

TORONTO'S ULTIMATE GUIDE TO DESIGN

# DESIGN LINES

2012  
MEDIA  
KIT

NOW  
65,000  
COPIES  
PER  
ISSUE



# CONNECT WITH TORONTO'S DESIGN-SAVVY PROFESSIONALS WITH A UNIQUE AND TARGETED PUBLICATION

## WHY DESIGNLINES

- With a focus on contemporary design and architecture in Toronto, and an increasing emphasis on fashion and city culture, *Designlines* offers a unique media platform to influence a young, professional, trend-setting audience. *Designlines* presents the opportunity to reach design lovers and sophisticated consumers with a targeted campaign.
- Our audience continues to grow! In 2012 we are increasing our circulation to 65,000 copies per issue.
- We provide additional exposure to our print advertisers through *Designlines*' digital edition and our website, which includes extended versions of the guide listings.

## HERE'S THE BIG NEWS FOR 2012:

- **TOTAL CIRCULATION NOW AT 65,000**
- **INCREASED DISTRIBUTION IN THE GLOBE AND MAIL**
- **NEW DISTRIBUTION IN THE TORONTO STAR**
- **MORE COPIES DOWNTOWN AND IN THE GTA**
- **NEW WEBSITE LAUNCHING IN 2012**

## BE PART OF THE EXCITEMENT AND LIVE BY DESIGN IN 2012

Take advantage of our competitive rates.  
Contact Designlines at  
416 203 9674 or  
info@designlinesmagazine.com

## CIRCULATION

### NOW 65,000 COPIES PER ISSUE ARE DISTRIBUTED AS FOLLOWS:

#### SPRING 2012

- 15,000 to select *Globe and Mail* subscribers in Toronto
- 10,000 to select *Toronto Star* subscribers in Toronto
- 25,750 to showrooms, galleries, boutiques and design events
- 2,250 on newsstands across the GTA
- 10,000 to attendees of the Toronto *Interior Design Show (IDS)*
- 2,000 to attendees of the *One of a Kind Show*

#### THE GUIDE ISSUE

##### (with neighbourhood maps and extended listings)

- 15,000 to select *Globe and Mail* subscribers in Toronto
- 15,000 to select *Toronto Star* subscribers in Toronto
- 27,750 to showrooms, galleries, boutiques and design events
- 2,250 on newsstands across the GTA
- 5,000 to attendees of the CONTACT Toronto Photography Festival (distributed at art galleries, restaurants, cafés and public spaces)

#### FALL 2012

- 15,000 to select *Globe and Mail* subscribers in Toronto
- 15,000 to select *Toronto Star* subscribers in Toronto
- 28,750 to showrooms, galleries, boutiques and design events
- 2,250 on newsstands across the GTA
- 3,000 to attendees of the *IIDEX/NeoCon show*

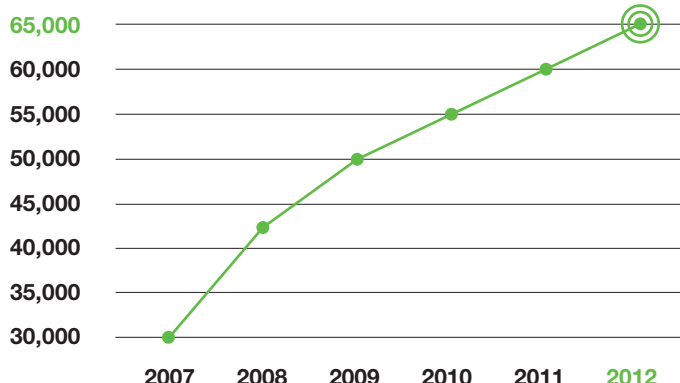
#### WINTER 2012

- 15,000 to select *Globe and Mail* subscribers in Toronto
- 20,000 to select *Toronto Star* subscribers in Toronto
- 25,750 to showrooms, galleries, boutiques and design events
- 2,250 on newsstands across the GTA
- 2,000 to attendees of the *One of a Kind Show*

#### SPECIAL MARKETING PROMOTION:

*Designlines* newsstand distribution will include a special promotion at Chapters/Indigo bookstores throughout Toronto.

## CIRCULATION



# DESIGNLINES MAGAZINE

## PUBLISHING SCHEDULE

Issue	Space deadline	Material deadline	Distribution
Spring 2012	Dec 2, 2011	Dec 9, 2011	Jan 10, 2012
The Guide Issue	Mar 20, 2012	Mar 27, 2012	Apr 23, 2012
Fall 2012	Jul 5, 2012	Jul 12, 2012	Aug 6, 2012
Winter 2012	Sept 13, 2012	Sept 20, 2012	Oct 15, 2012

## ADVERTISING SIZES

Size	Width x height (inches)
2-page spread	17 x 11 1/8 (bleed)
	16 3/4 x 10 7/8 (trim)
	16 1/4 x 10 3/8 (live area)
1 page	8 5/8 x 11 1/8 (bleed)
	8 3/8 x 10 7/8 (trim)
	7 7/8 x 10 3/8 (live area)
1/2 page – horizontal	8 3/8 x 5 1/2 (trim)
1/2 page – vertical	3 5/8 x 9 7/8 (trim)

## ADVERTISING RATES

Size	1X	2X	4X
Front cover Z-fold	\$12,900	\$12,600	\$12,100
Inside front cover – 2-page spread	\$6,370	\$6,235	\$5,880
2-page spread	\$5,418	\$5,280	\$4,935
1 page	\$3,272	\$3,140	\$2,860
Outside back cover	\$3,995	\$3,853	\$3,465
Contents, inside back cover	\$3,666	\$3,558	\$3,290
1/2 page – horizontal/vertical	\$1,968	\$1,886	\$1,700

**Note:** A 10% discount is available for current AZURE advertisers with a minimum of four booked insertions in 2012. All rates are listed as net prices.

