

Windsor Business

ADVERTISING RATES

WINDSOR'S FOREMOST BUSINESS NEWS PUBLICATION

We've raised the standards of editorial excellence in Windsor-Essex and Chatham-Kent.

... if we may be so bold as to blow our own horn!



At The Page Publishing Corp., excellent client service is a non-negotiable tenet of the company's mission. Our clients are both the 70,000+ readers who rely on the publication for useful business information and the advertisers who wish to put their product or service in front of this niche market. At TPPC, true service entails offering real value for each group without sacrificing the high standards these clients rely on.

To maintain the loyalty of a selective and discerning group of readers, the highest priority is placed on the quality, objectivity and usefulness of the editorial content. As a result, we have established policies that prohibit the publication of advertorials, business profiles, editorial themes

or special features. By maintaining high standards of editorial integrity, the readership continues to rely on *Windsor Business* in unprecedented numbers for the business ideas, leads and resources it provides.

For advertisers, client service means value-adding instead of cost-cutting. It means ensuring the message of each advertiser is as concise, creative and effective as possible to generate the most reader response. It means guaranteeing the right marketing forum, in the right hands, every month.

Windsor Business. The only real opportunity for effective business-to-business marketing in Windsor-Essex and Chatham-Kent. **WB**

INSIDE TRACK

The Windsor Business Reader: a demographic profile



- About 85% of our readers are business owners or executives, representing a range of industry sectors;
- The reader tends to have a higher level of education than the area average;
- The reader earns a higher-than-average income, is 50% male and 50% female, and is predominantly over the age of 45;
- More than 80% of *Windsor Business* readers make the buying decisions for their company or department, and almost 90% of these spend at least \$20,000 a year on business purchases.
- The reader is a selective information consumer, demanding objective and useful business information that is presented in a concise, reader-friendly format. 100% of the readers surveyed said they refer to *Windsor Business* as an integral business resource, and regularly refer back to it.

WARNING!

Advertising in Windsor Business will likely cause an increase in revenue.

If this is a problem, perhaps you should call another magazine.

Windsor Business

WINDSOR'S FOREMOST BUSINESS NEWS PUBLICATION

Advertising solutions that really work!
Call 519-255-9775 today.



The mandate of Windsor Business

The purpose and goals of *Windsor Business* are as follows:

- To supply the Windsor-Essex and Chatham-Kent area decision-makers with factual, unbiased and useful business news and information;
- To provide an independent forum for business people to collect, generate and gain creative solutions and ideas;
- To support and promote the

Essex County and Chatham-Kent business environments by publishing comprehensive and local news within a global perspective.

Within its pages, *Windsor Business* offers the reader high quality news stories and statistical information that make *Windsor Business* a “must read” for conducting business in the area.

The glossy tabloid format of *Windsor Business* combines the

best features of a newspaper with a traditional magazine. Like a newspaper, the articles are short and concise with an emphasis on the raw facts. But similar to a magazine, the glossy stock of *Windsor Business* allows advertisers a high level of reproduction quality unavailable with newsprint.

Because of these and its other attractive features, each copy of *Windsor Business* is read by at least six area business people and saved for future reference. **WB**

 ADVERTISING

Why promote your business in WB

By choosing *Windsor Business* to market your company, you are ensuring maximum exposure to your prospective client base. As a business-to-business vehicle, only *Windsor Business* guarantees exposure to the region’s top executives who make the buying decisions for their company. With *Windsor Business*, our advertisers are assured of:

- Consistent and award-winning editorial excellence, specifically targeted at Windsor-Essex and Chatham-Kent area executives. The aggressive mandate of *Windsor Business* is to supply factual, objective and useful

business news that appeals to this demographic, making the publication a “must read” for conducting business in the area;

- An extensive distribution and circulation that includes delivery every month to every business address in Windsor, Essex County and Chatham-Kent, distribution to several visibility points in the area and a growing subscriber base unlimited by geographical boundaries;
- A comprehensive client service package that offers advertisers one-stop marketing with: free media planning and consulting, free photo and logo scanning, free award-winning ad design

and creativity, free ad proofs, free copy and design changes;

