

# LONDON *inc* N

## MEDIA KIT 2022

**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 package.



**TreeTown**  
MEDIA GROUP



### Multi-Platform Reach. Results Driven.



Presented by LEXUS | LEXUS OF LONDON



### 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. 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 via Canada Post. Each issue of *London Inc.* is also published concurrently in digital format and delivered to over 9,600+ opt-in subscribers.



### Digital Options

“Our last three contracts came from your email newsletters. Your newsletter also accounted for two projects and two current consulting gigs.”

—Christian Munoz President, Techdoz Inc.

#### Website:

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



#### London Inc. eNewsletters:

9,600+ 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 9,600+ opt-in subscribers. The limited-availability Exclusive offers unparalleled reach and exposure. **\$149 per mailing**

#### Standard Specifications:

Newsletter and Editorial In-Content Ads: 728w x 202h pixels  
Website Leaderboard: 728w x 90h pixels  
Website 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 pricing.**

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### THE NUMBERS

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**Print Circulation: 12,000 Copies**

**Digital Circulation: 9,600+ Opt-in**

**Social Followers: 5,700+**

**Readership: 55,200**

#### 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**  
**5,700+ Social Media Followers**

#### eNewsletters:

Monday, Wednesday and Friday Distribution  
**9,600+ Opt-In Subscribers**  
**32% Ave. Open Rate**

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

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## 2022 print 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 and specs available on request.

### pre-printed inserts

Rates and specs available on request.

### cover wrap

Rates and specs available on request.

## 2022 print schedule

Issue	Closing date
February	January 19
March	February 16
April	March 16
May	April 20
June	May 18
Summer	June 15
September	August 17
October	September 21
November	October 19
Winter 2022-23	November 23

## ad sizes

<p><b>Full Page</b> live area 7"w x 9<sup>1</sup>/<sub>8</sub>"h 17.78 x 25.08cm</p> <p><b>trim size</b> 8<sup>1</sup>/<sub>8</sub>"w x 10<sup>3</sup>/<sub>4</sub>"h 20.64 x 27.31cm</p> <p><b>bleed size</b> 8<sup>1</sup>/<sub>2</sub>"w x 11<sup>1</sup>/<sub>8</sub>"h 21.59 x 28.26cm</p>	<p><b>2/3</b> Vertical</p> <p>4<sup>5</sup>/<sub>8</sub>"w x 9<sup>1</sup>/<sub>8</sub>"h 11.8 x 25.3cm</p>	<p><b>2/3</b> Horizontal</p> <p>7"w x 6<sup>5</sup>/<sub>8</sub>"h 17.8 x 16.8cm</p>
<p><b>1/2</b> Vertical</p> <p>4<sup>5</sup>/<sub>8</sub>"w x 7<sup>1</sup>/<sub>4</sub>"h 11.8 x 18.4cm</p>	<p><b>1/2</b> Horizontal</p> <p>7"w x 4<sup>7</sup>/<sub>8</sub>"h 17.8 x 12.4cm</p>	<p><b>1/3</b> Vert</p> <p>2<sup>1</sup>/<sub>4</sub>"w x 9<sup>1</sup>/<sub>8</sub>"h 5.8 x 25.3cm</p>
<p><b>1/3</b> Square</p> <p>4<sup>5</sup>/<sub>8</sub>"w x 4<sup>7</sup>/<sub>8</sub>"h 11.8 x 12.4cm</p>	<p><b>1/6</b> Vert</p> <p>2<sup>1</sup>/<sub>4</sub>"w x 4<sup>7</sup>/<sub>8</sub>"h 5.8 x 12.4cm</p>	<p><b>1/6</b> Horiz</p> <p>4<sup>5</sup>/<sub>8</sub>"w x 2<sup>3</sup>/<sub>8</sub>"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.

## 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

