

LONDONinc

MEDIA KIT 2020

WELCOME TO LONDON INC., a lively and intelligent multi-platform media publication celebrating the entrepreneurial culture and spirit thriving in the Forest City.

Brought to you by TreeTown Media Group and backed by an editorial and advertising team with decades of local publishing experience, London Inc. delivers editorial features that are informative and always 100 per cent local, reflecting the personalities, pursuits, successes and passions of our city's diverse economic sectors.

By focusing exclusively on the Forest City, *London Inc.* provides unparalleled behind-the-scenes coverage, chronicling companies on the move and putting faces to faceless events. Award-winning contributors provide thought-provoking insight and commentary on the businesses and people shaping our city.

And *London Inc.* knows that businesspeople are more than just job titles. They're well rounded, and so are we. If it makes money or takes money, *London Inc.* relays it to readers in an informative and entertaining



TreeTown
MEDIA GROUP

LONDONinc

MEDIA KIT 2020

Multi-Platform Reach.
Results Driven.



Magazine. Website. eNewsletter. 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. With the largest controlled circulation of any magazine in Southwestern Ontario, 12,000 copies of each issue of *London Inc.* are individually delivered directly to registered businesses and business locations through Canada Post. Each issue of *London Inc.* is also published concurrently in digital format and delivered to over 5,600+ opt-in subscribers.



Presented by LEXUS | LEXUS OF LONDON



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 and a digital version for website content and social media messaging.

Pricing Starting at \$2995

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



Digital Options



Website:

Run of Site Digital Ad Impressions

Other Options:

eNewsletter and Social Media Pairing

Pricing Starting at \$100

London Inc. Weekly eNewsletter:

5,600+ Opt-In Subscribers

London Inc. Weekly Banner Ads

Other Options:

Event Listings

Sponsored Content

Website and Social Media Pairing

Pricing Starting at \$100

Custom Social Media Marketing:

Twitter, Facebook, LinkedIn, Instagram

Native and Paid Audience Reach

Geotargeting and Geofencing Options

Website and eNewsletter Pairing

Pricing Starting at \$200

Standard Specifications:

Leaderboard: 728w x 90h pixels

Big Box: 300w x 250h pixels

Accepted Formats: GIF, JPG, PNG, HTML5

File Size: 40KB to 125KB

Please Provide URL Link

Ask about our integrated package pricing.



LONDONinc

THE NUMBERS

Print Circulation: 12,000 Copies

Digital Circulation: 5,600+ Opt-in

Readership: 54,600

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:

34,500+ Monthly Ave. Unique Visitors

41,500+ Monthly Ave. Page Views

0.06-0.10% Ave. Banner Ad CTR

3,300+ Social Media Followers

eNewsletter:

Friday Distribution

5,600+ Opt-In Subscribers

32% Ave. Open Rate

Referral Source:

Search: 62%

Social Media / Referral: 19%

Direct: 16%

eNewsletter: 3%

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

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2020 rates & specs

ad rates

Size	1 - 2 X	3 - 5 X	6 - 10 X
Full Page	\$1745	\$1565	\$1370
2/3	\$1370	\$1245	\$1085
1/2 Vertical	\$995	\$915	\$795
1/2 Horizontal	\$995	\$915	\$795
1/3 Square	\$770	\$695	\$615
1/3 Vertical	\$770	\$695	\$615
1/6 Vertical	\$430	\$395	\$325
1/6 Horizontal	\$430	\$395	\$325

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

premium positions

Add 15% to published rates. Outside back cover: add 25%.

guaranteed positions

Special position guarantee: add 10%.

double-page spread

Rates available on request.

pre-printed inserts

Rates available on request.

cover wrap

Rates and availability on request.

2020 publishing schedule

Issue	Closing date
February	January 22
March	February 19
April	March 18
May	April 15
June	May 13
Summer	June 17
September	August 12
October	September 16
November	October 14
Winter 2020 / 2021	November 18

ad sizes

<p>FULL PAGE</p> <p>live area 7"w x 9³/₈"h</p> <p>trim size 8¹/₈"w x 10³/₄"h</p> <p>bleed size 8¹/₂"w x 11¹/₈"h</p>	<p>2/3 Vertical</p> <p>4⁵/₈"w x 9³/₈"h 11.8 x 25.3cm</p>	<p>2/3 Horizontal</p> <p>7"w x 6⁵/₈"h 17.8 x 16.8cm</p>
<p>1/2 Vertical</p> <p>4⁵/₈"w x 7¹/₄"h 11.8 x 18.4cm</p>	<p>1/2 Horizontal</p> <p>7"w x 4⁷/₈"h 17.8 x 12.4cm</p>	<p>1/3 Vert</p> <p>2¹/₄"w x 9³/₈"h 5.8 x 25.3cm</p>
<p>1/3 Square</p> <p>4⁵/₈"w x 4⁷/₈"h 11.8 x 12.4cm</p>	<p>1/6 Vert</p> <p>2¹/₄"w x 4⁷/₈"h 5.8 x 12.4cm</p>	<p>1/6 Horiz</p> <p>4⁵/₈"w x 2³/₈"h 11.8 x 6.1cm</p>

output requirements & conditions

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.

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2020 EDITORIAL FEATURES CALENDAR

DISTRIBUTION	FEATURES	SPACE CLOSE
February 2020	Best Places to Work 2019	January 22, 2020
February 2020	Tax Time Services	January 22, 2020
March 2020	Automotive: Spring Drive	February 19, 2020
March 2020	Focus St. Thomas	February 19, 2020
April 2020	Golf 2020	March 18, 2020
April 2020	Design Inc.	March 18, 2020
April 2020	Office Leasing & Coworking Spaces	March 18, 2020
May 2020	Health & Rejuvenation	April 15, 2020
May 2020	Summer Living	April 15, 2020
June 2020	Startup Resource Guide	May 13, 2020
June 2020	Business Spaces	May 13, 2020
Summer 2020	Career Training & Employment Services	June 17, 2020
Summer 2020	Shipping & Logistics	June 17, 2020
September 2020	Corporate Meetings & Events	August 12, 2020
September 2020	Print & Promotional Marketing	August 12, 2020
October 2020	Automotive: New Car Preview 2021	September 16, 2020
October 2020	Small Business Month	September 16, 2020
October 2020	Design Inc.	September 16, 2020
November 2020	2020 20 Under 40 Awards	October 14, 2020
Winter 2020 / 2021	The Business of Giving	November 18, 2020
Winter 2020 / 2021	Faces of Family Business	November 18, 2020

Proposed outline, subject to change