

Thank You for **30** Great Years!



2025
ADVERTISING
INFORMATION

The "Biggest Little Paper in Canada" 

DAYTRIPPING

in Southwestern Ontario



2025 RATES & INFO

DAYTRIPPING

in Southwestern Ontario



2025 ISSUES & DEADLINES

3 ISSUES - 150,000 copies

AND VIRTUALLY ALL WILL BE PICKED UP!

Dates are subject to change.

1) SPRING

DEADLINE: March 19th
Approx. Release Date: April 8th

2) SUMMER

DEADLINE: June 11th
Approx. Release Date: July 2nd

3) FALL/CHRISTMAS

DEADLINE: September 11th
Approx. Release Date: October 1st

40,000 per issue
plus 30,000 more
are distributed at our
discretion to hundreds
of prime locations.

**Daytripping
is also read
by thousands
online!**



DAYTRIPPING STAFF:

Mark Moran, Publisher

Laurie Dunlop, Sales Representative

Rhonda Long, Sales Representative

Carrie Ann Timm, Associate Publisher

Carla Mejia, Graphic Designer

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WWW.DAYTRIPPING.CA

1-800-667-0337 • info@daytripping.ca



**Over 15,500
Followers!**

Daytripping works so well, because people pick it up to **READ THE ADS!**

Our website now features a map that
brings customers right to your door!

DAYTRIPPING.CA/DESTINATIONS



DAYTRIPPING
in Southwestern Ontario

Every unique shop and
destination in SW Ontario
should be on this!

If you have a prepaid package
(which almost all of you do)
this is already included,
as is your map listing in the
centre of every issue.

Without a prepaid package,
the cost is \$150/year
for the Website Map
and the Map List.

Our new website also has the
online version of Daytripping &
an up-to-date Events Calendar.

PRE-PAID PACKAGES

This is your BEST PRICE and what most of our customers do!

We can adjust any package in case you want to use various sizes, and you can start anytime. (Payment arrangements MUST be made before an ad runs)

3 issues - 1 Year of Daytripping (150,000 copies) for one price!

1/32 Page \$595 Save up to \$305 B&W = less \$50	1/16 Page \$975 SAVE up to \$450 B&W = less \$75	1/8 Page \$1425 SAVE up to \$750 B&W = less \$100	1/6 Page \$1940 SAVE up to \$835 B&W = less \$150	1/4 Page \$2280 SAVE up to \$990 B&W = less \$200	1/3 Page \$3190 SAVE up to \$1280 B&W = less \$250	1/2 Page \$3950 SAVE up to \$1450 B&W = less \$300	Full Page \$7140 SAVE up to \$1935 B&W = less \$400
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A package includes you on our Website Map, & the Map List in Daytripping. By far, your best deal!

PREFERRED PLACEMENT ADDED COSTS (HST not included in prices)

• Bottom half 1st Cover \$300 • Bottom half other Covers \$200 • Back Page \$200 • Group Pages \$400 setup

NO PRICE INCREASE in 2025!

We've worked hard to keep your prices almost exactly the same for the past two years.

SINGLE ISSUE PRICES

Prepay & Save 20%

20% OFF REGULAR PRICED DISPLAY ADS & EVENT ADS, NOT PACKAGES OR LISTINGS.

SIZE	Regular	PREPAID Rate	Dimensions (WxH inches)
1/32 <i>OR 1.1" Event Ad</i>	\$250.00	\$200.00	1/32 2.38x1.75
1/16 <i>OR 2" Event Ad</i>	\$425.00	\$340.00	1/16 2.38x3.63 or 5x1.75
1/8	\$675.00	\$540.00	1/8 5x3.63 or 2.38x7.38
1/6	\$875.00	\$700.00	1/6 5x5.5 or 7.63x3.63
1/4	\$1040.00	\$832.00	1/4 5x7.38 or 10.25x3.63
1/3	\$1440.00	\$1152.00	1/3 10.25x5.5 or 5x11.12
1/2	\$1750.00	\$1400.00	1/2 10.25x7.38 or 5x14.75
Full	\$2975.00	\$2380.00	Full 10.25x14.75

A popular and affordable place for every market to advertise...



You can select from any of the prepaid packages at the top of this page, but here are lower priced options, also for a whole year:

Box Ad 2.38x1": \$300
5 line listing: \$250
4 line listing: \$225

ALL Buy Fresh packages include a FREE listing on our website and map list in each issue.

Just ask & we'll send more info about this feature.

EVENT ADS

Promote your events within our EVENTS LIST!

These display ads stand out and are also featured on our website, and on our Facebook page just before the event.

SINGLE Event Ad is this size (4.8" x 1.1") • \$250 (or \$200 Prepaid)

DOUBLE Event Ad is taller (4.8" x 2") • \$425 (or \$340 Prepaid)

Single Event Ad Actual Size

What we do, and why...

Daytripping is dedicated to promoting the most unique shops and stops, including antique, craft & gift shops, live theatre, artisans, garden centres, farm markets, craft breweries, wineries and countless events. We do not accept ads for common businesses such as auto dealers, real estate, insurance or chain stores. Every shop in Daytripping is owner-operated and it is the premier guide for people who like to daytrip, though we strongly encourage our readers to stay overnight. "The Daytripper" as it's known, has also been written almost entirely by its readers for 30 years.

It's an enormously popular marketing tool for these shops, distributed throughout a great portion of SW Ontario. There are three issues per year with at least 150,000 copies printed each year, and all are picked up free of charge by the travelling public at unique locations. We aim to never have any leftover copies. Daytripping is also published online at www.daytripping.ca at no additional cost to you, and our well-liked Facebook page helps connect readers and promote events.

Please ask any of our customers and for their opinion on our prices, service, reputation and, most importantly, effectiveness. If you do this, we're sure that we'll have the opportunity to work with you. Our readers have called Daytripping their best friend, the best magazine they've ever seen, and even their bible for the road. It's made a lot of good friends along the way.

If your shop is unique, it belongs in Daytripping.



Just ask yourself, how many magazines do people search for and pick up... to look at your ads?

1/4 Page

5" Wide x 7³/₈" Tall

OR 2³/₈" Wide x 14³/₄" Tall

OR 10¹/₄" Wide x 3⁵/₈" Tall

1/6 Page

5" Wide x 5¹/₂" Tall

1/16 Page

2³/₈" Wide x 3⁵/₈" Tall

OR 5" Wide x 1³/₄" Tall

1/32 Page

2³/₈" Wide x 1³/₄" Tall

SPECIFICATIONS

Daytripping is printed on newsprint. When submitting an ad, please use these exact dimensions. No bleed required. We accept eps, tif, pdf, jpg & psd files. Ads **MUST** have a resolution of at least 300 dpi. Please consider how small logos and text will look on background colours and newsprint. We highly recommend viewing your ad at actual size (printed out) to be sure everything is legible. To keep ads looking crisp, please make sure your designer doesn't use process black or 4-clr process colours. If you have any concerns about whether your ad is acceptable, please call 1-800-667-0337.

There are various shapes of most sizes.

1/8 Page

5" Wide x 3⁵/₈" Tall

OR 2³/₈" Wide x 7³/₈" Tall

OR 10¹/₄" Wide x 1³/₄" Tall

1/3 Page

10¹/₄" Wide x 5¹/₂" Tall
OR 5" Wide x 11¹/₈" Tall

Half Page

10¹/₄" Wide x 7³/₈" Tall
OR 5" Wide x 14³/₄" Tall

Full Page

10¹/₄" Wide x 14³/₄" Tall