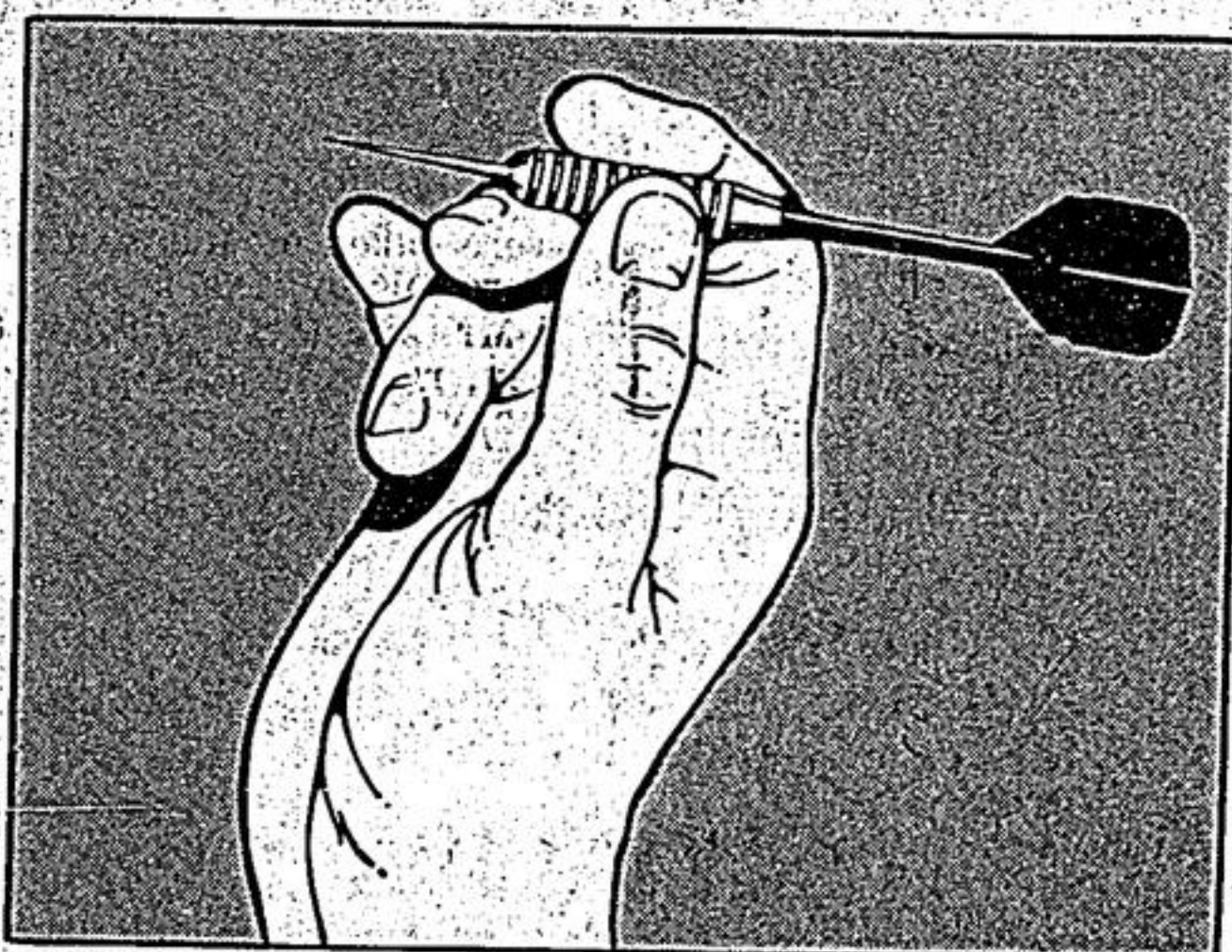


# Bullseye!

## Playing the Game

There is no such thing as 'hit and miss' in this game. Concentrating, with the utmost intensity, you focus your attention on the target. Then, with careful aim and a steady hand you pause... take a deep breath... and hurl your best shot. Bullseye! You've won the game. You were right on target.

