

The

DRIVE

Media kit

2026



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.

Our **Special editions** merge **The DRIVE and W.E. Publications** into one powerful showcase, featuring our advertisers' stories through stunning visuals, elegant design, and exclusive placements focused on lifestyle, business, home, family, and food, creating a truly elevated platform for our partners' brands.

## DISTRIBUTION TOTAL REACH OF 65,000 PER EDITION

### Print Distribution: 40K copies\*

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

Digital Readership: +25K 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.

## SCHEDULES

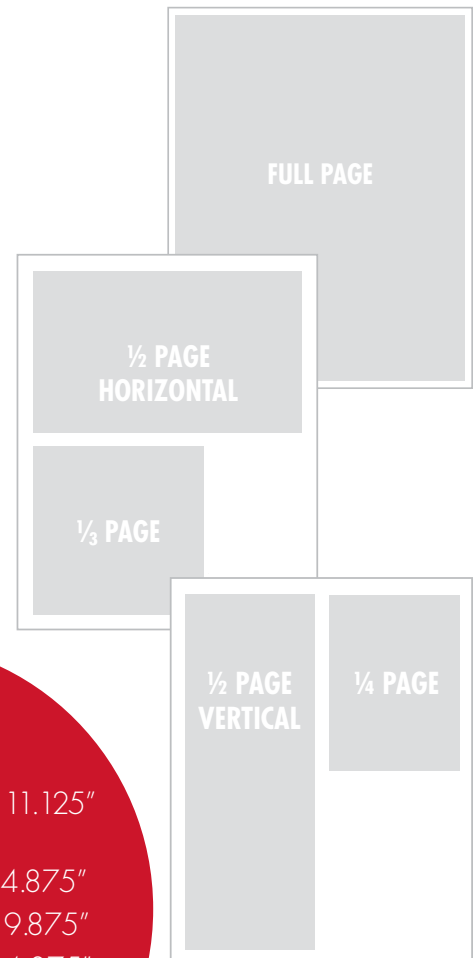
### 2026 PUBLICATIONS KEY DATES

Copy/Ad Deadline	Drop Date	
January 21	February 4	The DRIVE + W.E. Home & Lifestyle
March 4	March 19	The DRIVE
April 15	April 29	The DRIVE + W.E. Women
May 27	June 10	The DRIVE
July 15	July 29	The DRIVE + W.E. Business
August 26	September 9	The DRIVE
October 7	October 22	The DRIVE + W.E. Health & Wellness
November 18	December 1	The DRIVE Holiday issue

# ADVERTISING RATES\*

## THE DRIVE MAGAZINE

The DRIVE ad size	1 Issue	4 Issues	8 Issues
Inside front cover.....	\$4,000.....	\$3,750.....	\$3,400
Inside back cover.....	\$3,850.....	\$3,550	
Back cover.....	\$4,500.....	\$4,200	
2-Page profile.....	\$5,450		
Full page.....	\$3,225.....	\$3,000.....	\$2,750
½ Page (Vertical/Horizontal) ....	\$2,000.....	\$1,850.....	\$1,650
⅓ Page.....	\$1,325.....	\$1,200.....	\$1,100
¼ Page.....	\$980.....	\$950.....	\$875



## W.E. MAGAZINE - TUMBLER

W.E. tumbler ad size	Cost
Inside Front Cover.....	\$3,500
2-Page Profile.....	\$5,000
Full-Page.....	\$2,600
Half-Page.....	\$1,600
⅓ Page.....	\$1,200
¼ Page.....	\$900

\*Please ask about special additions if you are a non-for-profit.

