

move

DURHAM'S BUSINESS & LIFESTYLE MAGAZINE



FOCUSED ON SUPPORTING LOCAL BUSINESS
2015 MEDIA KIT





Our Mission:

Moving Durham Forward

Move magazine is here to inform and inspire Durham Region in all aspects of life: business excellence and new business features, education, health and wellness, family, food, community events, life and style.

We are excited to bring *Move* magazine to Durham. We thrive on connecting businesses with their communities, and ensuring that connection helps companies grow and expand.

Our Company

The parent company of *Move* magazine is Graymatter Marketing Solutions. The leadership team at Graymatter has more than 25 years of experience in marketing and communications. They blend their extensive experience in consumer marketing, marketing research, sales and business information. Graymatter is dedicated helping our clients grow their businesses and achieve their desired results. The goal of our publications is to help local businesses provide information about their services and what is available in their communities.

Breeze Publishing prides itself on giving our readers in Durham business and lifestyle content of unmatched quality, while at the same time working with local businesses and entrepreneurs to help them grow and achieve their goals.

**NOTHING
HAPPENS
UNTIL YOU**

move

The Move Magazine Business Excellence Award

We love to *Move* businesses to the next level, and we are always looking for companies that are not just meeting but exceeding expectations. The Move Magazine Business Excellence Award is given out to local companies and entrepreneurs that have gone above and beyond what is expected by offering outstanding service quality, demonstrating corporate social responsibility, and enhancing the lives of residents of Durham Region.

Advertising Rates

Full Colour	1 Issue	2 Issues	4 Issues
Full Page	\$950	\$855	\$805
Full Page/Advertorial	\$850	\$765	\$722
Half Page	\$700	\$630	\$595
Third Page	\$450	\$405	\$380
Quarter Page	\$350	\$315	\$298
Business Card	\$125	\$110	\$100
Business Directory	\$100	\$90	\$75

Premium Positions

Front Cover, Including Feature Story	\$2,000**
Inside Front Cover	\$1,500*
Inside Back Cover	\$1,500*
Back Cover	\$1,749*

*Sign up for all (4) issues and receive 10% off

**Excluded from above offer

2015 Print Schedule

Edition	Artwork	Printing	Distribution
Summer 2015	June 8 th	June 15 th	July 2015
Fall 2015	September 7 th	September 14 th	October 2015
Winter 2016	December 7 th	December 14 th	January 2016
Spring 2016	March 7 th	March 14 th	April 2016

Premium Online Ads Available

Call for Pricing

Referral Program

Give us three referrals and your name will go into a draw to be the "Spotlight on Durham Business"!

Print Distribution 5,000 Copies

Specifications

Full Page

Trim Size: 8.5"w x 11"

Bleed Size: 8.875"w x 11.5"

Live Area: 7.5" w x 10"

Half Page

Horizontal:

Trim: 8.5" w x 5.44"

Bleed: 8.875" w x 5.56"

Live Area: 7.5" w x 4.5"

Vertical:

Trim: 4.19" w x 11"

Bleed: 4.31" w x 11.5"

Live Area: 3.25" w x 9.71"

Third Page

Horizontal: 7.5"w x 3.17"

Vertical: 2.44" w x 9.71"

Quarter Square

3.69"w x 4.79"

Business Card

3.5"w x 2"

Online

Homepage Banner: 690px w x 90px

Homepage Skyscraper: 150px w x 565px

Regular Banner: 850px w x 90px h

Regular Sidebar: 300px w x 440px

Online Directory Ad: 300px x 300px

Join the Email List

For more information on what's happening and opportunities to write content, and/or advertise in *Move* magazine. Send your email address to info@breezemags.ca with the subject of

"Subscribe to move emails".



Technical Information:

We prefer that Ads can be submitted in press ready PDF, with crop marks, and all fonts should be outlined. If bleed is required, please ensure that artwork contains a 1/8th (0.125") of bleed area.

Artwork can also be submitted in

- Adobe InDesign (packaged, zipped and all fonts outlined),
- Illustrator (all fonts outlined, packaged with all images used and zipped),
- Photoshop (packaged, zipped and all fonts outlined).

Please make sure that all artwork and images are CMYK with a minimum of 300dpi, and all fonts are outlined or included with artwork. Any artwork submitted in Microsoft Word or another program that requires a designers' attention will incur a minimum artwork fee of one hour (\$60 + HST)

Online artwork should be submitted in 72dpi, .PNG, .JPG, or .GIF. Any artwork submitted in an alternate format or requiring revisions will incur a minimum artwork charge of one hour (\$60 + HST)

Artwork can be designed upon request for an additional fee.

Submissions

Digital artwork can be dropped off on CD, DVD or memory card to our office or emailed to creative@breezemags.com with the name of the publication and the issue date that the ad should be run. Large digital files (over 5MB) can be sent by www.wetransfer.com (Free service).

