



# what's on WOODSTOCK

*Your Go-To Community Magazine*

**Volume 24**

**2022**

**What's On Woodstock Magazine** is your guide to leisure sports, arts, culture and entertainment in Woodstock. It is published by the Community Services Department of the City of Woodstock. It has a circulation of 21,000 copies delivered to the residents and businesses of Woodstock.

Reach your audience through advertising in **What's On Woodstock Magazine**. It works!

## Advertising Sizes

Size	Dimensions (w × h)
Eighth page	3.5 × 2.25"
Quarter page	3.5 × 4.65"
Half page wide	7.125 × 4.65"
Half page tall	3.5 × 9.425"
Full page no bleeds	7.125 × 9.425"
Full page bleed (with ¼" bleeds)	Trim: 8.125 × 10.625"

Trim size: 8.125 × 10.625"

## Advertising Rates

Colour Rates (no b/w rates)

Size	Non-Profit*	Regular*
Eighth page	\$85	\$105
Quarter page	\$140	\$195
Half page (tall or wide)	\$240	\$330
Full page	\$445	\$565
Covers (inside, back)	\$665	\$665

Advertising Rates are for ad placement only. Advertising design production charges will be billed separately.

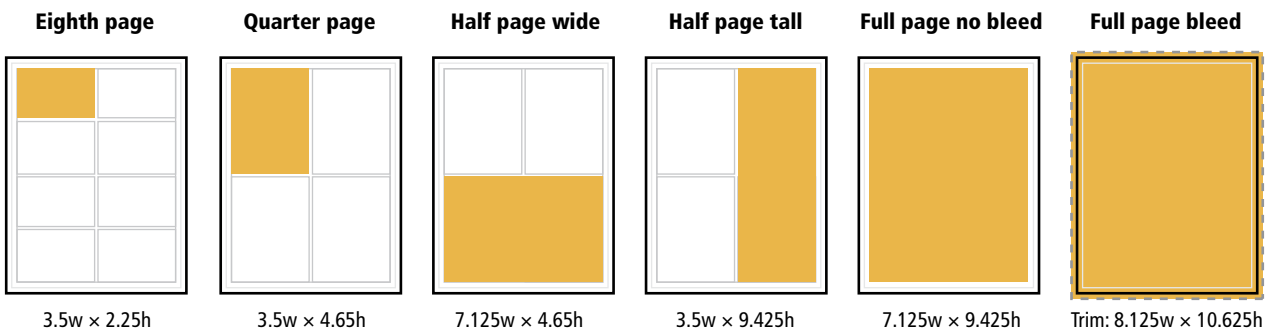
\* Advertising Rates may be subject to change.

## Advertising Contact

**Andrew Norris**, Flying Squirrel Design

**226-242-0841**

**wow@flyingsquirreldesign.com**



**Full Bleed Note:** please add 0.25" to all four sides of trim size for bleed pages. All critical material must be kept a minimum of 0.4375" inside trim.



# what's on WOODSTOCK

## 2022 Schedule

What's On Woodstock Magazine is published eight or nine times annually.

	Reservation Deadline	Material Deadline	Release Date
Jan/Feb*	Dec 1	Dec 3	Dec 30 <sup>1</sup>
March	Feb 2	Feb 4	Feb 28 <sup>1</sup>
April	Mar 2	Mar 4	Mar 28 <sup>1</sup>
May/June/July*	Apr 6	Apr 8	May 2 <sup>1</sup>
August	July 6	July 8	Aug 2 <sup>1</sup>
September	Aug 3	Aug 5	Aug 29 <sup>1</sup>
October	Sept 7	Sept 9	Oct 3 <sup>1</sup>
Nov/Dec*	Oct 5	Oct 7	Oct 31 <sup>1</sup>

\* Combined issue.

<sup>1</sup> Canada Post Delivery beginning week of date shown.

## Production Requirements

What's On Woodstock Magazine is printed on a four-colour web. The cover is printed on a sheetfed press. Printing is direct-to-plate. Binding is saddle-stitch.

### Digital Files

Digital Files are the **only accepted** method for advertising materials. In order of preference, the following digital files are accepted:

- PDF/X-1a
- PDF, with high-res (300 ppi) CMYK images and fonts embedded

Send advertising artwork by e-mail to:  
andrew@flyingsquirreldesign.com

## Editorial Contact

For information about **What's On Woodstock Magazine**, please contact the City of Woodstock.

Communications Manager  
City of Woodstock  
500 Dundas Street,  
Woodstock, Ontario N4S 7W5  
E-mail: wow@cityofwoodstock.ca



## Magazine Production

What's On Woodstock Magazine production is handled by Flying Squirrel Design Inc., under the direction of the City of Woodstock.

Andrew Norris  
Flying Squirrel Design Inc.  
9-1201 Nellis Street,  
Woodstock, Ontario N4T 1N8  
Tel: 226-242-0841  
E-mail: andrew@flyingsquirreldesign.com



**81%** **read** the magazine every month

**83%** **keep** the magazine for 2 weeks or more

**96%** **rated** the magazine from Good to Excellent

Source: 2006 Reader Survey

**Readers look for the magazine.  
They keep it. They enjoy it!**