



# what's on **WOODSTOCK**

**Your Go-To Community Magazine**

*What's on Woodstock* is your go-to source for information on our city and community.

Reserve your advertising online: [www.cityofwoodstock.ca/wow](http://www.cityofwoodstock.ca/wow)

**Volume 27** **2025**

*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 23,500 copies delivered to the residents and businesses of Woodstock.

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

## Advertising Rates

Colour Rates (no b/w rates)

Size	Non-Profit	Regular
Eighth page	\$95	\$115
Quarter page	\$155	\$215
Half page (tall or wide)	\$260	\$365
Full page	\$490	\$630
Covers (inside, back)	\$850	\$850

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

Please note: Advertising rates may be subject to change.

## Advertising Contact

**Andrew Norris**, Flying Squirrel Design  
**226-242-0841**  
[wow@flyingsquirreldesign.com](mailto:wow@flyingsquirreldesign.com)

## 2025 Schedule

What's on Woodstock is published eight times annually.

Edition	Reservation Deadline	Material Deadline	Release Date
Jan/Feb*	Nov 27	Nov 29	Dec 31 <sup>1</sup>
March	Jan 29	Jan 31	Feb 27 <sup>1</sup>
April	Mar 5	Mar 7	Mar 27 <sup>1</sup>
May/June*	Apr 2	Apr 4	May 1 <sup>1</sup>
July/August*	May 28	May 30	Jun 26 <sup>1</sup>
September	Jul 30	Aug 1	Aug 28 <sup>1</sup>
October	Sep 3	Sep 5	Sep 25 <sup>1</sup>
Nov/Dec*	Oct 1	Oct 3	Oct 30 <sup>1</sup>

\* Combined issue.

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

## Editorial Contact

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

### Colleen Collins

Manager, Marketing & Communications  
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City of  
**Woodstock**



# what's on WOODSTOCK

## 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**  
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9-1201 Nellis Street,  
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E-mail: [andrew@flyingsquirreldesign.com](mailto:andrew@flyingsquirreldesign.com)

**FLYING  
SQUIRREL  
Design Inc.**

## 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"

## 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
- Canva artwork should be saved as a CMYK colour space PDF (requires paid account).

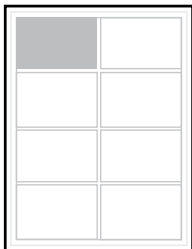
Send advertising artwork by e-mail to:  
[wow@flyingsquirreldesign.com](mailto:wow@flyingsquirreldesign.com).

## Distribution

*What's on Woodstock Magazine* is distributed by Canada Post.

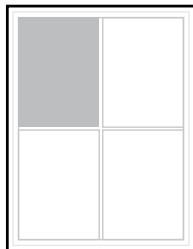
An accessible PDF of each edition is also posted online at [www.cityofwoodstock.ca/wow](http://www.cityofwoodstock.ca/wow).

**Eighth page**



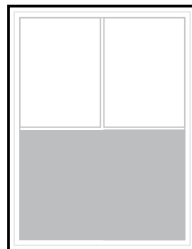
3.5w × 2.25h

**Quarter page**



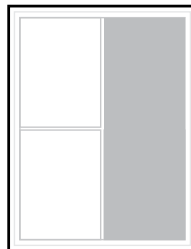
3.5w × 4.65h

**Half page wide**



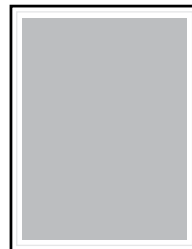
7.125w × 4.65h

**Half page tall**



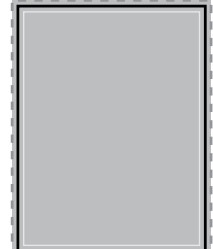
3.5w × 9.425h

**Full page no bleed**



7.125w × 9.425h

**Full page bleed**



Trim: 8.125w × 10.625h

**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.