Questions regarding your submissions can be sent to Katie@graymatterms.ca or call our office at 905-420-1810.

move

DURHAM'S BUSINESS & LIFESTYLE MAGAZINE

1550 Bayly Street, Unit 16A
Pickering, Ontario L1W 3W1
www.movemag.ca

905-420-1810

Advertising:

Vanessa Blue
905-926-7414

Vanessa@graymatterms.ca

Victoria Danks
647-886-1483

Victoria@graymatterms.ca

Audra Leslie
647-290-3273
Audra@graymatterms.ca

Breeze
PUBLISHING

Terms of payment: Net due upon receipt of invoice.

General: Any advertisement is accepted, rejected or classified at the publisher's discretion. The publisher reserves the right or option to insert the word 'advertisement' above or below any copy. All materials produced by the magazine remain the property of the publisher. Rates are subject to change without notice.

Errors and Omissions: Liability of Publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for errors by Publisher is limited to cost of space occupied by the error. Liability of Publisher for damage arising out of incorrect delivery or non-delivery of any insert is limited to the amount paid to the Publisher for distribution of such insert. Claims for errors in advertisements or flex form formats are not guaranteed unless a premium is paid. The printing of key numbers is not guaranteed. The publisher reserves the right to reject, discontinue or omit any advertisement without notice or penalty to either party. Advertiser warrants that advertising content will not be libellous or misleading. Advertiser agrees to indemnify Publisher with respect to any loss sustained by Publisher on publishing a libellous or misleading advertisement.

Move Magazine reserves the right to refuse advertising at any time without penalty. All advertisements are accepted and published with the understanding that the advertiser assumes liability for content of advertising matter (including text, representation and illustrations.)

Placement of ads (other than confirmed cover placements) is at the discretion of the Editor. This is a contract for publication of an article in a consumer magazine. It gives the publisher the right to publish the work in any print or electronic format. It also allows the publisher to publish only parts of the article in marketing materials. The author is not compensated for any of these uses.

Ad Contract / Submission

Company Name

Contact Name

Billing Address

City

Province

Postal Code

Phone Number

Email

Signature

Date

Full Colour	1 Issue	2 Issues	4 Issues
Full Page	<input type="checkbox"/> \$950	<input type="checkbox"/> \$855	<input type="checkbox"/> \$805
Full Page/Advertorial	<input type="checkbox"/> \$850	<input type="checkbox"/> \$765	<input type="checkbox"/> \$722
Half Page	<input type="checkbox"/> \$700	<input type="checkbox"/> \$630	<input type="checkbox"/> \$595
Third Page	<input type="checkbox"/> \$450	<input type="checkbox"/> \$405	<input type="checkbox"/> \$380
Quarter Page	<input type="checkbox"/> \$350	<input type="checkbox"/> \$315	<input type="checkbox"/> \$298
Business Card	<input type="checkbox"/> \$125	<input type="checkbox"/> \$110	<input type="checkbox"/> \$100
Business Directory	<input type="checkbox"/> \$100	<input type="checkbox"/> \$90	<input type="checkbox"/> \$75

Premium Positions

Front Cover, Feature Story	<input type="checkbox"/> \$2,000**
Inside Front Cover	<input type="checkbox"/> \$1,500*
Inside Back Cover	<input type="checkbox"/> \$1,500*
Back Cover	<input type="checkbox"/> \$1749*

*Sign up for all (4) issues and receive 10% off
 **Excluded from above offer

Please check the appropriate box

Edition	Artwork	Printing	Distribution
<input type="checkbox"/> Summer 2015	June 8 th	June 15 th	July 2015
<input type="checkbox"/> Fall 2015	September 7 th	September 14 th	October 2015
<input type="checkbox"/> Winter 2016	December 7 th	December 14 th	January 2016
<input type="checkbox"/> Spring 2016	March 7 th	March 14 th	April 2016

Please make all cheques payable to Breeze Publishing and send your completed form and payment to:
 Breeze Publishing, 1550 Bayly Street, Unit 16A, Pickering, Ontario L1W 3W1

If you have any questions, please contact:

Audra Leslie

o. 905.420.1810
 info@breezemags.ca

Victoria Danks

c: 647-886-1483 o. 905.420.1810
 victoria@graymatterterms.ca

Vanessa Blue

c: 905-926-7414 o. 905.420.1810
 vanessa@graymatterterms.ca

Request for Creative

Company Name					
Contact Name					
Billing Address					
City		Province		Postal Code	
Phone Number			Email		
Signature			Date		
<input type="checkbox"/> My ad requires artwork to be created <input type="checkbox"/> My ad requires small artwork changes to be made					
Ad Size(s):	Print:	Web:			
Ad Target:					
Ad Headline:					
Ad Text/Content:					
Any other requirements or directions for ad:					

Logo, images and other artwork can be sent to creative@breezemags.com. Any artwork sent should be high resolution suitable for print or if web a minimum of 100ppi. Artwork files can be sent in .jpg, .tiff, .png, .psd, .ai, .eps, or .ind. Large files (over 5MB) can be sent by www.wetransfer.com (Free service)