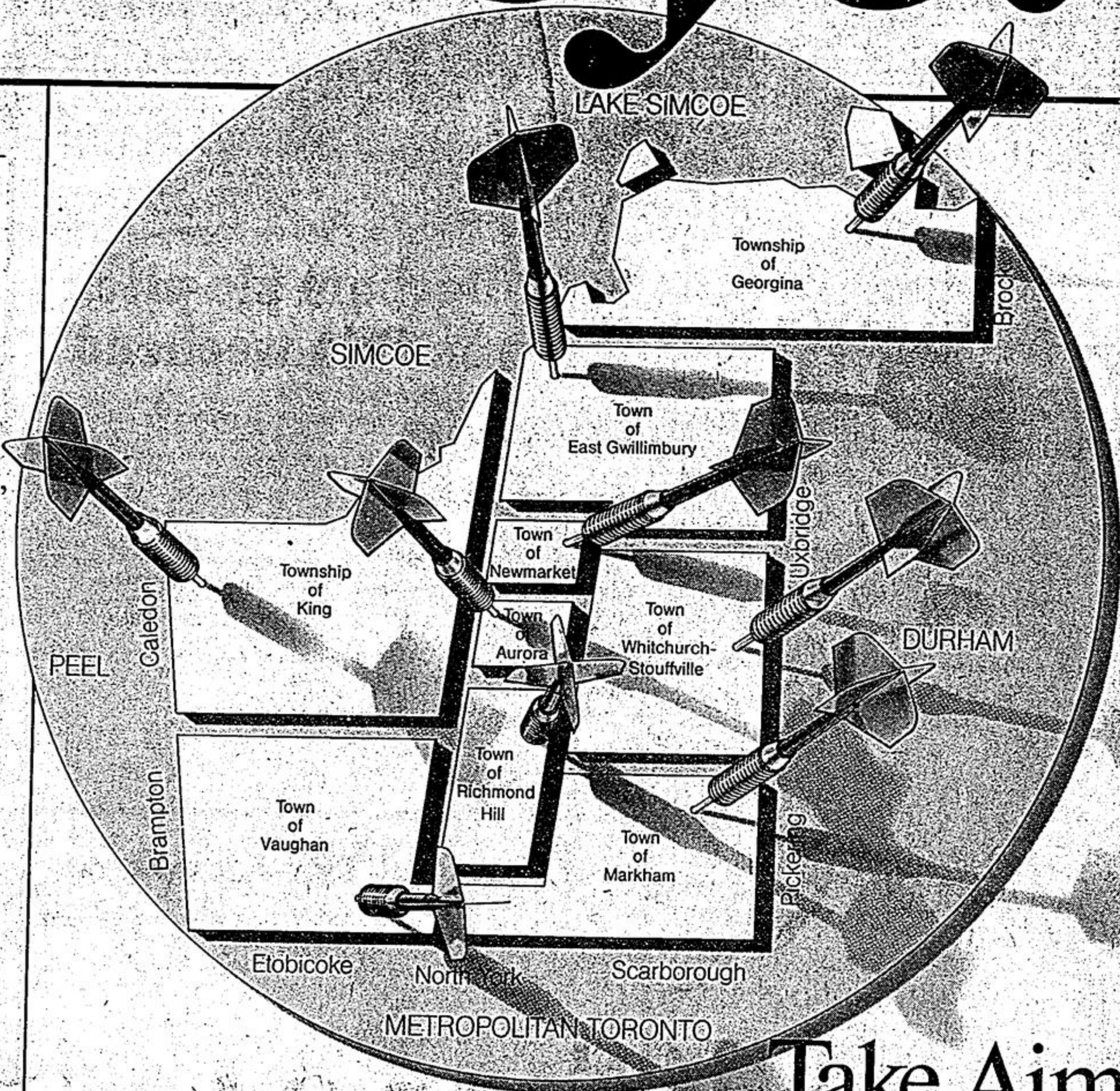
Business is a lot like that. The success of your business depends on how well you can reach your target; how well you can increase sales and attract new customers to your company and the products or services you have to offer.



You're in the game to win and coming this December, York Region will have its very own new magazine — the perfect way for your business to throw nothing but bullseyes!

## Targeted at You

December 1986 marks the inauguration of FOCUS ON YORK, a magazine for and about one of Ontario's most prosperous communities. York Region... a



## Take Aim and Advertise

- Reach — with 50,000 initial circulation, FOCUS ON YORK reaches almost 60% of homes in well-established residential areas throughout York Region.
- Focus on York can also be used effectively by national advertisers to extend their reach in a more defined, regionally targeted fashion.
- The editorial content, so closely targeted to our readers' interests and environment, will highlight the life and times of this multi-faceted Region in a lively and informative style — perfect for both advertisers and readers alike.
- Your message will be seen in one of Canada's richest and fastest growing markets on a regular basis.

For information on how to make the most of your advertising dollars call:

**474-5050**

*It's playing the game to win!*

young, aggressive population prospering in the midst of high tech industry and the tradition and charm of agricultural heartland. York Region is unique and FOCUS ON YORK provides the unique opportunity for advertisers in the Region to capture this most desirable market.

Important to both consumer and advertiser alike, people are going to find a lot to read and enjoy in FOCUS ON YORK. Our writers and photographers will target the people, places and events across the Region and bring them into view in a refreshing, informative and entertaining style.

Employment, shopping, entertainment, dining and the arts. Toronto has its own magazines to show Torontonians where to spend money locally, now York Region has FOCUS ON YORK. And with our promise to provide solid, factual in-depth journalism, your message will benefit from the loyal readership our promise will bring.

# FOCUS *On York*

## The Magazine of York Region