



Vaughan *living*

LIVE, LOVE, SHOP...



# Vaughan

## Looking for all the best that Vaughan has to offer?

Look no further than *Vaughan Living*. With over 10 years of experience servicing this area, we know what our readers want. *Vaughan Living* will deliver your product into the hands of over 40,000 discerning readers in your neighbourhood. Produced five times a year, *Vaughan Living* is the perfect way to advertise special promotions and seasonal events or to simply promote your brand and increase awareness through high-quality, full-colour ads. Another innovative product brought to you by Dolce Publishing Inc.



## 2010 DISTRIBUTION DATES & RATES\*

ISSUE	MAR/APR	MAY/JUN	JUL/AUG	SEPT/OCT	HOLIDAY
SALES CLOSING	Feb 19	Apr 16	Jun 11	Aug 13	Nov 12
MATERIAL CLOSING	Feb 26	Apr 23	Jun 18	Aug 20	Nov 19
ISSUE RELEASE	Mar 12	May 7	Jul 2	Sep 3	Dec 3

\*All dates are approximate and may vary

AD SIZE	1 Insertion	3 Insertions	5 Insertions
DOUBLE PAGE SPREAD	\$2,098	\$1,885	\$1,698
FULL PAGE	\$1,085	\$985	\$886
1/2 PAGE	\$728	\$685	\$628
1/4 PAGE	\$428	\$385	\$348
<b>PREMIUM POSITIONS</b>			
IFC SPREAD (2 PAGES)	\$2,698	\$2,485	\$2,238
IFC	\$1,528	\$1,385	\$1,248
PAGE 3	\$1,308	\$1,185	\$1,068
INSIDE BACK COVER	\$1,428	\$1,285	\$1,158
BACK COVER	\$1,858	\$1,685	\$1,528

*\*All 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 PAGE HORIZONTAL	4.875"w x 3.74"h	N/A	N/A
1/2 PAGE VERTICAL	2.365"w x 7.625"h	N/A	N/A
1/4 PAGE	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](http://www.vaughanliving.ca) free of charge

## ELECTRONIC TRANSFER

Material sent through to our FTP site must be compressed into .SIT or .SEA formats. To log onto the FTP server, use your FTP application with the following information:

### FTP address:

174.121.92.110

### User name:

dolceupl

### Password: (first letter uppercase)

D0lc3Up

**NOTE:** FTP access is only available with an FTP application



*Distribution*  
**40,000**  
WOODBRIDGE: 29,000  
MAPLE: 9,500  
KLEINBURG: 1,500

