

# CurbAppeal

magazine.ca

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**MEDIA KIT**



**THN**MEDIA  
PRINT & DIGITAL MARKETING SOLUTIONS

BE SEEN. BE TRUSTED. BE REMEMBERED.

# MAGAZINE FEATURES

**Curb Appeal Magazine** is distributed to the most affluent postal walks within each Region by Canada Post.

- Targeted demographic Canada Post distribution to high-valued homes in each Region where the average annual household income is over \$100,000\*. Cuts through low-end homes and allows you to target a more affluent home owner.
- Additional distribution includes printed copies at selected retail locations
- Supported with web & social media channels
- Can be read on your tablet or smartphone
- Monthly contests are run to gather readership information, drive traffic to the website and drive leads

\* Demographic information provided by Canada Post Precision Targeting

## CONTENT

- Home
- Decor
- Renovation
- Real Estate

## READERSHIP

- Men & Women
- High-Income Earners
- Management/  
Business Owners

# PUBLISHING CALENDAR 2021

Curb Appeal Magazine is published 12 times a year. Delivery dates are approximate and may change by a day or two prior to, or later than, the dates shown in this chart. Canada Post can take 3-7 business days to deliver to homes and businesses once they receive the magazine for delivery.

MONTH	Material Due	Delivery to Homes
JANUARY	Dec 23, 2020	January 13-20
FEBRUARY	January 20	February 10-17
MARCH	February 17	March 10-17
APRIL	March 17	April 7-14
MAY	April 14	May 5-12
JUNE	May 12	June 2-9
JULY	June 16	July 7-14
AUGUST	July 14	August 4-11
SEPTEMBER	August 18	September 8-15
OCTOBER	September 15	October 6-13
NOVEMBER	October 13	November 3-10
DECEMBER	November 10	December 1-8



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For advertising information contact:

905.278.1111  
info@thnmedia.com

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# RATE CARD 2021

## > ETOBICOKE

Ad Size	1X	6X	12X
Full Page	\$1,595	\$1,495	\$1,395
1/2 Page (horizontal or vertical)	\$1,095	\$995	\$895
1/4 Page	\$795	\$695	\$595
Double-Page Spread	\$2,795	\$2,695	\$2,495
Back Cover	N/A	N/A	\$1,795
Inside Front Cover	N/A	N/A	\$1,695
Page 3 (facing Inside Front Cover)	N/A	N/A	\$1,695
Inside Back Cover	N/A	N/A	\$1,650

Realtor Specialty Ads*	Details	1X
Front Cover Package**	Templated	\$1,295
'Feature Listing' Double Page Spread	One listing only. Templated.	\$1,195
'Showcase' Single Page	One listing only. Templated.	\$995

### NOTES

- \*Total reach is 20,000 homes after full rotation
- Front cover package includes a front exterior image of home on cover plus a 'Feature Listing' single page (templated) of cover home on the inside
- All prices add HST

## Feature Listing Double Page Spread Templates



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# RATE CARD 2021

- > PEEL/HALTON\*
- > YORK REGION/TORONTO NORTH\*

Ad Size	1X	6X	12X
Full Page	\$1,695	\$1,595	\$1,495
1/2 Page (horizontal or vertical)	\$1,195	\$1,095	\$995
1/4 Page	\$895	\$795	\$695
Double-Page Spread	\$2,895	\$2,795	\$2,595
Back Cover	N/A	N/A	\$1,895
Inside Front Cover	N/A	N/A	\$1,795
Page 3 (facing Inside Front Cover)	N/A	N/A	\$1,795
Inside Back Cover	N/A	N/A	\$1,750

Realtor Specialty Ads*	Details	1X
Front Cover Package	Templated	\$1,395
'Feature Listing' Double Page Spread	One listing only. Templated.	\$1,295
'Showcase' Single Page	One listing only. Templated.	\$1,095

## NOTES

- \*Total reach is 25,000 homes after full rotation
- Front cover package includes a front exterior image of home on cover plus a 'Feature Listing' single page (templated) of cover home on the inside
- All prices add HST

## Feature Listing Double Page Spread Templates



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# RATE CARD 2021

> TORONTO WEST\*

Ad Size	1X	6X	12X
Full Page	\$1,495	\$1,395	\$1,295
1/2 Page (horizontal or vertical)	\$995	\$895	\$795
1/4 Page	\$695	\$595	\$495
Double-Page Spread	\$2,695	\$2,595	\$2,395
Back Cover	N/A	N/A	\$1,695
Inside Front Cover	N/A	N/A	\$1,595
Page 3 (facing Inside Front Cover)	N/A	N/A	\$1,595
Inside Back Cover	N/A	N/A	\$1,550

Realtor Specialty Ads*	Details	1X
Front Cover Package**	Templated	\$1,195
'Feature Listing' Double Page Spread	One listing only. Templated.	\$1,095
'Showcase' Single Page	One listing only. Templated.	\$895

## NOTES

- \*Total reach is 10,000 homes after full rotation
- Front cover package includes a front exterior image of home on cover plus a 'Feature Listing' single page (templated) of cover home on the inside
- All prices add HST

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# REGIONS

## Durham Region - *Coming Soon*

Ajax, Bowmanville, Brooklin, Brougham, Greenwood, Pickering, Oshawa, Whitby

## Etobicoke

Edenbridge-Humber Valley, Glen Agar, Islington, Lambton Mills, Princess Anne Manor, Princess Margaret, Richmond Gardens, The Kingsway, Thorncrest Village

## Peel/Halton

Alton, Ancaster, Ballinafad, Belfountain, Bolton, Brampton, Burlington, Caledon, Caledon Village, Campbellville, Cheltenham, Dundas, Erin, Georgetown, Hamilton, Inglewood, Milton, Mississauga, Moffat, Mono, Oakville, Snelgrove