- Four-colour glossy paper stock and state-of-the-art printing process, which guarantees advertisers a high degree of reproduction quality for their message;
- Immediate product recognition in the area because of its unique tabloid format, its glossy four-colour paper and its reader-friendly layout and design;
- Growing acknowledgement as the region’s authoritative source for real business news, sustained by unprecedented editorial integrity and reader-driven value. **WB**

 CIRCULATION

Business-to-business at its best

The Windsor-Essex and Chatham-Kent region is home to approximately 14,000 businesses, with an incalculable number of home-based operations increasing every year.

As a monthly news magazine, *Windsor Business* is delivered through Canada Post to each and every business in Windsor and Essex County and Chatham-Kent, is distributed to paid subscribers across the continent, and is freely available to visiting executives at various visibility points throughout the area. These include:

- Windsor VIA Rail Station
- WindsorEssex Economic

Total monthly circulation: 14,500+

- Development Corporation
- WindsorEssex Small Business Centre
- Windsor City Hall
- Holiday Inn & Suites
- Best Western Plus Waterfront Hotel
- Hampton Inn & Suites
- Southwest Region Travel Information Centre
- Downtown Information Centre
- Comfort Inns/Comfort Suites
- Windsor Construction Association
- Windsor & District Chamber of Commerce

- Caesars Windsor
- Tourism Windsor Essex Pelee Island
- Windsor-Essex County Association of Realtors
- Husky Truck Stop & Restaurant
- Vollmer Centre, LaSalle
- Central 33, Leamington
- The Coffee Exchange
- Anchor Coffee House **WB**

QUICK QUOTES

What our advertisers say:

“By advertising as we do in *Windsor Business*, and also inserting our quarterly newsletters in the publication, I feel certain that our name is foremost in the minds of business people when they consider expanding or building new.”

TONY ROSATI, co-owner, Rosati Group.

“We continue to hear that advertising in *Windsor Business*, as our team has done for many years, adds credibility to our Wealth Management Process in the minds of our current and prospective clients. The feedback we receive from the community, clients, friends and even competitors in the business has been nothing but positive.”

MARK ABRAHAM, Vice-President, TD Wealth Private Investment Advice

“Coxon’s Sales & Rentals has taken advantage of *Windsor Business* advertising for many years. In doing so, it has been a great catalyst for new business, as well as the introduction of products and services. The publication proves to have informative business content, and is both effective and economical for advertising!”

BRAD COXON, President, CSR Rentals

“I’ve been advertising in *Windsor Business* for a while, and am very happy with the return on my investment. I’ve acquired many great jobs recently, both large and small, residential and commercial. And guess how they found out about RJ Steel? From *Windsor Business*! Thank you!

RYAN JORDAN, Owner, RJ Steel Co.

“I advertised for years with much success in *Windsor Business* when I was with a different company. So when I started with Lift Depot, I started a new ad campaign in the magazine. That first edition came out one day, and I got a call the very next. I love it!”

