

# Bayview

THUNDER BAY'S MAGAZINE



Bayview Magazine celebrates Thunder Bay and the people who contribute to our exceptional way of life. Each quarterly issue is filled with insight and information on the arts, entertainment, people, food and fun happening within our city.

Advertising in Bayview makes good business sense. Your message is presented on full colour gloss paper and will help enhance and elevate your image - leaving readers with a lasting impression.

## Residential & Business Distribution

16,000 copies per issue

- Full City & Rural Distribution to all Subscribers of the Chronicle Journal
- Distribution to select neighbourhoods by Canada Post
- Distribution to All Businesses in the City of Thunder Bay by Canada Post
- Distribution to most Thunder Bay Hotels by Thunder Bay Letter Shop

## issues & closing

	DEADLINE	DISTRIBUTION
SPRING	February 24	March 18
SUMMER	May 26	June 17
FALL	August 25	September 16
WINTER	October 27	November 18

## ad production

Bayview Magazine will assist you in designing an attractive and effective message. We cover all advertising production costs including design and professional photography.

# rate card 2023

## rates & frequency

	4x	1x
1 page	2375	2775
2/3	1590	1950
1/2	1365	1670
1/3	990	1240
1/4	875	1020
1/5	679	855
1/6	560	680

### COVERS:

Inside Front Cover	15% premium*
Inside Back Cover	20% premium*
Outside Back Cover	25% premium*

\* to the applicable frequency for the full page rate.

### Bayview Magazine

4-4 A S. Court Street, Thunder Bay, ON P7B 2W4  
sales: (807) 768-8698 production (807) 346-4237  
fax (807) 346-5756

1	2/3	1/2	1/3	1/3	1/4	1/5	1/6	1/6
7.125"w x 9.75"h	4.7"w x 9.75"h	4.7"w x 7.275"h	4.7"w x 4.8"h	2.27"w x 9.75"h	7.125"w x 2.35"h	4.7"w x 3.15"h	2.27"w x 4.8"h	4.7"w x 2.35"h

REQUIREMENTS & CONDITIONS: Advertisers please note that we prefer to receive advertising material that electronically produced using Quark Express, Adobe Photoshop and Illustrator. All type fonts and supporting files must be supplied. Advertising is non-cancelable after the space closing deadline. Because of the vertical nature of the publication and the size of the market, there may be advertising by many companies in the same industry. Placement near competitive companies is therefore to be expected. Advertisers and ad agencies assume liability for all content, including text, representation and illustration, of all advertising printed and all responsibility for any claims arising there from the publisher. The liability of the publisher for any error for which it may be responsible will not exceed the cost of the advertising space. The publisher assumes no liability for errors in the key numbers or the typeset by the publishers. The publisher shall not be subject to liability whatsoever for failure to publish or circulate all or any part of any issue or issues, or any advertisement in whole or in part for any cause.