## Niagara Region - *Coming Soon*

Beamsville, Grimsby, Jordan Station, Niagara-On-The-Lake, Port Robinson, Queenston, St. Catharines, St. Davids, Vineland, Vineland STN, Virgil

## Guelph/Rockwood - *Coming Soon*

Guelph, Rockwood, Ariss, Arkell, Eden Mills

## Toronto West

Baby Point, Bloor West Village, High Park, Lambton, Old Mill, Parkdale, Roncesvalles, Runnymede, Sunnyside, Swansea, The Junction

## Tri-Cities - *Coming Soon*

Branchton, Cambridge, Conestogo, Elora, Glen Morris, Kitchener, New Dundee, Petersburg, St. Clements, St. Jacobs, Waterloo, West Montrose

## York Region/Toronto North - *Coming Soon*

Aurora, Bradford, East Gwillimbury, King City, Kleinburg, Maple, Newmarket, Nobleton, North York, Richmond Hill, Schomberg, Sharon, Thornhill, Whitchurch-Stouffville, Willowdale, Woodbridge



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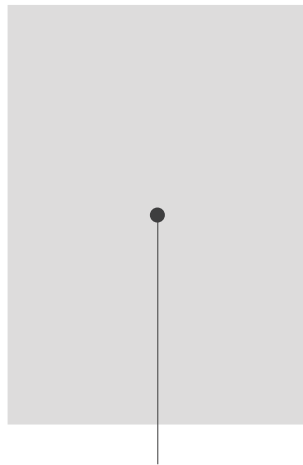
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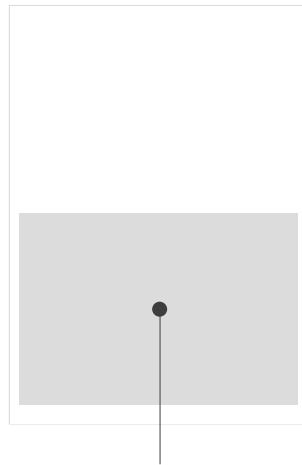
# ADVERTISING SPECIFICATIONS

The following information specifies the size and type of file formats, media we accept, and general guidelines.



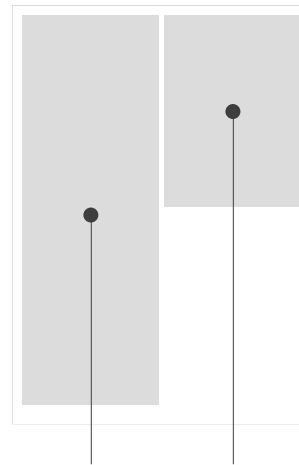
## FULL PAGE

8.5" x 10.875"  
include 1/8" bleed



## 1/2 PAGE

8" x 5"  
horizontal

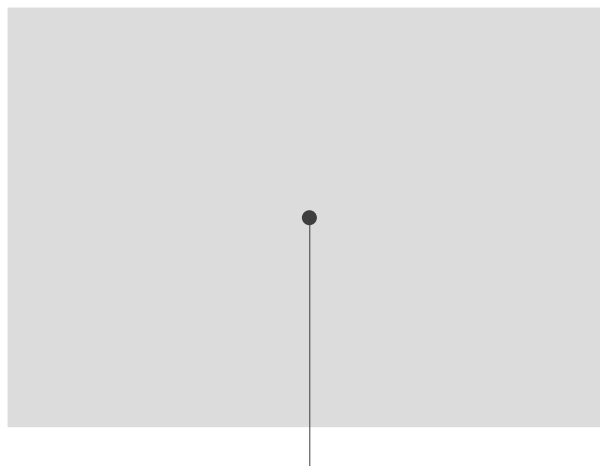


## 1/2 PAGE

3.75" x 10.15"  
vertical

## 1/4 PAGE

3.75" x 5"



## DOUBLE PAGE SPREAD

17" x 10.875"  
include 1/8" bleed

## Supplied Advertising

THN Media will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digitally.

- We only accept print ready PDF files (ensure that files are 300 dpi)
- Images should be a minimum resolution of 300 dpi @ 100% size
- All RGB images must be converted to CMYK
- All spot colours (pantone) must be converted to CMYK
- Type should be a minimum of 8 point. Reverse type less than 10 point is not suitable for reproduction. THN Media is not responsible for reproduction of type in size smaller than those mentioned above.
- Ink density for all four colours must not exceed 280%.
- For Full Page and Double Page Spreads please be sure to include trim and crop marks on your file
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against THN Media because of such content.
- THN Media reserves the right to refuse any or all copy deemed by THN Media to be unsuitable.

### IMPORTANT NOTE:

ANY EXCEPTIONS TO THESE SPECS MUST BE APPROVED BY PUBLISHER PRIOR TO SENDING



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# DIGITAL OFFERINGS

## CurbAppeal.ca

Curb Appeal Magazine is supported by **CurbAppealMagazine.ca** and offers online content and interaction with the printed magazines. Website includes shareable articles, Realtor listings, contests, and flip format online publications of current and past editions with direct links to the advertisers website.

- **Online Publication Video Insert to your Digital Ad - \$95 each video**  
(only YouTube & Vimeo videos are supported)
- **Website Banner Ad - \$95 per month**

## Social Media

Curb Appeal Magazine is focused on increasing it's brand awareness and engagement through its **Instagram**.



[instagram.com/curbappealmagazine](https://www.instagram.com/curbappealmagazine)

## Online Publication & Email Blast

Each month a link to the latest online version of Curb Appeal Magazine is created and is made available to Advertisers for use on their website and social media sites. The link is also emailed to over 2,000 opt-in email addresses. The online publications include links to the advertisers website and opportunity for video inserts.



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