

DEL® Condominium

Life

Enhancing your lifestyle

A Chosen Lifestyle!



Del Condominium Life is something special to our readers! And our readers are special too, as is their chosen lifestyle.

Condominium living is a lifestyle afforded only to people who place luxury, privacy, access controlled and maintenance-free living as high priorities.

Del Condominium Life magazine reflects these priorities. It is published three times a year and focuses on decorating condominiums, fitness, enjoying leisure time and on wonderful places to travel while the condominium home remains safe and well maintained.

Del Condominium Life is the first consumer medium designed for those owners of this special form of real state, and is a perfect opportunity for advertisers whose products and services fit the lifestyle of this broad and lucrative market.

Published three times a year by Del Property Management Inc., with a circulation of over 66,000, this magazine is delivered to the door of these luxury condominium homes (personally by our staff) and is available in Tridel Sales Offices.

People living in homes managed by Del Property Management look forward to receiving each and every issue. Our readers also keep their copies of Del Condominium Life magazine as a reference guide.

Del Condominium Life serving an exclusive group of luxury condominium owners in the Toronto and surrounding area often features the residents or a community. We also keep our readers informed as to what is happening regarding the current events in which they have participated such as our tennis, golf, or bridge tournaments (see our Del Diversions column) and our Annual Art Show. Where else can they be certain to read either about themselves, one of their neighbours or a fellow participant in Del Property Management's Lifestyle Programme.

The condominium way of life is not for everyone. This tenure of real estate is designed only for those who choose the freedom to travel and enjoy the extensive recreational and sports facilities that are an integral component of their condominium homes.

Del Condominium Life . . .

All the things other consumer magazines are and a whole lot more!





Magazine Features

Special Features, a Wine Corner and much more!

▲ Arts & Entertainment

A cultural calendar. Everything from open-air art shows to season symphony recommendations. What to see, hear and enjoy.

▲ Being Green

Items of interest on environmental issues.

▲ Decorating

The creative touch, in making your condominium reflect your personality and lifestyle. 'Suite Success' covers all areas of condominium decorating. Tips for turning condominium homes into designer's delights.

▲ Feedback

An open forum for readers to pose their questions and share their ideas on condominium living. Tips and answers for today's condominium owner.

▲ Finance

Items of general interest and some that are of importance to only the condominium dweller.

▲ Fitness

How to get into shape and stay in shape while taking full advantage of condominium recreation centres. Tips for fun and fitness.

▲ Focus

Understanding common vision problems. Insight to developing technology. And how best to care for our eyes.

▲ Food Fare

Eating well, drinking well and entertaining are all part of the condominium lifestyle. Information and insights with a culinary bent.

▲ Lifestyles

A profile of prominent and interesting condominium communities and the fascinating personalities that live in urban condominiums.

▲ Now & Then

Interesting items of now and how it used to be.

▲ Travel

Great escapes near and far. Tempting places to see and enjoy while living life to the fullest.

▲ Potpourri

A cornucopia of information bits and pieces adding pizzazz to a lifestyle. Everything from boats to comedy; from cooking to buying a car.



The Facts . . .

The Market . . .

Del Condominium Life magazine is Canada's first condominium consumer publication and was established in 1986.

Del Condominium Life is published three times annually as follows:

Spring	April
Summer	August
Winter	December

Advertising closing date for space is 30 days before the publication date and material is due 25 days before the publication date.

Our Readers (2.8 per copy)

Del Condominium Life readers are well-educated, sophisticated and affluent consumers.

Female Readership (54%)

Under 25	15%
25 – 34 years of age	19%
35 – 44 years of age	19%
45 – 54 years of age	20%
55 – 64 years of age	20%
65 and over	7%

Male Readership (46%)

Under 25	11%
25 – 34 years of age	29%
35 – 44 years of age	15%
45 – 54 years of age	17%
55 – 64 years of age	17%
65 and over	11%

Household Income

\$ Less than \$75,000	30%
\$76,000 – \$100,000	35%
\$101,000 – \$150,000	15%
\$151,000 – or more	20%

Del Condominium Life is:

- Delivered to the doors of "Luxury" Condominium Homes personally by our staff at Del Property Management Inc. These communities include: Avignon on Bayview, 10 Bellair, Skymarks, Skyview, Royal, Palace Gate and Governor's Hill in North York and the Tam O'Shanter in Scarborough.
- Handed out at Tridel Sales Offices to people considering purchasing a condominium.
- Included in the "Welcome Package" to new owners when they move in.

Circulated to this lucrative market place as follows:

