



Pride Guide 2010

Advertising Rates



Pride London 2010 is shaping up to be a monumental event bringing London's community together for a cultural celebration of our identities, our lives, our families and friends.

Pride guide is a 5 1/2 by 8 1/2 publication of which 8,000 copies are printed and distributed across Southern Ontario in London, Toronto, Windsor, Hamilton and Chatham. The majority of distribution is by download from our website which receives over 1 million hits per year!

"Gay male couples are much more likely to match the DINK [double income, no kids] model, with two incomes and fewer dependents they have higher disposable incomes,"
Lee Badgett



Full Spread
10"w x 8 1/2"h

Page
5"w x 8 1/2"h

Half Page
5"w x 4"h

Advertising Rates

Full Colour

Back Cover	\$1550.
Inside Covers	\$ 950.
Section Dividers	\$ 700.
Full Spread	\$ 800.
Page	\$ 450.
Half Page	\$ 250.
Business Card	\$ 100.

Business Card
3 1/2"w x 2"h

Contact: Michelle Boyce
michelle@pridelondon.ca
Office: (519) 494-2716
Cell: (416) 986-4406