

# 2015 MEDIA KIT & ADVERTISING GUIDELINES



REAL ESTATE, LUXURY & STYLE.

a magazine for those who appreciate quality.

**INVIDIATA**  
THE COLLECTION

# WHAT'S FEATURED INSIDE



## the home collection

*The Invidiata Team's collection of fine homes listed for sale up to \$2 million in areas including Oakville, Burlington, Mississauga, Etobicoke, Toronto and surrounding country properties.*



## prestige home collection

*The Invidiata Team's collection of prestige properties listed for sale from \$2 million - \$5 million in areas including Oakville, Burlington, Mississauga, Toronto, Etobicoke, and surrounding country properties.*



## estate residential

*The Invidiata Team's collection of estate properties listed for sale from \$5 million and up in areas including Oakville, Burlington, Mississauga, Toronto, Etobicoke, and surrounding country properties.*

WATERFRONT

## waterfront

*The Invidiata Team's collection of waterfront properties listed for sale in areas including Oakville, Burlington, Mississauga, Toronto, Etobicoke, and Muskoka.*

## editorial

*Each issue includes professionally written editorials featuring local marketing partners, events and related commentary.*

## better & best brands

*A limited and carefully selected group of marketing partners referred to as "Better & Best Brands" will be featured in each issue.*

## luxelocal

*A double page spread featuring some of the finest products and services available from our marketing partners.*

## out & about

*Our new events page capturing a who's who in the community at local events and charitable functions.*



# DISTRIBUTION

132,000 copies per year

*70,000 copies per year inserted into The Globe and Mail to select readers in Oakville, Burlington, Mississauga & Toronto.*

*46,000 copies per year hand delivered to every home in South East Oakville, Shoreacres and Roseland in Burlington and select homes in Mississauga, Etobicoke and Toronto.*

*4,000 addressed copies per year delivered to a highly targeted proprietary VIP database including the top income earners from both public and private sectors in Southwestern Ontario.*

*12,000 copies distributed by The Invidiata Team and the marketing partners directly to their clientèle and available at high end local merchants, retailers & professional offices.*

100,000 monthly digital impressions

*An electronic version will be posted to the new theinvidiatacollection.com website, and sent to each marketing partner to circulate to their email databases and post to their websites.*

## 2015-2016 CALENDAR

	booking deadline	material deadline	in circulation	networking event
spring	December 17	January 13	March 20	March TBD
summer	March 26	April 15	May 15	May TBD
fall	June 24	July 22	September 4	September TBD
winter	September 16	October 1	November 13	December TBD



## 2015-2016 RATES

	1X	4X
full page	\$2,950	\$2,650
double page spread	\$4,990	\$4,488
inside covers	\$4,488	\$3,980
back cover	\$5,500	\$5,000

### partner copies

50 Copies are available to each marketing partner. Additional over-run copies will be made available to marketing partners at cost of \$5.00/Each. Requests for additional copies MUST be made at time of ad booking. There will be no extra copies available unless a request is made at that time.

### design fees and terms:

- 1 Marketing partnership does not include design, or images.
- 2 Ad design is available at \$100/hour.
- 3 Stock images are available at \$75-\$200 per image depending on license. (The requirements for each image are to be given, and 3 samples will be emailed for final selection.)
- 4 Minor changes can be made to ad, including text changes, spelling, and colors prior to final OK.
- 5 1 proof provided. 2nd 3rd and so on.. proofs will be provided if requested at a charge of \$100/proof.

### payment terms

Payable at time of signing of proof prior to print via Credit Card or Cheque. Please make all cheques payable to The Invidiata Magazine Inc.

## SPECIFICATIONS

publication trim size | 8 3/8" x 10 7/8"

finishing | PUR Perfect Bound, UV Gloss Coated Cover

page count | 124

ad dimensions	non-bleed	with bleed	live area
Full page	8 3/8" x 10 7/8"	8 5/8" x 11 1/8"	7 7/8" x 10 3/8"
Double page spread	16 6/8" x 10 7/8"	17" x 11 1/8"	15 3/4" x 10 3/8"

\*NOTE: All live matter must be at least 5/16" from the TRIM of the magazine. The bleed size listed above is the page trim size with 1/8" minimum bleed added to all sides. It is not the trim size. Please make sure that copy does not run into the gutter on two-page spread ads.

## ARTWORK GUIDELINES

### pre-press guidelines

Adobe InDesign 5.5 is the primary page layout program used. PDF documents are the preferred material formats. Your files will pass through a preflight operation to confirm all elements are present and correct. If there are problems, we will contact you and work to resolve them (with applicable charges). To minimize problems, please read and follow the guidelines below.

### digital file requirements

PDF is the preferred file format for all materials. However, we accept the following native file formats: Adobe InDesign (preferred), Adobe Photoshop, Adobe Illustrator.

You must package or collect all support files and convert all fonts to outlines. Convert all PMS spot colors used in any application to CMYK.

### images

All images must be submitted CMYK as native Photoshop psd, or TIFF at 300 dpi. (Images supplied at lower resolution will result in an inferior print quality that will not be the publisher's responsibility.) Any images supplied as RGB, index, lab or containing color profiles will be converted to CMYK, which may result in an undesirable color shift. We cannot be responsible for files supplied in formats other than CMYK. Scaling, rotating or other image manipulation must be done prior to placement in the page layout program.

ftp site information: Call 289.337.0765 for instructions.

Please direct all materials and specification inquiries to the publishers:  
Chris Lowe @ 905.510.2248 or chris@cjlmanagement.com  
Caleb Invidiata @ 647.504.4487 or caleb@flymedia.ca

# INVIDIATA THE COLLECTION

www.theinvidiatacollection.com

120,000 PRINTED COPIES PER YEAR

GLOBE & MAIL DISTRIBUTION

AVAILABLE AT FAIRMONT HOTELS & PRIVATE AIRPORTS

DIGITAL VERSION DISTRIBUTED TO VIP CLIENT DATABASES

EXCLUSIVE PARTNER NETWORKING EVENTS

Published Four Times Per Year By



PREFERRED  
PUBLISHING

# PAST ISSUES



fall 2013



winter 2013/14



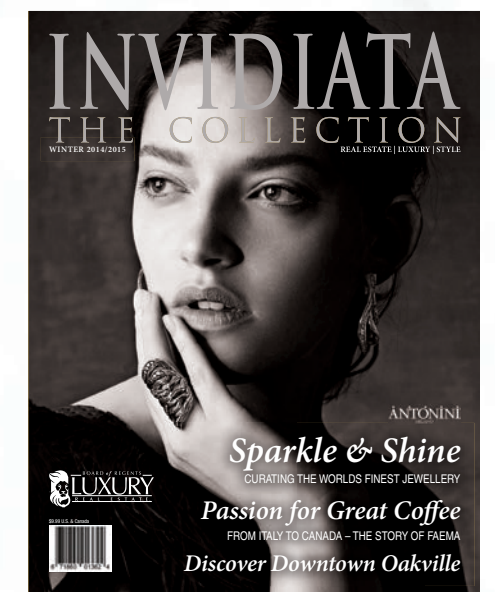
spring 2014



summer 2014



fall 2014



winter 2014/15