Horse Community Journals Inc.
Canada’s Horse Industry Leader Since 1991

MEDIA KIT 2021

WHAT’S INSIDE

2-5 Our Flagship Brand
6 HORSEJournals.com
7 E-Newsletter Marketing
8 Sponsored Content
9 Social Media
10 Testimonials/FAQ

Canadian Horse Journal is Canada’s only national horse magazine, and Horse Community Journals is proud to be Canada’s leader in multi-media marketing for the horse industry.

Grow Your Business With Us.

The Power of Multi-Media
Over the past 29 years, Horse Community Journals has evolved into an iconic Canadian Multi-Media brand. Today’s readers want informative content that spans websites and digital devices. Today’s marketers want to reach readers in all market segments.

Horse Community Journals is proud to be the leader in Multi-Media Marketing for Canada’s horse industry.

Contact us for a Multi-Media Proposal that Suits Your Business Needs.

Reach more than 1 million horse lovers annually...

Print • Online • Social Media

Canadian Horse Journal
75,000 readers per issue

CANADA’s Equine Guide
75,000 readers per annual issue

HORSEJournals.com
750,000 page views, 550,000 sessions annually

Social Media
378,000 Facebook, Twitter, and Instagram fans/followers

E-Newsletters
10,000 e-subscribers
Our Flagship Brand

Canadian Horse Journal

Partner with Canada’s Only National Horse Magazine

In today’s era of media overload, engaging consumers has become a core challenge for advertisers trying to forge a closer relationship with their target audience.

Canadian Horse Journal is a trusted voice for professionally-researched and written, editor-reviewed, curated content. For 29 years, horse people have been relying on this magazine to inform and inspire them, and savvy marketers know that our brands are a shortcut to quality.

Canadian Horse Journal bonds with readers and connects them with their interests and passions. When readers are absorbed in quality content, ads are not an interruption but rather a window to what’s new and important.

Canadian Horse Journal

Launched: 1991 (AS PACIFIC HORSE JOURNAL)
Frequency: 6 bimonthly Print and Digital issues per year — Canada’s Equine Guide (JAN/FEB), Spring (MAR/APR), Early Summer (MAY/JUN), Summer (JUL/AUG), Autumn (SEP/OCT), Winter (NOV/DEC).
Distribution: Subscriptions, newsstands, horse industry outlets, horse shows and conferences, trade shows, horse industry professionals

• Cover Price: $5.95
• Readership: 75,000
• Editorial Focus: From the competitive athlete to the backcountry rider, Canadian Horse Journal focuses on topics relevant to EVERYONE in Canada’s horse community.

• Industry Partners include
  Horse Council BC (since ’93), Nova Scotia Equestrian Federation, New Brunswick Equestrian Association, Equine Association of Yukon, Manitoba Horse Council, Western College of Veterinary Medicine, University of Guelph, Canadian Quarter Horse Association and many more.

From Our Clients:

“We’re going to keep advertising because we know it’s working.”
Marsha Houlahan,
Maple Lane Equestrian Trailers

“Especially in this age of digital and online media proliferation, your magazine continues to be an inspiration to riders, industry publications, and small businesses across the country. You have developed a significant and influential presence in the marketplace.”
Sabine Schleese, Schleese Saddlery

“As an advertiser, it is a real pleasure to work with CHJ. They’re not just selling ad space. We’re especially pleased because we feel like they are a part of our team, helping us succeed too. And they do it effectively. You can tell from their writing that they put in a lot of effort to accurately understand and stay up-to-date on the science of horse health. We look forward to continuing this successful relationship for a long time.”
Barbara Socha, Signal-Health LLC/Signal-Health Canada Inc.

A Trusted Marketing Environment

Amid today’s abundance of ‘fake news,’ magazines offer credibility and a safer ad environment.

“In print, online, on mobile or video, magazine media delivers the expertly researched, written and produced content you trust in the safe environment you deserve.”
MAGAZINE MEDIA. BETTER. BELIEVE IT.
Canadian Horse Journal

Reader Demographics
Our Readers Are Your Customers

Reader Demographic
Canadian Horse Journal (CHJ) readers are educated, affluent, dedicated horse people...

- 88% have post-secondary education
- 70% reside on an acreage, country property, farm or ranch
- 94% are female
- 82% participate in clinics or regular riding lessons
- 84% attend educational seminars and trade shows
- 57% take equine-oriented courses

Dedicated Readers
- 78% of CHJ readers save their copy for a year or more
- 99% of CHJ readers are likely to renew their subscription/continue reading CHJ

THE TOP 10

CHJ Readers’ Favourite Categories and Themes...