BILL MITCHELL, Operations Manager, Lift Depot



BLACK & WHITE ADVERTISING RATES

Columns wide x Units deep (area)	1X Rate (\$)	3X Rate (\$)	6X Rate (\$)	12X Rate (\$)
3 units	270	270	260	245
4 units	335	325	310	300
5 units	400	390	380	365
6 units	455	445	430	420
7 units	545	510	500	485
8 units	575	565	550	540
9 units	640	630	620	605
10 units	700	690	675	665
12 units	835	810	785	760
14 units	960	935	910	885
15 units	1,020	995	970	945
16 units	1,075	1,050	1,025	1,000
18 units	1,175	1,150	1,125	1,100
20 units	1,250	1,220	1,190	1,170
21 units	1,330	1,295	1,260	1,225
22 units	1,380	1,345	1,305	1,260
24 units	1,475	1,440	1,400	1,365
25 units	1,510	1,475	1,440	1,405
27 units	1,585	1,545	1,510	1,475
28 units	1,605	1,570	1,535	1,485
30 units	1,660	1,610	1,565	1,515
32 units	1,715	1,665	1,620	1,570
33 units	1,740	1,690	1,645	1,605
35 units	1,780	1,735	1,685	1,635
36 units	1,795	1,745	1,695	1,650
40 units	1,840	1,795	1,745	1,700
44 units	1,895	1,850	1,800	1,750
45 units	1,905	1,860	1,810	1,765
50 units	1,980	1,930	1,885	1,835
Full Tabloid Page	2,040	1,990	1,945	1,885
Outside Back	2,675	2,665	2,555	2,495
Cover Banner – 10 units	975	950	925	900
Earlug – 3-1/2" x 1-3/4"	665	635	610	585

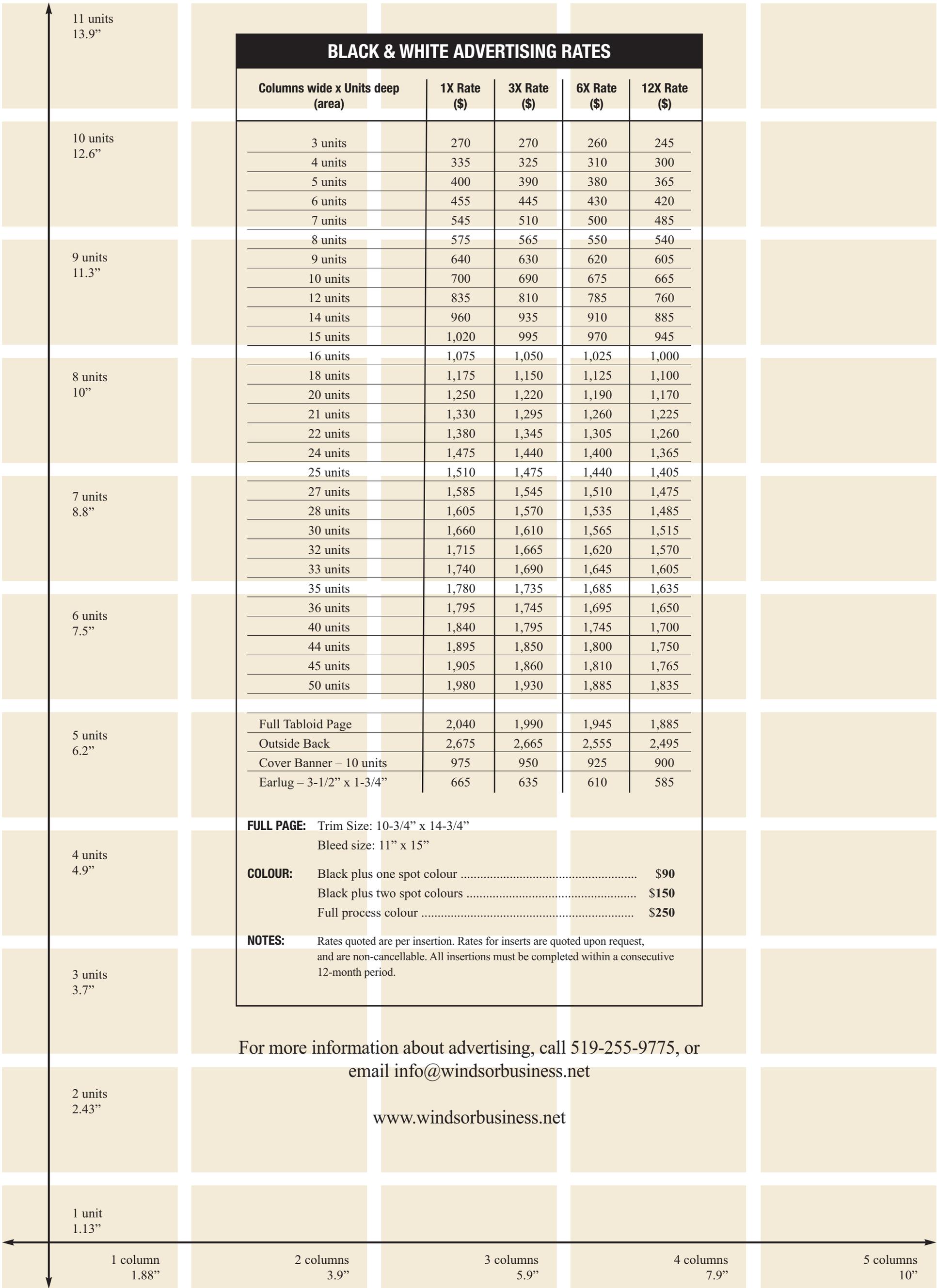
FULL PAGE: Trim Size: 10-3/4" x 14-3/4"
Bleed size: 11" x 15"