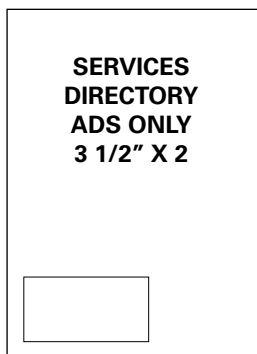
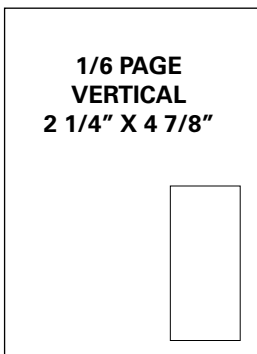
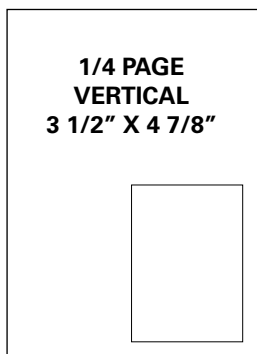
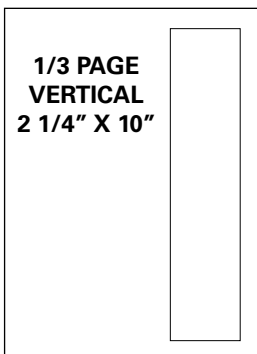
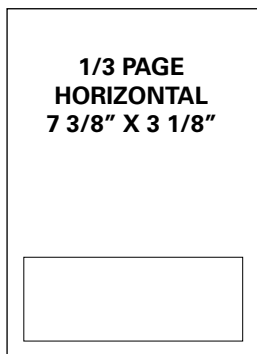
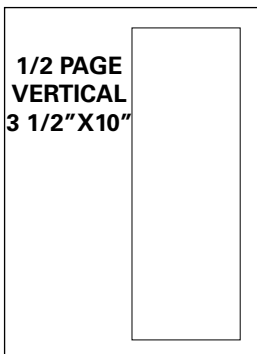
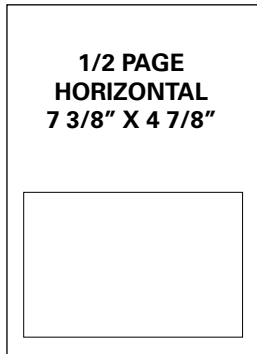
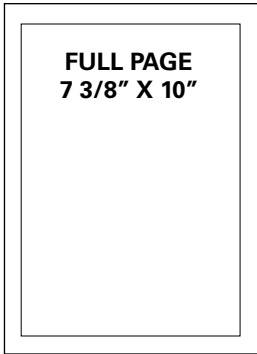
Toronto	22,950
Scarborough/Pickering	11,000
North York	14,700
Markham/Richmond Hill/Thornhill	3,900
Etobicoke/Mississauga/Oakville/Weston	13,450

Total Metropolitan Toronto 66,500



Ad Size and Rates

Ad Sizes



Ad Rates *All prices include colour

DISPLAY ADS*	1st	2nd	3rd
Full page	\$2,500	\$2,315	\$2,220
1/2 page	\$1,570	\$1,480	\$1,435
1/3 page	\$1,265	\$1,200	\$1,170
1/4 page	\$1,160	\$1,100	\$1,040
1/6 page	\$1,060	\$1,040	\$1,020

COVERS*	
Inside Front Cover	\$3,735
Inside Back Cover	\$3,530
Outside Back Cover	\$4,045

SERVICES DIRECTORY*	1st	2nd	3rd
Business Card	\$645	\$605	\$585
Inserts	Rates available upon request		

CLOSING DATES
 Spring March 15 Summer June 1 Winter November 1

Mechanical Requirements

All ads must be provided via e-mail or on CD and accompanied by a printed proof. Files accepted are PDF high resolution files (fonts must be embedded), Photoshop (300 dpi, 100% size), Illustrator eps (curves outlined). All ads must be to size. We do not accept Microsoft Office files (Word, Excel, Powerpoint, Publisher, etc.). All photos must be CMYK at 300 dpi. Please convert all pictures and colours to CMYK. No RGB colours, or pictures. All black and white ads must be grayscale converted at 240 dpi.

Printed:	Web-Offset	Binding:	Saddle Stitch
Trim Size:	8 1/8" x 10 7/8"	Spread:	16 1/2" x 10 7/8"
Bleed:	8 3/4" x 11 1/8"	Screen:	150 line screen
Live Matter:	1/2" in from the trim edge		

Contract – Conditions and Agreement

1. Frequency discounts are based on a contract period of 3 consecutive issues, commencing with the advertiser's first insertion.
2. To qualify for volume discounts, a contract must accompany the first insertion of the relevant schedule.
3. The acceptance or execution of an order is subject to Publisher's approval.
4. The Publisher will not be bound by any conditions, printed or otherwise, appearing on contract, orders or copy instruction which conflict with the terms of this rate card or Publisher's policies.
5. Liability: Advertiser and /or advertising agency assume full and complete responsibility and liability for all content of advertisements and any made against the Publisher for all advertising submitted, printed or published.
6. All advertisers will uniformly graduate to any new rate card upon effective date.
7. The Publisher shall be entitled to full payment when advertising space has been contracted. Failure to make this payment may result in the ad not appearing in contracted issue.
8. The Publisher accepts advertising insertion orders subject to the condition that the Publisher shall have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) which prevent the Publisher from partially or completely producing, publishing or distributing Del Condominium Life.
9. Contracts for covers and special positions are non-cancelable. All cover ads are to be four colour.
10. No cancellations are accepted after closing for advertising space. If advertiser or agency cannot provide the booked material in time, it is incumbent upon them to provide alternative equivalent material to run in its place.
11. Any claim rendered by an advertiser or agency against Del Condominium Life for rebates or changes made under contract, for any reason must be filed with the magazine in writing sixty (60) days following the expiration of the contract.
12. Verbal agreements are not recognized by the company.

Company _____

Address _____

City _____ Prov _____ Postal Code _____

Contact Person _____ E-mail _____

Phone _____ Cell _____ Fax _____

Number of Ads Spring _____ Summer _____ Fall/Winter _____

	1ST AD	2ND AD	3RD AD
Space Charge	\$ _____	\$ _____	\$ _____
Artwork Charge	\$ _____	\$ _____	\$ _____
HST	\$ _____	\$ _____	\$ _____
TOTAL	\$ _____	\$ _____	\$ _____

I, the undersigned agree to purchase _____ ads the size of _____ page with the understanding of the costs as outlined above and I further understand that payment is due in advance. I have read, understand and agree with the Terms and Conditions stated on the Del Condominium Life rate card.

Authorized Signature _____ Company Name _____

Del Representative _____ Date _____

For advertising information or to place an ad, please contact Margherita Di Perri at 416-661-5131 ext 1464