**MAGAZINE AD SIZES**

Full Page: .....8.625" x 11.125"  
*(with 0.125" bleeds)*

½ Horizontal: 7.375" x 4.875"

½ Vertical: .....3.625" x 9.875"

⅓ Square: .....4.875" x 4.875"

⅓ Vertical: .....2.375" x 9.875"

¼ Page: .....3.625" x 4.875"

## 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.*

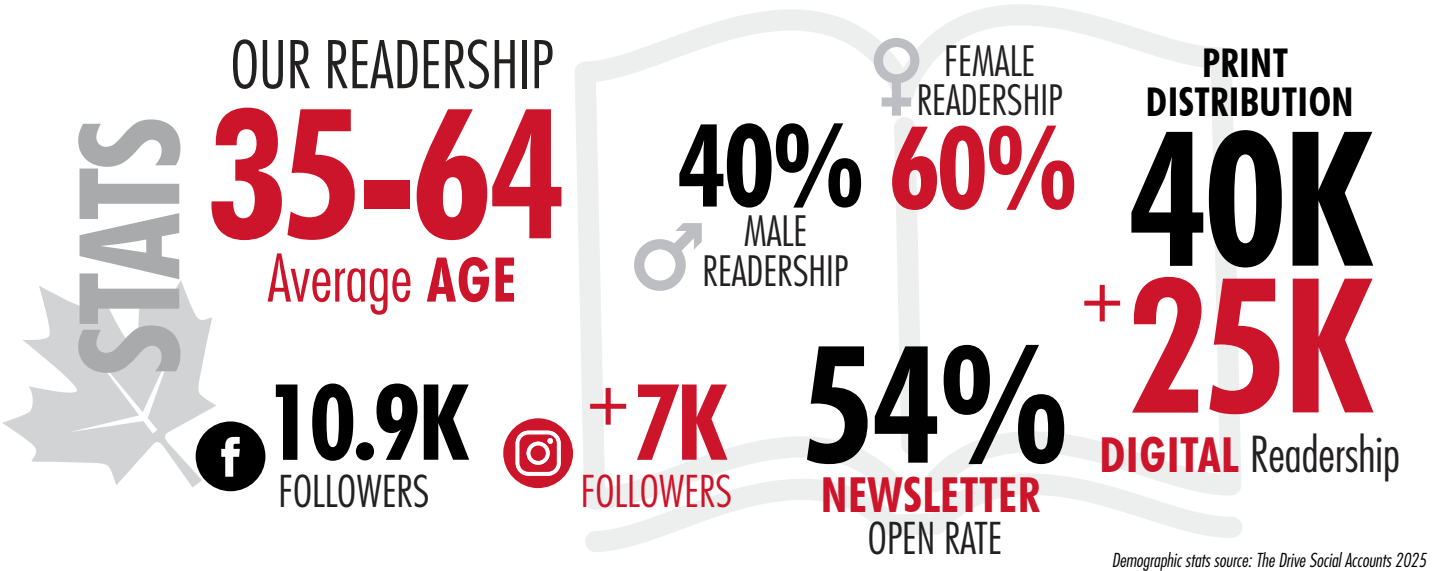
All other ad sizes do not need bleeds, type safety or crop marks.

**Questions?** Email our creative director with your design questions [connect@thedrivemagazine.com](mailto:connect@thedrivemagazine.com)

## The DRIVE VALUE-ADDED STUDIO IN-HOUSE BRANDING SUPPORT

The Drive Studio extends your advertising reach beyond print with **customized marketing solutions** designed to amplify your brand's impact. From engaging social media content and digital storytelling to event coverage and online promotion, our team helps connect your message with the right audience, both in **print** and across **digital** platforms. Let's partner to create a cohesive campaign that drives visibility, engagement, and results.





# FUEL YOUR BRAND

Advertise. Thrive. Repeat!

As we DRIVE forward into the heart of our community, we're proud to offer an exclusive opportunity to showcase your brand with Windsor-Essex's leading publication. Join us in redefining what advertising can be, an **experience** that connects with your **audience** and celebrates our **vibrant city**.

Let's elevate your business and show you the power of being part of The Drive, **Windsor's favourite magazine!**

**519.819.4697**

Follow us @thedrivemag    

 **DRIVE**