



Boulevard Magazine Appoints OnTrack Media as Advertising Sales Representatives

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Vancouver, BC

OnTrack Media will be the Advertising Sales agency managing Victoria's largest lifestyle magazine, *Boulevard*. Boulevard Lifestyles Inc., who runs the successful Boulevard Magazine, selected OnTrack Media to represent their publication to a national advertiser base.

"*Boulevard* is committed to constantly improving its editorial content," said John Simmons, President of Boulevard Lifestyles Inc. "While we are well supported by local advertisers, the appointment of OnTrack will broaden our national advertiser support and help us to provide even more engaging content for our readers."

OnTrack is looking forward to adding such a dynamic publication to their portfolio, and to assisting Boulevard through this integral growth process.

"*Boulevard* has been Victoria's most well read lifestyle magazine through 20 continuous years of publishing," said Diana Stirling, Principal of OnTrack Media. "The opportunity to work with *Boulevard* is exciting and we look forward to introducing it to the high quality companies and national brands that will be of interest *Boulevard* readers."

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About OnTrack Media

OnTrack Media is a Vancouver based full service agency specializing in Advertising Sales and Graphic Design. For more information about OnTrack Media Ltd. is available by visiting www.ontrackco.com

About Boulevard Lifestyles Inc.

Boulevard Lifestyles Inc. publishes *Boulevard Magazine*, which features coverage of the arts, people, food and homes. *Boulevard* is published six times per year with most of its 46,000 copies circulated to selected home subscribers of the Victoria Times Colonist. More information about *Boulevard* is available at www.victoriaboulevard.com

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