

*The*

# DRIVE

Demographics | Advertising Rates | Distribution | Target Audience



The

# DRIVE Engagement Rates

## PER ISSUE

**Full Page** \$3,200

**Half Page** \$1,750

**1/3 Page** \$1,300

**1/4 Page** \$1,000

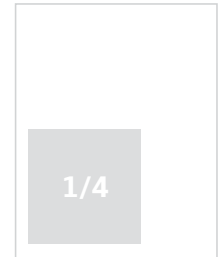
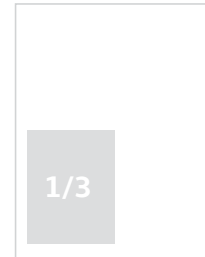
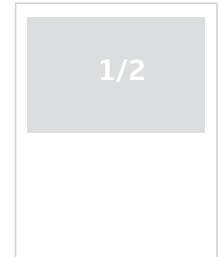
## PER YEAR

\$3,000

\$1,600

\$1,200

\$900



The DRIVE strategic marketing proposals are designed to keep you consistent in every issue of The DRIVE while maintaining a steady budget for the entire calendar year with a convenient monthly payment plan.



# *The* DRIVE Audience

## **DISTRIBUTION OF 50,000 PER EDITION**

### **Direct to Homes**

Targeted to 40,000 higher household incomes. Guaranteed distribution through Canada Post. Riverside Drive, Walkerville, Southwood Lakes, South Windsor, LaSalle, Lakeshore, Belle River, Amherstburg, Tecumseh and St. Clair Beach.

### **Direct to Businesses**

8,000 businesses delivered through Canada Post and an additional 2,000 copies racked throughout high-traffic locations in Windsor-Essex County.

### **Places of Engagement**

Businesses, waiting rooms, public venues, lobbies, welcome areas ect...

### **Proven Consumers**

Personalized delivery to select mailing list addresses.

## **DIGITAL FOOTPRINT**

**Web** - Desktop, Mobile, Tablet

**Social** - Facebook, Instagram, Twitter

**Email** - Extensive, Targeted, Permitted

The

# DRIVE

## CREATIVITY. PASSION. PEOPLE. INSPIRATION.

'Drive' is the greatest asset we recognize in people and we are bringing that energy to elevate our magazine to new heights. With increased distribution, we will reach more homes than ever before.

We have always been very proud of The DRIVE's bold photography, and now we are pushing the envelope to offer you a new edge on how a picture speaks a thousand words.

We love good design, and with that in mind, we are ready to take you along for the ride. Our 'Drive studio' can redesign your ad to better reach your target market and impress your audience.

Our stories are of people from all walks of life, we draw from their real experiences to share their stories and make an impact.

Our audiences has been captivated and we are harvesting undeniable loyalty to deliver what Windsor has been asking for.

**Stay with us to be part of something big, bold and forward-moving.**



The

DRIVE

## Enjoy the Experience

- Crafted delivery to readers in 50,000 upscale addresses, businesses, and specific locations throughout Windsor Essex.
- Specifically targeted to attract readers that are 35+, mid-to-high household incomes, with interests in lifestyle, culture, people and trends.
- Exclusive targets to specific neighbourhoods and businesses delivering fine goods and services.
- Fully distributed through Canada Post.

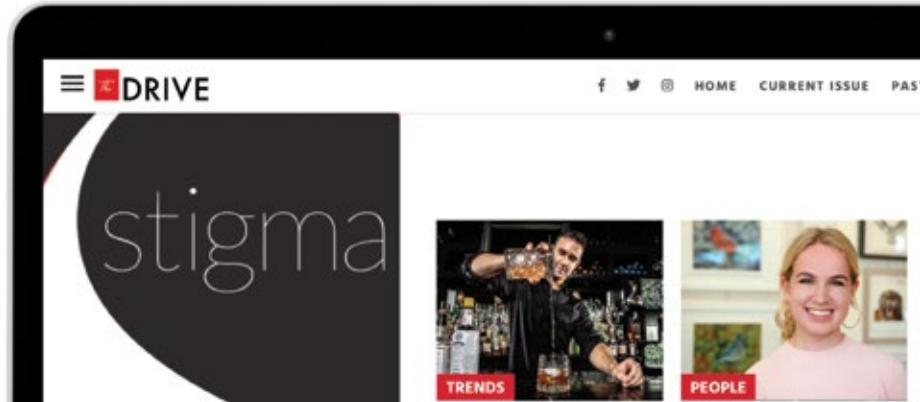
**The right experience, delivered to the right audience, in the right environment.**



*The* **DRIVE**

## From In-Hand to Online

Experience The DRIVE magazine from anywhere. Our editorial magazine is available right at your fingertips wherever you are. A streamlined mobile and desktop experience awaits. Enjoy a great read, entertaining video, and an online version of our current issue. Take full advantage of our online reach. Starting in Windsor Ontario, into our neighbouring city of Detroit, and all the way across the world.





*The* **DRIVE**

## 2019 Target Dates:

FEBRUARY 4

MARCH 18

APRIL 29

JUNE 10

JULY 22

SEPTEMBER 3

OCTOBER 14

DECEMBER 2

Plus ... watch for our exclusive online and vertical Special Editions.

The

# DRIVE In-Action

We have carefully selected our cover and paper stock to offer you an experience you will remember. Velvet matte finished pages and a beautifully coated, hard stock cover, perfect bound, to set the tone for your creative message to be displayed.

## **Cover**

80 lb. - Sheet Fed - Card Stock Cover – Matte UV Coated

## **Pages**

Somerset Satin Premium Paper

## **Printing**

4/4 web printed by Canada's largest privately held printer St. Joseph Communications

## **Binding**

Each signature perfect bound into the cover for a durable spine and precision trim

We will be personally on-site to monitor all printing of The DRIVE to ensure the highest quality of reproduction of content and brand messaging.





**HERE TO  
INFLUENCE YOUR  
MIND, HEART,  
AND SOUL.**



*The* **DRIVE**

# Creative Considerations

**Full Page** - 8.5" W x 10.75" H

**1/2 Page Horizontal** - 7.5" W x 4.75" H

**1/2 Page Vertical** - 3.5" W x 9.5" H

**1/3 Page** - 4.75" W x 4.85" H

**1/4 Page** - 3.7" W x 4.8" H

Please submit your files in the following formats:

EPS, TIFF, Press Ready PDF

Image resolution: 300 DPI

Please allow a 0.125" bleed (border outside the ad) if you are sending FULL PAGE, as well as a 0.25" margin for type safety at the inside edge of the ad.

**Deadline** is always three weeks prior to publications. Of course we will constantly work with you when needed ... always ask!



# *The* DRIVE: Above & Beyond

## **The DRIVE offers these additional services:**

- Creative Design
- Copy Writing
- Working With Suppliers
- Photography
- Marketing Initiatives

Your message is as important to us as it is to your customers. Our environment is yours so we want it to be as effective as possible.

## **We can assist in all aspects.**

Ken Stewart, Managing Director

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