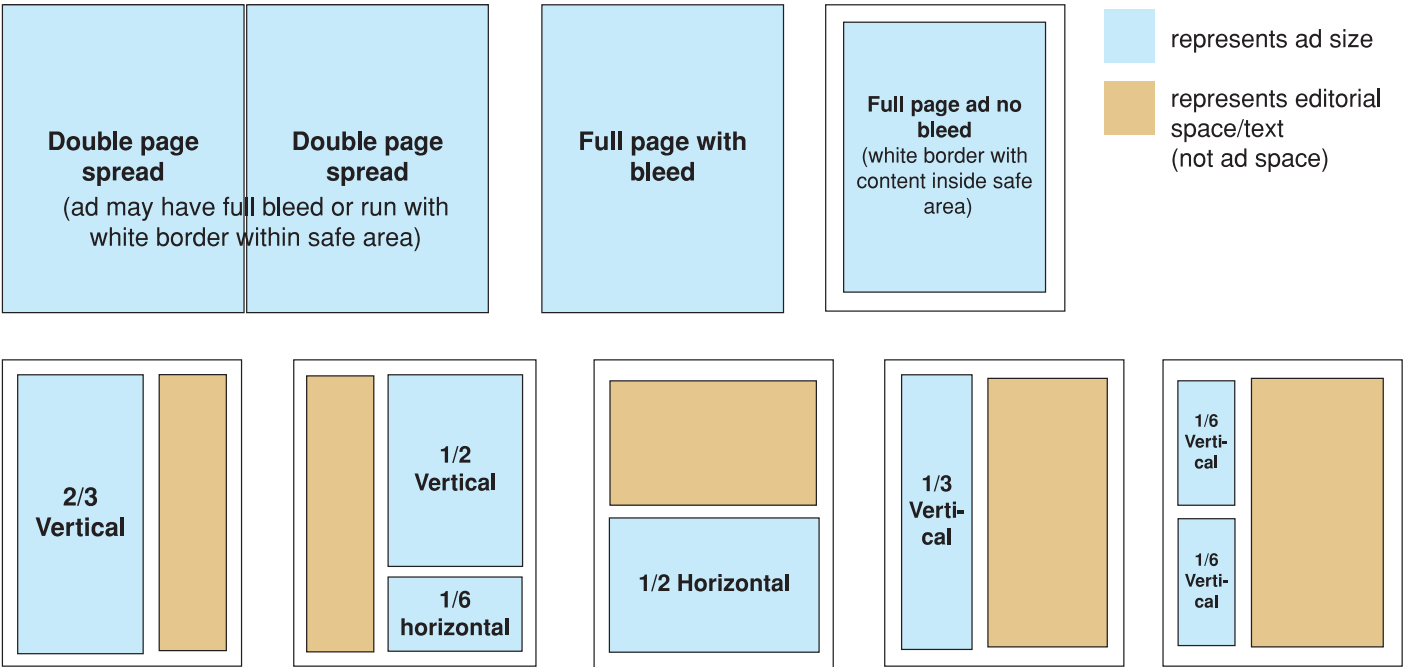
BUILDING A FULL PAGE, FULL BLEED AD FOR GRAND MAGAZINE:



- BLEED**
Bleed is necessary when you want your image to print to the edge of the printed paper. The printer requires more image outside of the trim area for shifting of paper when the page is being trimmed. **(Bleed zone is .25" on each side)**
- TRIM**
Trim size is what is left once the printed page has been cut. The printer prints on a larger sized page, then the page is sent to a trimmer to have the edges cut to the final finished size.
- SAFE AREA**
Safe area is the area on the page in which you need your information to stay within. This keeps the important information (like text, logos and contact information) within a comfortable area for legibility. This also prevents the risk of such information being cut off during the trimming process. It also prevents the risk of this information being in the gutter (where the magazine is bound together).



VISUAL GUIDE TO AD SIZES:



Contract

GRAND
MAGAZINE

ADVERTISER: _____

CONTACT: _____

ADDRESS: _____

PHONE: _____ FAX: _____

EMAIL: _____

ACCOUNT #: _____

I, the undersigned, agree to advertise in Grand Magazine under the following terms and conditions:

Total number of insertions: ☐ 1X ☐ 3x ☐ 6x (all insertions are consecutive)

over a period of one year commencing: _____

At an agreed price per advertisement of: _____

Based on the following advertisement size: _____

GRAND REPRESENTATIVE: _____ DATE: _____

ADVERTISER SIGNATURE: _____ DATE: _____

PRINT NAME: _____

The advertiser understands that if the agreed-upon minimum is not met, a surcharge will be processed to cover the difference between the contracted frequency rate and the frequency rate appropriate to the actual investment. It is understood that fulfillment of this commitment will come only from the legitimate business of the advertiser.

TERMS AND CONDITIONS

1. All layouts and compositions of advertisements produced by employees of Grand Magazine are protected by copyright and are subject to approval by Grand Magazine. Grand Magazine reserves the right to reject any advertisements deemed unsuitable as to style, type, composition or content. Such rejections shall not invalidate the contract.

2. In the event that the published closing date (copy deadline) for advertising materials is not met, the client grants the publication the right to publish materials from previously published advertisements and/or where no such material is available to publish, a public service ad chosen by the publisher will be utilized. Further, the client agrees to pay the space costs in such an event.

3. Payment is due upon receipt of invoice. Failure to pay within these terms may, at the option of Grand Magazine, result in immediate cancellation of this contract. In such cases, the advertiser may be charged for the difference between the contracted rate and the rate appropriate to the frequency of advertising done to the date of cancellation.

4. Should publication of Grand Magazine be restricted, curtailed or suspended for whatever reason, the contracted investment and rate shall be subject to review and may be amended to the mutual satisfaction of the parties of this agreement.

5. Liability for damages alleged to arise from error in advertisement(s) will be limited to the actual amount paid for the space or services provided.