

LONDONinc

2026 MEDIA KIT



WELCOME TO LONDON INC., the Forest City's premier business magazine. Brought to you by TreeTown Media Group and backed by an editorial and advertising team with decades of local publishing experience, London Inc. is fiercely local with editorial and features that are informative and reflect the personalities, pursuits, successes, and passions of our city's diverse economic sectors.

Published bi-monthly, London Inc. connects the local Business Community with 12,000 printed copies of each issue delivered directly to registered businesses and business offices through Canada Post. There is no wasted distribution and no padded circulation. London Inc. is also published in Virtual Paper digital format and delivered directly to 13,885+ inboxes of qualified email subscribers, and it is also widely shared on social media.



THE NUMBERS

Print Circulation: 12,000 Copies

Digital Circulation: 13,885+ Opt-in

Social Followers: 7,670+

Readership: 61,140

Distribution:

Canada Post to Registered Businesses
Paid Subscribers
London Chamber of Commerce
Various Business, Event & Retail Sites

Audience:

54% Male / 46% Female
Primary Age Group 25-54
Decision-Makers
Above Average Household Incomes
Well Educated
High Financial Assets

Website:

36,500+ Monthly Ave. Unique Visitors
44,500+ Monthly Ave. Page Views
0.06-0.10% Ave. Banner Ad CTR
7,670+ Social Media Followers

eNewsletters:

Monday, Wednesday and Friday Distribution
13,885+ Opt-In Subscribers
32% Ave. Open Rate

Source: London Inc. Reader and Web
Surveys, Google Analytics



Multi-Platform Reach. Results Driven.

Magazine. Website. eNewsletters. Events.
Social Media. Content Marketing. Mobile.

LONDON INC. provides quality, need-to-know business content across multiple platforms. Providing essential business information using an integrated approach ensures our readers and advertisers engage, interact and succeed.



Presented by LEXUS | LEXUS OF LONDON



Digital Options

Website:

Run of Site Digital Ad Impressions
In-Article Ads
Three ad sizes included
\$99 / month

London Inc. eNewsletters:

13,885+ Opt-In Subscribers
Large-format banner ads
(728w x 202h pixels)
Includes website advertising
at no additional charge
Pricing Starting at \$199 / month

Content Studio:

Feature your brand in an engaging and valuable way through a Content Studio article. Get published on our entire digital network — or combine a print and digital placement — and let us help you reach and inspire London's most highly targeted and engaged business audience. Includes editorial, images and/or video. **Pricing Starting at \$199**

The Exclusive:

Partner with *London Inc.* and send a custom marketing message promoting your business, product or service directly to our subscriber base of 13,885+ opt-in subscribers. The limited-availability Exclusive offers unparalleled reach and exposure.
\$149 per mailing

Standard Specifications:

Newsletter Ads:
600w x 500h pixels

Website In-Story:
728w x 202h pixels

Website Leaderboard:
728w x 90h pixels

Website Big Box:
300w x 250h pixels

Accepted Formats: GIF, JPG, PNG
File Size: 40KB to 125KB. Please provide URL link

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2026 Editorial Feature Calendar & Deadlines

Issue	Features	Ad Deadline
February/March	20 Under 40 Winners	January 23
April/May	Women in the Workplace LHBA - Signature Homes & Renovations Automotive - Spring Drive	March 13
June/July	Best of London Winners	May 15
August/September	Apartment & Condo Guide Corporate Meetings & Events Career Training & Employment Services	July 10
October/November	Best Workplace LHBA - Signature Homes & Renovations Automotive - New Car Review	September 11
December/January	Holiday Gift Guide London Gives Financial Planning & Tax Services	November 13

2026 print rates & specs ad rates

Size	1 X	3 X	6 X
Full Page	\$1695	\$1495	\$1395
2/3 Page	\$1295	\$1195	\$1095
1/2 Page	\$995	\$895	\$795
1/3 Page	\$795	\$695	\$595
1/6 Page	\$425	\$395	\$325

Premium & Guaranteed Positions:

Add 10% to all published rates. Outside Back Cover, add 15% to the full-page rate. Double-Page Spreads, Pre-Printed Inserts, and Cover Wrap rates are available on request.

Agency and National Advertising: The above rates are net. Add 15% for agency commission

Double Page Spread

live area

14"w x 9.875"h

35.56 x 25.0825 cm

trim size

16.25"w x 10.75"h

41.275 x 27.305 cm

Full Page

live area

7"w x 9.875"h

17.78 x 25.0825 cm

trim size

8.125"w x 10.75"h

20.64 x 23.71 cm

bleed size

8.5"w x 11.125"h

21.59 x 28.257 cm

**2/3
Vertical**

4.625"w x 9.875"h
11.8 x 25.3 cm

**2/3
Horizontal**

7"w x 6.625"h
17.8 x 16.8 cm

**1/2
Vertical**

4.625"w x 7.25"h
11.8 x 18.4 cm

**1/2
Horizontal**

7"w x 4.875"h
17.8 x 12.4 cm

**1/3
Square**

4.625"w x 4.875"h
11.8 x 12.4 cm

**1/3
Vert**

2.25"w x 9.875"h
5.8 x 25.3 cm

**1/3
Horizontal**

7"w x 3.375"h
17.8 x 8.5725 cm

**1/6
Vert**

2.25"w x 4.875"h
5.8 x 12.4 cm

**1/6
Horiz**

4.625"w x 2.375"h
11.8 x 6.1 cm

output requirements

File Format: We encourage use of PDF/x. Support files should be saved as TIFF, AI, EPS or hi-res JPG.

Media Type: FTP, email

Output resolution & colour: Base your scan resolution on 133 line screen. File should always be built in process CMYK

Pre-press Information: Printing process is web offset and halftone screen is 100-150 line screen

Font Information: Font library is PostScript and OpenType. Please supply font list and fonts with ad.

Content Marketing

Build *Your* Business. Build *Your* Brand.
Welcome to *Your* Custom Publisher.

Profile of Success

The perfect tool for helping entrepreneurs and businesses showcase their companies in attention-grabbing context at affordable prices. The direction and content is decided through a collaboration between you and the *London Inc.* content team, and produced by our experienced journalists and photographers to maintain the voice and values of the publication.

Pricing Starting at \$1695

Insider Custom Brochure

When you're talking to potential customers, less isn't always more. A highly effective brochure distinctly and succinctly details what your business is about and what you can do for your customers. *Insider: Celebrating the Spirit of Enterprise* is a custom, high-quality, four-page brochure that delivers an unbeatable range of marketing channels in one product, including a highlighted, stitched-in position in *London Inc.*, a custom handout for takeaway and presentation for in-store/office and a customized digital version for website content and social media messaging.

Pricing Starting at \$3295

Branded Publications

Custom magazines and branded publications provide your business with an innovative, engaging and entertaining way to solidify your relationship with your customers, reach new clientele and build outstanding brand equity. Created exclusively for the need of the client, our custom publications are professionally designed and printed to premium standards. And because we utilize cutting-edge print-on-demand technology, our custom publications offer unbeatable value for your marketing dollar. We have the expertise and means to deliver a product that matches your vision, and we promise to make the process simple and straightforward.

Pricing and Print Run Tailored to Your Requirements and Budget