1. MOST FAVOURITE — Horse Health, Care, Nutrition
2. Training
3. How-To
4. Canadian Content
5. Farm & Stable Management
6. Rider Psychology
7. History and Heritage
8. New Products, Book/Product Reviews
9. Industry (business/economy, horse welfare, etc)
10. Breed Profiles

Demographics

CHJ Readers’ Age Ranges

- 24 & Under: 5%
- 25-44: 24%
- 45-54: 23%
- 55+: 48%

CHJ Readers’ Annual Household Income

- Less than $25,000: 5%
- $25,001 to $50,000: 24%
- $50,001 to $75,000: 24%
- $75,001 to $100,000: 20%
- $100,001 to $150,000: 18%
- More than $150,000: 9%

How CHJ Readers Interact with Advertising

CHJ Readers’ Spending Habits and Purchasing Intent for the next 18-24 months

- Clinics, Lessons, Horse Training: 83%
- Tack, Gear, Grooming, Horse Apparel: 78%
- Horse Vitamins and Supplements: 70%
- Rider Apparel: 69%
- Fencing and Paddocks: 35%
- Barns, Buildings, Arenas, Sheds: 19%

Canada’s Horse Community is our Niche — stretching far and wide from rural areas to major urban centres, and forming a highly desirable demographic of educated, affluent, and dedicated horse people.

Testimonials

“Nothing will keep me from getting and reading CHJ.”
— Kathryn M., Kars, ON

“As long as I’m a horse nut, chances are I’ll be reading CHJ. I’m fairly confident that the nuttiness isn’t going away any time soon!”
— E. Wain, Whitehorse, YT

“It’s a very high-quality publication and something we find as an effective way to reach out to people in the province. It was our very first association partner over 20 years ago, and we’ve worked consistently with CHJ and watched them grow and flourish to become the largest horse magazine in Canada. They have dedicated readers who go to that publication every issue so we find it a very effective vehicle to put our news into and get the message out to members on different things that are happening because it’s so well read.”
— Lisa Laycock, Executive Director, HCBC

97% of readers review all display ads in CANADIAN HORSE JOURNAL.

ALL STATISTICS ARE FROM OUR 2016 READERS’ SURVEY
Canadian Horse Journal’s Multi-Channel Distribution Program

Canadian Horse Journal’s Multi-Channel Distribution Program is designed to reach Canadian horse people of all levels, all disciplines, from the grassroots rider to the elite competitor. Delivering both an industry-leading paid circulation base AND an additional large audience through major targeted and complimentary distribution, our distribution network provides CHJ the flexibility to weather any storm. Now Canada’s only national horse magazine, we have maintained our leading circulation numbers throughout the 2020 pandemic, and continue to reach new readers and expand markets for our clients.

What Sets Us Apart?

**PAID CIRCULATION (57%)**
- 29-year-strong list of Dedicated Subscribers.
- Major Newsstands Coast to Coast — at Chapters, Indigo, Grocery, Bookstores, and more.
- Reduced Subscription Rates offered directly on the membership forms of these Partners:
  - Horse Council BC
  - Canadian Quarter Horse Association
  - Manitoba Horse Council
  - New Brunswick Equestrian Association
  - Nova Scotia Equestrian Federation
  - Equine Association of Yukon

**CHJ CONTROLLED CIRCULATION (43%)**
- 200+ tack, feed, and equestrian centres distribute 1000s of copies to their patrons.
- 1000s of sponsorship copies distributed at shows and events, nation-wide, year-round.

Our Controlled Circulation Channels Add Value to Your Marketing

“Our customers really enjoy the “perk” of the magazine. It is nice to be able to offer a complimentary magazine for coming to our business. Everything helps to keep clients realizing there are advantages to coming to a brick and mortar store vs always buying on-line. Thank you.”
Sharri Crowley, The Saddle Shack, Mount Forest, ON

“We have heard back from parents and members that they appreciated the magazine, and that the gift kept them informed, and featured new and useful articles all year to help them with their horse management and sportsmanship. We very much appreciate being partnered with Horse Journals.”
Louise Kennedy on behalf Dressage Niagara

PRINT EDITION GEOGRAPHIC BREAKDOWN

75,000 Readers per issue

PHOTO: DREAMSTIME / NEIL LOCKHART
PHOTO: ISTOCK / KELL Y J HALL

PAID CIRCULATION
(57%)
CHJ CONTROLLED CIRCULATION
(43%)

