



**SPORTSLIFE**

**Live . Play . Connect, flagship publication**

A quality, full-coloured community minded magazine produced in Winnipeg, Manitoba. **SPORTSLIFE** is available in high traffic community centres, sports venues, sports clubs, retail and business locations in Winnipeg. (A complete list of locations is available upon request). 10,000 copies with estimated readership of over 25,000.

**Advertising Rates**

Size	Casual (\$)*	3xRate (\$)*	1 Year Rate (\$)*
DPS .....	\$1700.....	\$1530.....	\$1445
Full Page.....	\$1150.....	\$1000.....	\$900
1/2 Page.....	\$700.....	\$650.....	\$600
1/3 Page.....	\$490.....	\$460.....	\$425
1/4 Page.....	\$385.....	\$350.....	\$330
1/8 Page.....	N/A.....	\$290.....	\$250
Sport Sponsorship .....	\$450.....	\$425.....	\$410
Billboard.....	N/A.....	N/A.....	\$100
Advertorial Page .....	\$700 (up to 700 words incl. logo & photo)		

**Clubs and Associations – Ask About Our Non-Profit Sport Page Rates**

\*Rates excludes GST

**Special Rates:**

- Outside back cover . . . add 30%
- Inside front cover . . . add 30%
- Inside back cover . . . add 20%
- Other specified . . . . . add 10%

**Publishing Dates:**

January, March, May, July, September, November

**Ad Deadlines:**

One week prior to print date. Check with Publisher for details.

**Target Audience:**

Adults and families participating in, and passionate about, local sports. Including all age groups and levels of participation from players to fans and family to volunteers and supporters.

On average, 69% of youth and 55% of adult Canadians take part in local sports. With this level of discretionary income, imagine the total purchasing power these households have for your products and services.

**SPORTSLIFE** can also develop a customized promotion tailored to your specific marketing needs including but not limited to:

- Targeted Distribution
- Event Marketing
- Product Reviews
- Customized Special Supplements

*Have a winning idea? Give us a call and pass along your thoughts!*

**Targeted readership of 25,000 of local sports readers throughout Winnipeg • Circulation 10,000 copies**

**CONTACT: OV SUVAJAC P: 204-996-4146 E: SPORTSLIFE@LIVE.CA W: SPORTSLIFE.LIFE**

**Artwork Specifications**

**Double Page Spread**  
16.25" x 10.625"

**Full Page w/bleed**  
8.125" x 10.625" plus .125" bleed

**Full Page**  
7.375" x 9.625"

**1/2 Page Vertical**  
3.625" x 9.625"

**1/2 Page Horizontal**  
7.375" x 4.75"

**1/3 Page Vertical**  
2.375" x 9.625"

**1/3 Page Horizontal**  
7.375" x 3.125"

**1/4 Page Vertical**  
3.625" x 4.75"

**1/8 Page Horizontal**  
3.625" x 2.3125"

**Billboard**  
2.375" x 1.5"

**File Specifications**

- Supply artwork as a press PDF (in CMYK at 300 dpi)
- Will also accept InDesign CS, Illustrator CS or PhotoShop CS files
- Microsoft Publisher, Word, Excel, PowerPoint, PageMaker files will NOT be accepted
- All (screen and print) fonts collected or embedded. All images supplied as 300 dpi CMYK, JPEG, TIFF or EPS
- All colours to be CMYK and not RGB. Spot colours must separate in CMYK. No metallic colours
- Minimum type size of 6 point apart from full-colour reverse type where minimum is 7 point