

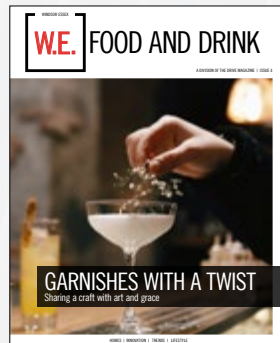
THE DRIVE

media kit



25 IN 2025

Years



The DRIVE: Your connection to the HEART of our community—Windsor's favourite magazine.

THE DRIVE MAGAZINE MEDIA KIT

As Windsor-Essex's *favourite* magazine, The DRIVE brings you engaging, community-focused content across a variety of topics—culture, trends, people, and local events—offering a comprehensive view of the region. Known for our bold photography, clean design, impactful advertising, and hyper-local stories, we're proud to be your connection to the heart of Windsor-Essex. *2025 marks our 25th anniversary, and we're honoured to celebrate this milestone with you!*

DISTRIBUTION TOTAL REACH OF 65,000 PER EDITION

Print Distribution*: 40,000 copies

- Delivered to high-income residential addresses and registered local businesses across Windsor/Essex county.
- 25 strategically placed magazine racks across the county.

Digital Readership: 25,000 audience reach and growing through web traffic, social media channels and email subscribers.

* All Publications have guaranteed distribution through Canada Post across; Windsor, Walkerville, Riverside, Tecumseh, St. Clair Beach, Belle River, Lakeshore, LaSalle, Amherstburg, Kingsville and Leamington.

NEW

The Drive will now be published *9 times annually* including four special editions. These special editions will feature a tumbler-style issue with more content than ever before featuring two front covers. [#thedrivemag25](#)

UNIQUE INTEGRATED MAGAZINES

- 4 Special issues featuring both The DRIVE and a W.E. Publication, merging into a powerful magazine.
- These special issues will exclusively feature our advertisers' stories and imagery, creating a unique and elegant showcase for our partners' brands, and include a select number of exclusive ads.

-W.E. **Women:** Fashion, trends, wellness, and women in business.

-W.E. **Kids:** All things kids, health, home and parenting.

-W.E. **Home & Lifestyle:** Interior design, renovation, real-estate, home décor, and travel.

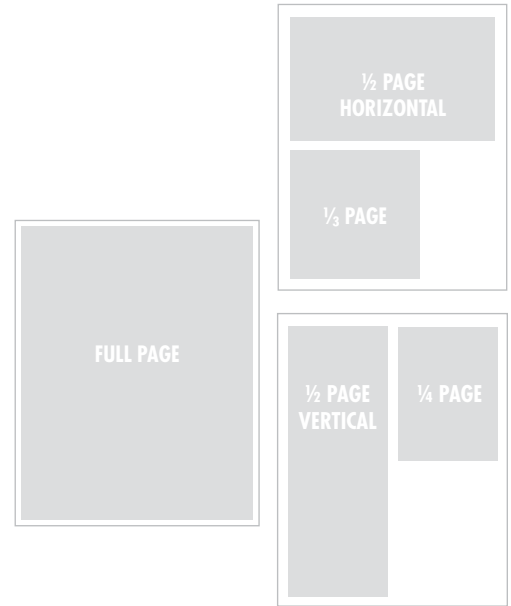
-W.E. **Food & Drink:** New restaurants, chefs, signature dishes, live music, cocktails, and local breweries.

W.E. PRINT ADVERTISING RATES

W.E. ad size	Cost	W.E. ad size	Cost
Inside Front Cover	\$3,500	Full-Page.....	\$2,600
Back Cover.....	\$3,200	Half-Page	\$1,600
2-Page Profile.....	\$5,000		

THE DRIVE PRINT ADVERTISING RATES

The DRIVE ad size	1 Issue	5 Issues	9 Issues
Inside front cover.....	\$4,000.....	\$3,750.....	\$3,400
Inside back cover.....	\$3,850.....	\$3,550	
Outside back cover.....	\$4,500.....	\$4,200	
Back cover (W.E.)	\$3,200.....	\$3,200	
2-Page profile.....	\$5,450		
Full page.....	\$3,225.....	\$3,000.....	\$2,750
½ Page (Vertical/Horizontal)	\$2,100.....	\$1,900.....	\$1,700
⅓ Page.....	\$1,325.....	\$1,200.....	\$1,100
¼ Page.....	\$960.....	\$900.....	\$800



SCHEDULES 2025 PUBLICATIONS DROP DATES

February 3The DRIVE	Aug 18The DRIVE + W.E. Home & Lifestyle
March 17The DRIVE + W.E. Women	September 22 ...The DRIVE
April 22The DRIVE	October 27The DRIVE + W.E. Kids
June 2The DRIVE + W.E. Food & Drink	December 1The DRIVE Holiday issue
July 7The DRIVE	Copy & Ad deadline due 20 days before the publication date.

SPECS AND CREATIVE CONSIDERATIONS

Kindly submit your ads in EPS, TIFF, or Press Ready PDF formats using image resolution of 300 DPI.
For FULL PAGE ads ONLY, allow a 0.125" bleed and keep type 0.25" margin for type safety.
 All other ad sizes do not need bleeds, type safety or crop marks.

Questions? Email our creative director with your design questions connect@thedrivemagazine.com

The DRIVE STUDIO **UNIQUE** IN-HOUSE BRANDING SUPPORT

The Drive Studio extends your advertising reach with specialized social media services support. For print and additional marketing services, speak with our sales team to maximize your campaign's impact.

Additional advertising options *(Must be purchased alongside a print ad)*

- Custom digital article on The DRIVE website *(with social promotion)* \$600
- Custom social media reel *(includes targeted audience boosting)* \$600
- Live social streaming *(from event, includes one custom video reel)*..... \$1,000
- Social sharing *(Story post on The DRIVE's handle promoting event/business)* \$100
- Social contest/giveaway *(with The DRIVE, prize value min \$500)*..... \$1,500



OUR READERSHIP

35-64

Average AGE

40%
MALE
READERSHIP

60%
FEMALE
READERSHIP

PRINT
DISTRIBUTION

40K
25K

10.5K



FACEBOOK FOLLOWERS



5.7K

INSTAGRAM FOLLOWERS

42%

NEWSLETTER
OPEN RATE

DIGITAL
READERSHIP

Demographic stats source: The Drive Social Accounts 2024

FUEL YOUR BRAND

Advertise. Thrive. Repeat!

As we *DRIVE* forward into the heart of our community, we're excited to remind you of our unique offering to showcase your brand with Windsor Essex's leading publication. **Join us** as we redefine advertising, making it an experience that resonates with your audience and our vibrant city!

Contact us today to elevate your business and discover the positive impact of being part of The Drive Magazine!

519.819.4697

Follow us @thedrivemag



The DRIVE