

due due west east

2010 MEDIA KIT



Due West and ***Due East*** magazines are lifestyle-reference guides for residents living in the west-end and east-end of Ottawa.

These magazines are designed to provide useful information such as a restaurant guide, community events listing, and news in arts, culture, entertainment and recreation.

READER PROFILE

- 60% female readers
- 60% income + \$100,000
- 60% are professionals
- 98% own their home

PUBLISHED QUARTERLY

- Spring
- Summer
- Fall
- Winter



Due West is distributed complimentary to 35,000 high-income households, via the *Ottawa Citizen*, and bonus distribution through the *Welcome Wagon*.

DISTRIBUTION AREAS

K0A
Richmond

K1Z
Westboro

K2L/K2V
Glencairn
Katimavik
Stone Gate Farm
Hazeldean

K2M
Bridlewood

K2S
Amberwood
Wyldeewood
Stittsville
Crossing Bridge
Cypress Bridge
Bryanston Gate

K2G
Briargreen
CentrepoinTE
Manordale
Meadowlands
Merivale
St. Clair Gardens
Craig Henry
Tanglewood
Crestview
Glenfell Glen
Barrhaven east of Woodroffe
Davidsons Heights
Havenlea
Chapman Hills

K2K/K2T/K2W
Beaverbrook
Kanata Lakes
Morgans Grant
Marchwood

K2H
Crystal Beach
Fairfield Heights
Bells Corners
Trend Village
Leslie Park
Arlington Woods
Lynwood Village
Qualicum
Belands
Red Wood
Bruce Farm
Graham Park
Rocky Point
Lakeview
Sheahan Estates
Westcliffe Estates

K4M
Manotick

K2B
Bayshore
Lincoln Heights

K2R/K2J
Barrhaven
Pheasant Run
Cedarhill
Orchard Estates
The Meadows
Stonebridge
Longfields
Hearts Desire
Fallowfield
Cedarview Estates

Valley Zone 1
Woodlawn
Kinburn
Pakenham
Fitzroy
Dunrobin
Almonte
Carp
Constance Bay
Stittsville Rural

DISTRIBUTION AREAS

K1B
Pineview
Sheffield
Blackburn Hamlet

K1C/K1W
Convent Glen
Queenswood Heights
Chapel Hill
Hiawatha
Orleans Wood

K1E/K4A
Queenswood Heights
Queenswood Village
Queenswood South
Avalon

K1K
Manor Park
Castle Heights
Overbrook
CFB Rockcliffe

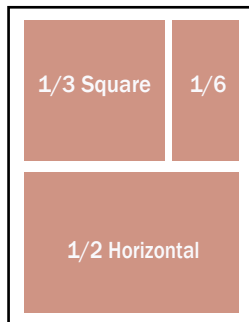
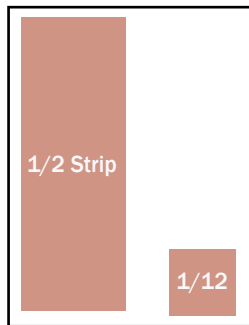
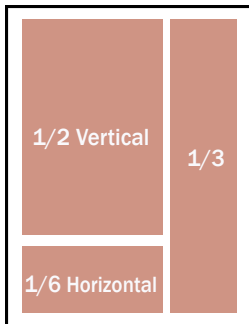
K1J
Cyrville
Cardinal Heights
Beacon Hill
Beaconwood
Beacon Heights
Carson Grove
Rothwell Heights

K1M
New Edinburgh
Rockcliffe Park
Lindenlea

Due East is distributed complimentary to 15,000 high-income households, via the *Ottawa Citizen*, and bonus distribution through the *Welcome Wagon*.



2010 ADVERTISING RATES



SIZE	DUE WEST	DUE EAST	COMBO
FULL PAGE	\$2,500	\$2,150	\$4,300
1/2 PAGE	\$1,400	\$1,200	\$2,400
1/3 PAGE	\$1,000	\$900	\$1,700
1/6 PAGE	\$600	\$500	\$950
1/12 PAGE	\$325	\$250	\$500
BACK COVER	\$3,300	\$2,800	\$5,600
INSIDE FRONT	\$2,700	\$2,350	\$4,700

2010 PUBLICATION DEADLINES

ISSUE	AD SPACE	MATERIAL	PUBLISHED
SPRING	February 15	February 22	March 14
SUMMER	May 18	May 24	June 13
FALL	August 17	August 23	September 12
WINTER	November 2	November 8	November 28

SIZE	W	H	RECOMMENDED FORMATS FOR SUPPLIED ARTWORK	
FULL PAGE (TRIM)	8.125"	10.5"	QuarkXPress (Mac) up to V.6.52 Please include all linked files and all fonts.	Press Optimized PDFs Please embed all fonts. We cannot check detailed trapping in press-quality PDFs. Please ensure that all colours are trapped correctly prior to writing PDF.
(ADD MINIMUM 4MM ON ALL SIDES FOR FULL PAGE BLEED)				
FULL PAGE (NON BLEED)	7.042"	9.625"	Adobe Illustrator (Mac) up to V.10 Please outline all fonts and include or embed all EPS or TIFF images.	
1/2 PAGE VERTICAL	4.625"	7.062"		
1/2 PAGE VERTICAL STRIP	3.418"	9.625"	Adobe Photoshop up to V.7 Please remove all Colour Management when saving Photoshop files. TIFF and EPS preferred.	
1/2 PAGE HORIZONTAL	7.042"	4.633"		
1/3 PAGE SQUARE	4.625"	4.633"		
1/3 PAGE VERTICAL	2.208"	9.625"		
1/6 PAGE HORIZONTAL	4.625"	2.215"		
1/6 PAGE VERTICAL	2.208"	4.633"		
1/12 PAGE	2.208"	2.215"		



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