



GUILDWOOD VILLAGE
COMMUNITY ASSOCIATION Est 1958

GUILDWOOD VILLAGE COMMUNITY ASSOCIATION

2026 MEDIA KIT

@guildwoodvillage
guildwood.ca



ABOUT OUR COMMUNITY



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Guildwood Village is a vibrant neighborhood in east Toronto, home to 7,000 residents who enjoy the scenic beauty of the Scarborough Bluffs. Established in 1957, the community takes its name from the original "woods" surrounding the historic Guild Inn and the Guild of All Arts, a cherished destination for artists and visitors for over half a century. Today, the volunteer-led Guildwood Village Community Association (GVCA) represents local residents by sharing information, addressing community concerns, and organizing engaging, family-friendly events.





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2. WEBSITE

- Unique blog and content opportunities
- Community messaging and outreach
- Longform content and advertising space

3. E-NEWSLETTER

- Monthly e-blast to 1000+ subscribers
- Issues on the first Tuesday of each month
- Get straight into resident inboxes

4. SOCIAL MEDIA

- Instagram, Facebook & X
- 3,300+ followers
- 7,200+ monthly engagements

OUR REACH = YOUR REACH

The GVCA has a number of communications channels to reach residents of Guildwood, including a quarterly magazine, a monthly e-newsletter, a website and social media.

1. NEWS & VIEWS

- Published 4X times a year
- Circulated in print & online
- Reaches 3,500+ Guildwood households & businesses

DATES & DEADLINES

This information, including advertising rates & dates, is in effect as of March 1, 2025 and subject to change at any time.

ISSUE	PUBLICATION DATE	AD CONTRACT DEADLINE	AD MATERIAL DEADLINE	EDITORIAL DEADLINE
WINTER	FEBRUARY	DECEMBER 1	DECEMBER 22	DECEMBER 8
SPRING	MAY	MARCH 1	MARCH 29	MARCH 15
SUMMER	AUGUST	JUNE 1	JULY 6	JUNE 15
FALL	NOVEMBER	SEPTEMBER 1	SEPTEMBER 29	SEPTEMBER 15

SPECIFICATIONS

All ads are published in grayscale for the print editions of News & Views. Those ads supplied in colour will appear in colour in the online edition. All ads must be prepaid, there are no payment refunds. This information, including advertising rates & dates, is in effect as of March 1, 2025 and subject to change at any time.

AD	AD FORMAT	AD SIZE	SINGLE INSERTION 1X	ANNUAL PLAN 4X	LOYALTY DISCOUNT
SPONSORED ARTICLE	WORD (.DOCX)	Maximum 1000 words and up to three images*	\$1,000.00	\$3,600.00	10%
FULL PAGE	PDF, JPEG OR TIFF MINIMUM 300 DPI CMYK COLOUR FORMAT PREFERRED	7.75"W X 9.5"H	\$600.00	\$2,160.00	5%
HALF PAGE		7.75"W x 4.75"H	\$250.00	\$900.00	5%
QUARTER PAGE		3.75"W x 4.75"H	\$175.00	\$640.00	5%
BUSINESS CARD		3.5"W x 2"H	\$115.00	\$420.00	5%

*Topic to be pre-approved by editorial. Final copy to be approved by editorial.



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