Canada’s Only National Horse Magazine
### Main Editorial Themes for 2021

**Canada’s #1 Source for Horse Health and the Latest Veterinary Research.**

<table>
<thead>
<tr>
<th>SUMMER 2021</th>
<th>AUTUMN 2021</th>
<th>WINTER 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Hoof Care &amp; Lameness</td>
<td>• Fall Health &amp; Nutrition</td>
<td>• SPECIAL EDITION: 30th ANNIVERSARY ISSUE</td>
</tr>
<tr>
<td>• Summer Horse Health &amp; Management</td>
<td>• Get Back to Better: Horse Rehab</td>
<td>• Winter Horse Health &amp; Feeding</td>
</tr>
<tr>
<td>• Country Homes &amp; Acreages</td>
<td>• Horse &amp; Stable: Get Ready for Winter</td>
<td>• Celebration of Horses Photo Contest Winners</td>
</tr>
<tr>
<td>• Training &amp; Horsemanship</td>
<td>• Training: Back to Basics</td>
<td>• Special Seasonal Features</td>
</tr>
<tr>
<td>ADS CLOSE: June 4, 2021</td>
<td>ADS CLOSE: August 5, 2021</td>
<td>ADS CLOSE: October 4, 2021</td>
</tr>
</tbody>
</table>

### Editorial Themes & Bonus Distribution

The Editorial Calendar and Bonus Distribution are updated throughout the year. Bonus distribution applies to every issue, varying from newsstand promotions to copies targeted to industry events and trade shows during the year. Contact us for editorial features and bonus distribution relating to specific issues.

### CANADA’S EQUINE GUIDE 2022

SPECIAL EDITION: ANNUAL HORSE INDUSTRY PUBLICATION

• Canada’s Horse Industry: Mapping the Path Forward
• Special Focus on Issues that Matter to Canada’s Horse People
• Multiple Horse Health Features
• Holidays on Horseback Part 1

SPECIAL BOOKING DEADLINES:

EARLY BIRD DISCOUNTS:
- October 31 (15%)
- November 30 (10%)

ADS CLOSE: December 17, 2021

### SPRING 2022

• Spring Horse Health
• Barns & Properties Part 1
• Holidays on Horseback Part 2

ADS CLOSE: February 7, 2022

### EARLY SUMMER 2022

• Horse Health & Care
• Barns & Properties Part 2
• Training & Horsemanship
• Tack & Gear

ADS CLOSE: April 7, 2022

### Meet the industry experts and award-winning writers who are among our frequent contributors:

- **Jec A. Ballou**  Coach, trainer, clinician, author, specialist in equine fitness and performance.
- **Equine Guelph**  Author, speaker, award-winning horse industry journalist.
- **Kevan Garecki**  Horse transport specialist, commercial driver instructor.
- **Lindsay Grice**  Judge, coach, trainer, specialist in equine behaviour.
- **Shawn Hamilton**  International equine photojournalist.
- **Dr. William Hodge**  Veterinarian with Meadow Lane Equine Clinic
- **Alexa Linton**  Writer, equine sports therapist, osteopathy student.
- **Annika McGivern**  Mental Performance Consultant
- **Tania Millen**  Horse industry journalist, scientist, environmental consultant, backcountry rider.
- **Shelagh Niblock PAS**  Equine nutritionist.
- **Dr. Wendy Pearson, Ph.D.**  Dr. of Veterinary Toxicology.
- **April D. Ray**  Trainer, EC and BHS certified coach.
- **Kathy Smith**  Editor & Publisher, Horse Community Journals, Inc.
- **Karen Wesloski, LLP**  Miller Thomson.
- **Western College of Veterinary Medicine**
Today’s marketers want to reach readers in all market segments regardless of the platforms they use.

Today’s readers want informative content that spans websites and digital devices.

HORSEJournals.com will showcase your business to our huge industry audience. Here horse enthusiasts find a trusted resource of professionally written, high calibre information covering all aspects of horse care, horsemanship, training and property management.

Online Display Ads

LEADERBOARD AD — 728 X 90 px

BOX AD

350 X 300 px

Sponsored Content — see page 8

Measure Your Marketing Results in Ad Performance

- Leaderboard ads average 535,577 unique impressions/year
- Box ads average 382,925 unique impressions/year

• Our website receives more than 750,000 page views, 550,000 sessions annually. (Google Analytics)

• Our website is continually promoted on Social Media to 378,000 fans/followers, in our Hoofbeat E-Newsletter to more than 10,000 E-Subscribers, and in Canadian Horse Journal to 75,000 readers.
E-Newsletter Marketing
Highly Visible Marketing at Affordable Rates

Our E-Newsletter audience is engaged and receptive, and our E-Newsletters enjoy excellent Open and Click-Thru rates (CTR) that are well above the industry average.