COLOUR: Black plus one spot colour **\$90**
Black plus two spot colours **\$150**
Full process colour **\$250**

NOTES: Rates quoted are per insertion. Rates for inserts are quoted upon request, and are non-cancellable. All insertions must be completed within a consecutive 12-month period.

For more information about advertising, call 519-255-9775, or
email info@windsorbusiness.net

www.windsorbusiness.net



11 units
13.9"

10 units
12.6"

9 units
11.3"

8 units
10"

7 units
8.8"

6 units
7.5"

5 units
6.2"

4 units
4.9"

3 units
3.7"

2 units
2.43"

1 unit
1.13"

1 column
1.88"

2 columns
3.9"

3 columns
5.9"

4 columns
7.9"

5 columns
10"



Editorial policy of Windsor Business

Windsor Business is an independent monthly magazine with a focus on the regional economy. All of the articles, listings and statistics published in Windsor Business are culled by an aggressive team of journalists to ensure the information is useful, accurate and unbiased.

To sustain both editorial integrity and overall quality, we insist on a clear separation between advertising and editorial content. Thus, paid advertising is completely independent of editorial content and will not guarantee nor exclude any editorial coverage in the publication.

Since quality and objectivity are crucial to both our readers and our advertisers, editorial staff are re-

quired to access the best local sources available, whomever they may be. We encourage members of the business community to make themselves and their expertise known to the editorial department of Windsor Business.

Our advertisers are also encouraged to keep us apprised of any developments in their industries by forwarding information and media kits to our editorial department.

The decision to include or exclude any information in Windsor Business remains at the discretion of the editor and The Page Publishing Corp.

The unique editorial focus of Windsor Business includes news coverage of:

- business start ups and shut downs
- commercial property sales
- commercial litigation
- residential and commercial construction activity
- mergers and acquisitions
- franchising
- hospitality
- manufacturing
- international trade
- retail and development

Windsor Business has proven time and again to be an effective business resource, providing not just the raw facts but the perspective and analysis you depend on to successfully manage your business in the Windsor area. **WB**



Advertising terms and conditions

- Editorial content is completely independent of any advertising content or sale, and no special consideration or commitment of any kind may be part of the sales agreement.
- The Publisher reserves the right to insert the word “advertisement” above any copy.
- Advertising is non-cancelable after the deadline of space close, and covers and inserts are non-cancelable.
- Any changes to the original advertising contract must be received in writing and are disallowed after the deadline of space close. The Publisher retains the right to allow or disallow any request for changes submitted in writing in advance of the deadline of the issue in question.
- Contracts may be cancelled by the Publisher only, with the remaining advertisements on the contract subject to short-rating. The advertiser agrees to repay the Publisher any discounts granted for insertion frequency, beyond actual frequency earned at the time of cancellation.
- All advertisements must be acceptable in content and design and are at the discretion of the Publisher. The Publisher retains the right to reject any ad-

