



METRO GUIDE MUSINGS



The staff at Metro Guide Publishing (MGP) are pleased to welcome fall. We're all reminded of what this time of year means and we would like to thank all of our community partners. We'd also like to share some exciting news from our office and highlight the projects we're developing. We're busy editing our winter issues of *East Coast Living* and *Our Children*, the November edition of *Halifax Magazine*, the *Greater Halifax Visitor Guide*, *Doers' & Dreamers' Guide*, the November/December issue of *Where Halifax* as well as the Symphony Nova Scotia Series 2 program and Neptune Theatre 7 Stories program.



East Coast Living launches a new look

East Coast Living recently won a national competition for a complete redesign by K9 Design, a leading design firm based in Toronto. Over the summer, we worked with K9 developing the magazine's new look and feel. In September, we launched the redesigned cover of our forthcoming winter issue, featuring a fresh logo, new photo design and new cover-line treatment. We will unveil the entire makeover, including new interior layouts of the magazine, with the launch of our new winter issue in late November.

We can't wait to show off our new polished look that continues to make *East Coast Living* stand out from other homes and decorating magazines. Also watch for a new *East Coast Living* website with interactive features, photo galleries, recipe archives and much more. For advertising opportunities, please contact Lisa Kehler at lkehler@metroguide.ca or (902) 420-9943, ext. 245.

Halifax Magazine new iPhone app

In September, *Halifax Magazine* launched Atlantic Canada's first iPhone magazine app. Developed by Kula Partners, the new app lets iPhone and iPod Touch users download the latest features from the magazine and is an exciting complement to www.halifaxmag.com. For advertising opportunities, contact Jessica MacInnis at jmacinnis@metroguide.ca or (902) 420-9934, ext. 278.



SUCCESSFUL SOCIAL NETWORKING



Social networks are growing for both *Halifax Magazine* and *East Coast Living*.



Editors Trevor J. Adams and Janice Hudson blog, Tweet and post regular Facebook and website updates. With over 1,650 followers on Twitter and more than 670 fans on Facebook, Trevor's audience is embracing the online presence of *Halifax Magazine* (twitter.com/HalifaxMagazine). Janice posts regularly to the *East Coast Living* editor's blog, *The Dish*, covering décor, architecture, food and design. *East Coast Living's* Facebook fanpage has more than 450 fans and its Twitter account has more than 900 followers (twitter.com/EastCoastLiving).

MGP gets its groove on in support of the Halifax Jazz Festival

In July, *Halifax Magazine* treated clients and friends of MGP to a night of music, food and fun in the Festival Tent at the Halifax Jazz Festival. Guests enjoyed performances by Lurrie Bell and Keith Hallett.



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The Word on the Street 2010

MGP is a proud supporter of this annual book and magazine festival celebrating literacy and the written word. This year, we hosted a stage for interactive sessions with local authors, journalists and bloggers. The MGP booth offered free copies of our publications.

Other community initiatives

MGP takes part in a variety of local events in support of the Restaurant Association of Nova Scotia, the Hotel Association of Nova Scotia, the Hotel Concierge Society of Canada's Clefs d'Or program, Feed Nova Scotia and the Kids Help Phone. Later this month, MGP is pleased to be a sponsor for the Autism Golf Ball in support of the Provincial Autism Centre.

Our Children's Healthy Recipe Contest

was a big success at the We Love Our Children Expo in June. Our three young foodie winners created their healthy recipes onstage for the crowd. For our January issue, we are planning a Digital Art Contest in celebration of cultural diversity.



MGP is thrilled with the recent launch of *Entrepreneur's Edge*, a new biannual publication for the Centre for Entrepreneurship Education and Development. The magazine will highlight the value of entrepreneurship in our community.

The new digital edition of the *Greater Halifax Visitor Guide* is a big success. Receiving about 5,000 hits each month, it's available on Destination Halifax's website and HRM's visitors' website. The online edition lets visitors click on each ad and link directly with advertisers' website at no additional cost. Check it out at www.advocateprinting.biz/metroguide/GHVG2010/.



Lisa Kehler is accepting bookings for *East Coast Living's* annual Winter Gift Guide for the upcoming winter issue. For more information, contact Lisa at lkehler@metroguide.ca or (902) 420-9943, ext. 245. Jessica MacInnis is accepting bookings for *Halifax Magazine's* Holiday Gift Guide for the upcoming December issue. For more information, contact her at jmacinnis@metroguide.ca or call (902) 420-9943, ext. 278.

Where Halifax is gearing up for the Canada Winter Games in February. Halifax will be the centre of the action, with over 2,700 athletes and their families, plus thousands of fans, media and officials all staying in hotel rooms across the city. It's the perfect time to get in front of new customers during the slow season. Contact Kelly Legatto for more information at klegatto@metroguide.ca or (902) 420-9943, ext. 230.

Mary Jane Copps is making the final bookings for *2011 Programs for Positive Aging*, a definitive source for programs, products and services available for seniors and their families. This publication is a great way of connecting with Nova Scotia's thriving senior demographic. For more information, contact Mary Jane at maryjane@metroguide.ca or (902) 404-3290.

Victoria MacDougall is currently booking advertising space for the 2011 *Doers' & Dreamers'* travel guide. Advertising fees will also include pdf placement on novascotia.com. She is also booking space for the remaining performances of the season in the *Neptune Theatre* house programs, a four-performance special that includes *The Wizard of Oz*, *Blithe Spirit*, *The Beauty of Queen Leenane* and *West Side Story*. Contact Victoria MacDougall at vmacdougall@metroguide.ca or (902) 420-9943, ext. 237 for details.

Metro Guide Staff News

Jessica MacInnis is a recent member of the MGP team, taking the helm as project manager of *Halifax Magazine*. In September, Jessica and her husband Jim celebrated their nuptials in Ontario.



Lisa Kehler joined our team this spring as project manager of *East Coast Living*. Lisa is taking over for Joanne Cheevers, who is on maternity leave following the birth of her son, Kieran.

We'd like to thank our summer interns, Linz Caryl Tan and Christina Copp. They were a valuable part of our production team, writing a variety of stories for our magazines.