

Distribution dates (2023-2024)

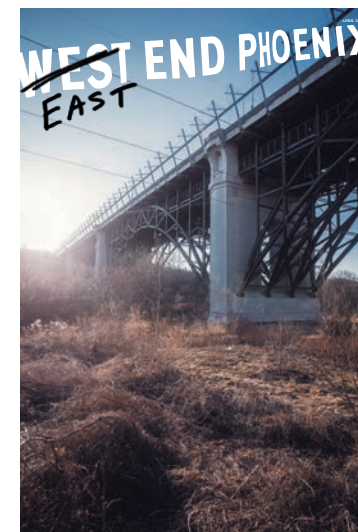
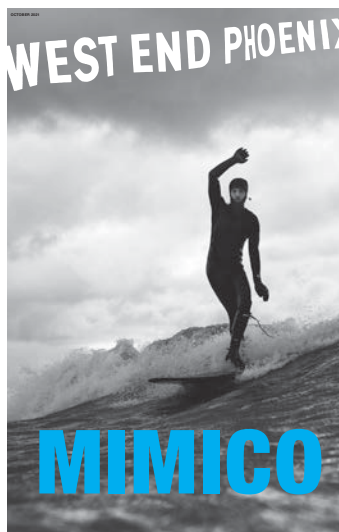
Please note: Dates are approximate and may vary slightly.

Issue	SALES CLOSING	MATERIALS CLOSING	ISSUE RELEASE
October BIA	September 8	September 15	September 30
December Visual issue	November 3	November 10	November 25
January Subscriber special: Calendar	December 1	December 8	December 23
Feb/March Rexdale	February 2	February 9	February 24
April/May Music	March 29	April 5	April 20
June Omnibus	May 17	May 24	June 8
Summer*	May 31	June 7	August 1

* Summer mini – special format! Inquire about opportunities.

Printing details

- We are printed on newsprint stock.
- Please provide a print-ready PDF of your ad artwork at correct size (turn page for dimensions). For best printing results, artwork must be 300 DPI.
- If your ad is colour, please supply in CMYK, not RGB.



WEST END PHOENIX

To explore advertising opportunities, email us at sales@westendphoenix.com

Media kit 2023-2024

Slow print for fast times

What we do
The West End Phoenix
is a non-profit paper
that publishes
hyperlocal stories
about your business's
neighbourhood.



What WEP readers want:

Three-quarters
of WEP readers
polled told us
they'd like to see
coupons from
local businesses
in our pages.

WEP readers
spend three or
more weeks
reading the print
edition of our
paper. It – and
your ad – enjoys
a lengthy
presence in our
readers' homes.

Your ad will reach
readers who care
deeply about
supporting their
neighbourhood
and its local
businesses.

Who we reach:





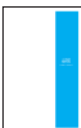


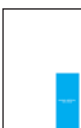

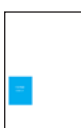
Your ad in the West End
Phoenix will reach our total
annual audience
of **17,600+ readers.**

We are hand-delivered to
thousands of households
in well-established
West End neighbourhoods,
from Baby Point to the
Annex, St. Clair to the lake.

What your ad dollars do:

Revenue from advertising in our
non-profit newspaper keeps local
news alive. It allows writers, editors,
illustrators and photographers
to draw out vital stories that
shine a light on our West End
neighbourhoods – on what makes
them great, what holds them back
and how they're changing.

2023-2024 Rates

Ad size		Cost for one issue	Cost for 2 to 5 issues	Cost for 5+ issues
Full page 13 in x 20.875 in		\$3,500	\$3,325	\$2,800
Two-thirds page 8.58 in x 20.875 in		\$2,600	\$2,470	\$2,080
Half-page vertical: 6.375 in x 20.875 in horizontal: 13 in x 10.25 in	 	\$2,000	\$1,900	\$1,600
One-third page 4.17 in x 20.875 in		\$1,300	\$1,235	\$1,040
One-quarter page 6.375 in x 10.25 in		\$1,000	\$950	\$800
One-sixth page horizontal: 8.54 in x 5 in vertical: 4.17 in x 10.25 in	 	\$660	\$627	\$528
One-eighth page 6.375 in x 5 in		\$500	\$475	\$400
One-twelfth page 4.17 in x 5 in		\$330	\$314	\$264
Charitable organizations		Gratis upon approval and as space permits	Want a smaller ad size than you see here? Talk to us! Email us at sales@westendphoenix.com	

THAT'S A
20%
DISCOUNT
FOR THE
FULL YEAR.