

Rates & Information

All rates include:

- Full colour advertisement in our Little Book, Big Savings
- 18,000 booklets printed on an offset press on high quality stock
- Distribution to 18,000 higher income homes in and around Barrie

* Artwork is a separate cost.

Most art can be done in our studio for \$50-75 per ad.

Art can be submitted to us, provided it meets our print specifications and design guidelines.

Coupon Ad (Introductory Pricing) **\$295.**

- Full colour coupon advertisement in our Little Book, Big Savings.

Non-Coupon Ad (Introductory Pricing) **\$395**

- Full colour advertisement in our Little Book, Big Savings.
- There are a limited number of pages allotted for non-coupon ads.
- Inside back cover and outside back cover are also available.

Introductory Rates

Advertisers can lock in at the introductory rate for up to one year (6 issues).

Publication Schedule

Published 6 times per year. Distributed in early September, November, January, March, May and July.

Distribution

Distributed along with Good Life Magazine in Barrie, Shanty Bay, Midhurst, Oro, Snow Valley, Thornton, Cookstown, Anten Mills, Horseshoe Valley and Innisfil. This select distribution is targeted to 18,000 higher income homes.



Benefits

- **Affordable** - Only \$295 to get your ad to 18,000 homes.
- **Excellent frequency** - Once every two months keeps your company "top of mind".
- **Your ad stays in the book** - Even once your coupon is redeemed, your main ad area, logo, phone, web etc stay in the book. Only the bottom portion (coupon area) comes out.
- **Great exposure** - Your ad is in place for two months of active use of the book. You get repeat exposure each time the ad is seen whether or not the coupon is redeemed.
- **Excellent retention** - The book has a wide variety of useful coupons making it valuable to hang on to. Recipients retain the book and actively use it over a two month period, giving your ad repeat exposure.
- **Handy pocket size** - The book's small size of 4"x3" makes it easy to keep on-hand, like in a purse, wallet, pocket or glove box.
- **Quality product** - Quality print and stock throughout and professional art on every page with design guidelines in place to ensure the product always maintains a professional look.
- **Upscale audience** - The book is delivered to 18,000 higher income homes, in and around the Barrie area,
- **Measureable results** - Coupons offer a way to measure a portion of your marketing results. You will also have the exposure from viewings of your ad that do not result in redemption.
- **2 month shelf life** - The book is in use for two months, then the next issue comes out.
- **Delivered with style** - The book is delivered to 18,000 higher income homes as part of the Good Life In The City Magazine package. The book is inside the clear plastic bag (polybag), on top of the magazine. By arriving with a larger publication, the book's small size will not get lost. Good Life Magazine is a quality publication, beautifully designed, photographed and written. It is well read and well regarded with a suitably compatible target audience.
- **Coupons are proven to be effective** - Very successful companies use coupons as an integral part of their marketing strategy because they work, they are low cost and they are measureable.