- Position requests are not guaranteed without prior payment of a surcharge. In absence of such, the Publisher will attempt to accommodate position requests but these are not guaranteed and shall not be part of the agreement.
- Rates quoted are for advertising space only, and the Publisher reserves the right to increase advertising rates at any time on 30 days’ notice in writing. All contracts are subject to this reservation.
- Advertisers and their agents assume liability for all content of advertisements printed and all responsibilities for any claims arising therefrom against the Publisher.
- Advertisers are responsible for providing ad material. In the absence of such on a frequency contract, the Publisher shall repeat a former ad to ensure publication dates are not delayed.
- The advertiser agrees the Publisher shall not be liable for any damages arising out of errors in advertisements. The Publisher shall not be subject to any liability for any failure to publish or circulate any advertisement, in whole or in part, for any cause.

- Proofs of all display advertisements are provided to the advertiser prior to publication at no charge, unless the ad is a repeat of a previously-approved ad. The advertiser assumes responsibility of checking the ad for errors of fact, spelling and punctuation. And of notifying The Page Publishing Corp. of any changes prior to the deadline indicated on the proof.
- All advertisements that benefit from a frequency discount must be published within a consecutive 12-month period. Frequency discounts are not applicable if a contract extends beyond the 11 months following the first insertion, unless a new insertion order is signed by the advertiser.
- If in conflict, the conditions, terms and rates contained herein take precedence over the conditions printed on insertion orders, other correspondence or previous rate cards, unless specifically allowed for by the Publisher.
- Advertising insertion orders are payable within 30 days of publication date. Any account outstanding after 30 days may be charged interest at the rate of two percent per month, 24 percent per year. **WB**

What our readers say:

“Keeping us informed on our community. Great paper!”
REGGIE CARROCCIA, TD Canada Trust

“I enjoy the magazine. I never throw out the paper until I have read a bit or all the paper. Thanks for keeping me current on the climate of business in the area.”
IORELLA PERCIBALLI, Fiorella & Co.

“I find this magazine to be the best source of what is happening in the city, better than the Windsor Star.”
MARY ANN MATZ, Thomas Cook Travel

“One feature I particularly enjoy with this publication is that it gives ‘the story behind the story’ on some interesting stories covered in less detail by the newspaper, TV or radio.”
BARRY HORROBIN, Windsor Police Service

“I truly believe this is the best business publication available in the city to keep the public informed.”
DAVIDE PETRETTA, Petretta Construction

“I’m pleased to see a move away from advertorials, unlike other local business publications.”
SHANNON PORCELLINI, Ford City Discovery Centre

“Windsor Business is a great paper to read from cover to cover.”
MICHAEL TAYLOR, John Deere Windsor

“A well put together source of information that’s not overbearing. It’s just the right size!”
PEGGY BEAGAN, Hub International

“I have been very impressed with the Windsor Business publication since its inception.”
GAYLE MINELLO, Motor City Community Credit Union

“The commercial litigation is great so we don’t incur financial debt with some of these companies. I like the fact that you let us know of upcoming businesses. I enjoy the statistics on everyday info. Also, Nadia and Dale’s columns are down to earth and informative and sometimes funny!”
MARY ANN DESROCHERS, D & D Excavating & Drainage Ltd.

“This is a very good magazine. We all read it. Too bad it only comes out once a month. Thank you.”
LISA HUNTER-MALOTT, Delta 70 Manufacturing, Kingsville

“An excellent business resource for local and county businesses. Keep up the good work.”
AMANDA SMITH, Town of Kingsville

“Enjoy your magazine and look forward to each issue!”
REG MACDONALD, Honey Electric Ltd.

“Excellent source of new businesses in the area. Great news feed on new real estate. Love the comment section to hear everyone’s feedback.”
DR. A. ANGELINI

“Best business publication in the city by far! We use it to prospect for new business and to keep up to date with what is going on. Our clients read it in the lobby. I love your publication in its current format. I would not read it online.”
DONNA BILODEAU, Fast Signs