## VALUE-ADDED BENEFITS

All *Designlines* advertisers will have complete website integration on designlinesmagazine.com. Listings on the web guide can be highlighted and placed up front for \$350 per issue (\$1,000 per year).

## FILE FORMAT\*

<b>Disk</b>	DVD or CD-ROM (please include a printed directory of the disk)
<b>FTP</b>	FTP information available on request
<b>File formats</b>	PDF (with fonts embedded and no trapping), Quark or InDesign file (collected for output, with all fonts included and all pictures saved in CMYK), Photoshop or Illustrator files**
<b>Bleed</b>	1/8" (on full pages, spreads and half-pages with bleed only)
<b>Type safety</b>	1/4" from trim size (on full pages, spreads and half-pages with bleed only)
<b>Scans</b>	All images at 300 dpi in CMYK (no RGB files)
<b>Line screen</b>	150
<b>Match print</b>	Digital colour proof (Pictro), match print***

\* Material requiring changes or supplied in formats other than those outlined above is subject to production charges at prevailing rates.

\*\* File format should be EPS with fonts rasterized or outlined.

\*\*\* We do not guarantee colour reproduction without a high-quality match proof.

# DESIGNLINESMAGAZINE.COM

## WEBSITE

The *Designlines* website offers unique content in the form of exclusive and fully mapped listings of contemporary design shops and showrooms as well as the furniture, fabric and accessory lines they carry. Complement your print activity with a presence on designlinesmagazine.com and reach a design-oriented audience.

## SIZES

	Width x height (pixels)
Leaderboard	728 x 90
Skyscraper	160 x 600
Button	180 x 150

## RATES

Leaderboard	\$1,600 per month
Skyscraper	\$825 per month
Button	\$420 per month

The screenshot displays the Designlines website interface. At the top, there is a navigation bar with links for 'GUIDE', 'WALKING MAPS', 'MAGAZINE', 'ABOUT', 'ADVERTISING', and 'CONTACT'. Below this, a search bar is visible. The main content area features several sections: 'DESIGNSTORES', 'DESIGNRESTAURANTS & BARS', 'DESIGNGALLERIES', 'DESIGNBOOKSTORES', 'DESIGNBY NEIGHBOURHOOD', and 'DESIGNEXPERTS'. A 'Button' ad is placed on the right side. The 'DESIGNHITS' section includes articles like 'SHOP HERE: CALLIGARIS' and 'SHOP HERE: COMMUTE HOME'. A 'Skyscraper' ad is placed on the left side. The website has a clean, modern design with a white background and green accents.

# WHAT OUR PARTNERS ARE SAYING ABOUT DESIGNLINES

“As a new retail shop in Toronto, BoConcept benefited from the great market exposure *Designlines* offers. This publication is very well done and has a strong readership within our target market of urban-minded and design-conscious consumers.”  
**Dominique Roberge, BoConcept**

“*Designlines* is our most effective advertising campaign, bar none. Often new and existing customers come to our store with our ad in hand to purchase fine contemporary jewellery designed and made in Toronto. We are confident we are reaching our target market: those who are passionate about design.”  
**Barbara Kelly, Partner/Director of Business Development, Anne Sportun**

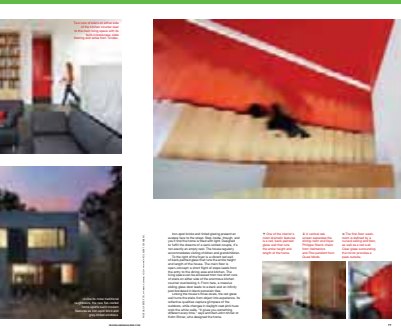
“*Designlines* consistently provides a clear, authoritative voice for Toronto design. I am continually impressed with the quality of the content and presentation. And it's great eye candy. For Paloform, that voice has carried over directly to our advertising and this has translated into increased brand awareness and meaningful showroom traffic. *Designlines* absolutely speaks to our target market.”  
**Khai Foo, President, Paloform**

“Continually referenced by Avenue Road clients, *Designlines* is the authoritative guide to design and culture in Toronto.”  
**Michael Barr, Marketing Director, Avenue Road**

“Merging Puma, a world of sport, lifestyle and fashion, with *Designlines* makes perfect sense, as both worlds target the same demographic of cultured, design-savvy consumers.”  
**Chantal Roy, Marketing, Puma**

“*Designlines* rocks! There is no other design magazine out there for places like Suite 22. I'm going to be here for life.”  
**Roberto d'Ulisse, Principal, Suite 22**

“We have been advertising with *Designlines* since its inception and have yet to miss a single issue. It is the only local publication that tastefully combines advertising with intelligent editorial content as well as supporting and promoting Toronto's design and architectural community. It successfully offers both our trade and retail clients something of real value and thereby reaches our target markets effectively and affordably. We have great appreciation and respect for the creative team at *Designlines*.”  
**Michael Piernitzki and Elizabeth Wright, Principals, Bauhaus Fine Windows and Doors**



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DESIGNLINES is published by  
 AZURE Publishing Inc.  
 460 Richmond St. W., Suite 601  
 Toronto, ON Canada M5V 1Y1  
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 designlinesmagazine.com