Reach our E-Newsletter audience of more than 10,000 active contacts in two ways:

1. **Custom E-Newsletters**
   - Dedicated exclusively to your products and services
   - Includes Social Media promotion to 378,000 fans/followers

2. **Banner Ads in our Hoofbeat E-Newsletter**
   - Our popular weekly Hoofbeat E-Newsletter featuring new articles, trending news, contests, blogs and polls
   - Includes Social Media promotion to 378,000 fans/followers
   - High visibility banner ads are placed at the top or in body of the Hoofbeat E-Newsletter

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**Manes & Tails the EcoLicious Way**

We all want our horse to have a thick, shiny tail, but achieving that can sometimes be difficult. Here are some tips and tricks to help your horse’s tail grow thick and shiny...

**From the Inside-Out**

Horses, just like people, need proper nutrition to grow hair well. Breed genetics play a part, but diet is important. Check what your horse is eating and make sure he has a complete, balanced diet. A supplement with omega 3 fatty acids or B vitamin biotin may help stimulate hair growth. Your supplement can be named after your horse’s mane, but the name. However, right balance where vitamins/minerals are needed, too much or toxic, leading to health problems. A veterinarian can look at your horse’s diet and make sure you have the right balance.

**Put Down the Brush**

Brushing the tail can help it grow longer and stronger, but it takes time. Start by brushing from the back of the tail towards the tip. Use a wide-toothed brush and move the tail in the opposite direction of growth to avoid tangles and breakage. Once the tail has a inch or two of growth, switch to a narrow-toothed brush for a more detailed job. This helps lift the hairs and stimulates the blood flow.

**Let’s Talk MUD**

Some farms are more susceptible to muddy conditions than others. Mud is a result of prolonged wet soil conditions, which is often dependent on soil type and topography. After a rainstorm or spring snowmelt, clay soils drain more slowly than sandy soils and are therefore more prone to muddy conditions. In addition, muddy conditions are more likely to occur in areas of low elevation because runoff water tends to accumulate in these areas.

Mud is not only unsightly, it can create an unsafe environment for your horse. Horses that do not have solid footing are more likely to injure themselves due to a slip or fall. Muddy conditions also harbor bacteria and fungus that may cause your horse to develop health problems. The good news is, there are steps you can take as a horse owner to reduce the amount of mud on your farm.
Sponsored Content — All Platforms

Connecting with Consumers Through Customized Content

Companies of all sizes are embracing Sponsored Content to reach customers.

SPONSORED CONTENT explains your products and services in a familiar, user-friendly article format. Readers spend more time engaging with your brand, which in turn leads to better-informed, higher quality customers.

As Canada’s leader in new marketing strategies for the horse industry, we have delivered successful Sponsored Content campaigns for our clients for the past five years — backed by our 29 years of experience serving the horse industry.

SPONSORED CONTENT IS PUBLISHED HERE:

Choose From a Sponsored Feature Campaign or a Sponsored Profile

<table>
<thead>
<tr>
<th>Sponsored Feature Campaign</th>
<th>Sponsored Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Article Featuring Your Business and/or Multiple Products and Services — up to 750 words</td>
<td>A Profile of a Single Product or Service — up to 250 words</td>
</tr>
<tr>
<td>Choose from ONLINE &amp; PRINT, or ONLINE only.</td>
<td>Choose from ONLINE &amp; PRINT, or ONLINE only.</td>
</tr>
<tr>
<td>Book 2 or More Campaigns, SAVE 15%</td>
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<table>
<thead>
<tr>
<th>Photo(s) and logo</th>
<th>SPONSORED FEATURE</th>
<th>SPONSORED PROFILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 6 photos &amp; logo</td>
<td>1 photo, 1 logo</td>
<td></td>
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</tbody>
</table>

- Article and images linked to your website
- Professionally written if needed
- Published on HORSEJournals.com for 1 year
- Featured in custom dedicated e-newsletter
- Shared and Boosted on Social Media
- Twice
- Once

Professional editing, graphic design, SEO

Analytics reporting at campaign close

Network with a HUGE audience on the platforms they use daily:

- 75,000 print readers Canada-wide
- More than 750,000 page views, 550,000 website sessions annually
- 378,000 Social Media fans and followers
- 10,000 subscribers to our E-newsletters

"We have advertised with Horse Community Journals for many years and have been very happy with the amount of responses we receive from our ads. Their marketing team are professional, polite, and always on the ball. I couldn’t ask to work with a better crew."

JESSICA WILLIAMS, VETTEC, INC., MULTI-MEDIA CLIENT

Insurance for Horses and Their People

Updated: September 9, 2020

Source: CapriCMW Insurance

Insurance for all aspects of the equestrian community is a fact of life today and, as much as it is a financial commitment, it is an essential component of the equestrian landscape. Among the few specialist insurance providers offering coverage, CapriCMW Insurance Services is a leader in the Canadian space.

"For more than 20 years, we have been providing liability insurance coverage to horse owners as an automatic benefit associated with membership in provincial equine associations across the country (HCBC, ABF, OEF, NSEF etc.)," says Michael Kriz, the Partner responsible for equine industry risk management and related programming at CapriCMW. "The insurance program available exclusively through membership has insured hundreds of thousands of individuals over the years and continues to be an important part of risk management associated with a lifestyle where horses are present."

He says that the coverage is very cost-effective, providing a high limit of $5 million per occurrence and broad in scope. It will cover the member regardless of the number of horses owned, leased, or borrowed that are kept, used for pleasure purposes and it covers the member worldwide, with no restriction to any single location.
Stand-Alone Boosted Social Media Marketing

Horse Community Journals knows how to showcase your products and services, and connect your business with your target market.

Network Your Brand through our huge Facebook (boosted) and Instagram communities. Use it to establish and grow your company’s interaction with customers, to drive website traffic, increase sales, answer questions, promote a contest, and reach potential clients. Our Social Media channels are updated and monitored daily.

• 365,000 Facebook and Instagram fans and followers
  • Boosted Facebook posts expand your reach and allow targeting of specific audiences
  • Experienced Social Media horse industry staff to assist you with the details of your campaign
  • Included in your Custom E-Newsletter or Sponsored Content Campaign

Social Media is the perfect medium for customer service:

“When you interact with customers on a one-to-one basis on Social Media, it makes them more loyal. Loyal customers spend more with you, stay with you longer, and tell their friends about you.”

– DAN GINGISS, MARKETING & CUSTOMER EXPERIENCE EXECUTIVE

A Snapshot of our Facebook Audience

30% ARE AGES 18-34
70% ARE FEMALE

13% ARE AGES 35-44
16% ARE AGES 45-54
39% ARE AGE 55+
2% ARE YOUNGER THAN 18
“Picked up the latest issue and read it cover to cover more than once. It’s obvious that there’s a lot of attention to detail, and you take the time to get it right and care about what you do. Whoever does the layout does a really great job.”
S.A., Windsor, ON (subscriber)

“Just finished relishing the Winter [2019] issue of Canadian Horse Journal, and was compelled to send you a note of ongoing, sincere appreciation and respect for all of the fabulous articles. Your well-researched offerings are breathtaking, and the primary reason I subscribe to the magazine.”
Ann, Kamloops, BC

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Ann, Kamloops, BC

“Just want to say I loved reading about the Acupuncture Therapy, the Colic Surgery and the Hoof Care with the questions you should ask of your farrier in this issue. Please add some more amazing information like that in the next issue.”
Olivia Mucci

“Beautiful, beautiful, beautiful, wonderful issue. I haven’t put the darn thing down since the copies arrived.”
Dan Wilson, Woodmont Canadians

“Over the years your publications have always been very educational and professionally written. I have always appreciated the fact that articles were written using factual and scientific information that is geared to helping the horse owner broaden their knowledge. The special interest stories are always well written and enlighten your readers. The quality of the publications has been excellent over the years and continues to improve. The growth you have experienced, I believe, is due to the fact the magazine covers a broad spectrum of the horse industry.
There are very few horse publications that survive the test of time as you have. Congratulations again and keep up the great work, the horse industry needs more people like you moving it forward.”
Les Burwash, Former Manager of Horse Programs, AB Agriculture

“We do a better job than all of the US magazines when it comes to health and medical stuff.”
Jean Hutfles, USA subscriber

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For the past two decades, I have practiced as a licensed paralegal specifically focusing upon work-related injuries. I am only too familiar with the aftermath of traumatic brain injuries (TBIs).
Margaret Evans, the author of Head First, provided a very expansive and realistic picture of the TBIs from horse-related head injuries. What so many horse folks don’t realize, and this was clearly highlighted in Margaret’s article, is that brain injury does not heal like a broken arm or leg. In fact, it may never fully heal and as a result the injured person will suffer for the rest of their life.
I should add that in addition to my professional legal work, I have been involved in a number of areas of the horse industry for many years. Keep up the good work.”
Hillary A. Balmert, Reg. N. (Ret’d) Paralegal, President & CEO RANE

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