Broadview

Spirituality, Justice and Ethical Living

MEDIA KIT 2019

New name.
Same award-winning journalism.

In our 190 years of publishing history (making us North America's oldest continuously published magazine), we've evolved to meet the needs of our readers. Our new name, Broadview*, reflects the open-mindedness and inclusivity that we share with our readers as we continue to explore what it means to live a purpose-filled, values-driven life.

With compelling stories about spirituality, ethical living and social justice issues, Broadview creates a community of like-minded Canadians who care — instilling hope and inspiring action in these challenging times.

*With roots dating back to 1829, Broadview is the fourth name in the publication's history. Most recently known as The United Church Observer, the publication maintains an affiliation with The United Church of Canada, but is editorially independent and separately incorporated.

Broadview
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Our mission

Broadview's mission is to inspire and engage our audience — progressive Christians and those who share these values — with stories about spirituality, ethical living and social justice, as well as news and perspectives about The United Church of Canada.

We understand this means being both introspective and outward-looking. It requires us to examine our beliefs and values, and to live and act accordingly. It calls us to engage deeply with the justice issues of our day — and to believe that hope lies in caring profoundly for one another and for our planet.

Broadview offers targeted placement across multiple platforms

Sources: Google Analytics, 2018 Readership Survey Study, Strategic Content Labs, and CCAB Brand Report.
Includes duplication across all platforms.

Sponsorship and content marketing opportunities

Through the power of storytelling, Broadview has created an engaged community of active readers in print, digital and on social media. We can help you connect your brand to this discerning and targeted audience through Broadview's cross-platform content marketing and unique sponsorship opportunities.

- **Sponsored content** advertorial
- **Co-branded content** special editorial feature
- **Homepage ad takeovers**
- **Custom e-blasts** CASL compliant
- **E-Newsletter sponsorship**
- **Event activation**
- **Custom Video + Podcasts**
- **Contests and Promotions**

We offer full creative and production capabilities to produce content customized to engage our audience and amplify your marketing message across all Broadview media platforms — content and creative assets your company or organization can also use in its own marketing communications. Contact us to discuss sponsorship, custom publishing, events and other cross-platform opportunities.

PRINT

Our active audience loves to learn, travel and give back

Broadview readers are lifelong learners and doers. They care about their community and the world around them. Guided by their values, they choose to support organizations, brands and services that share their commitment to making the world a better place.

85,400
Readers per issue, 11 issues per year

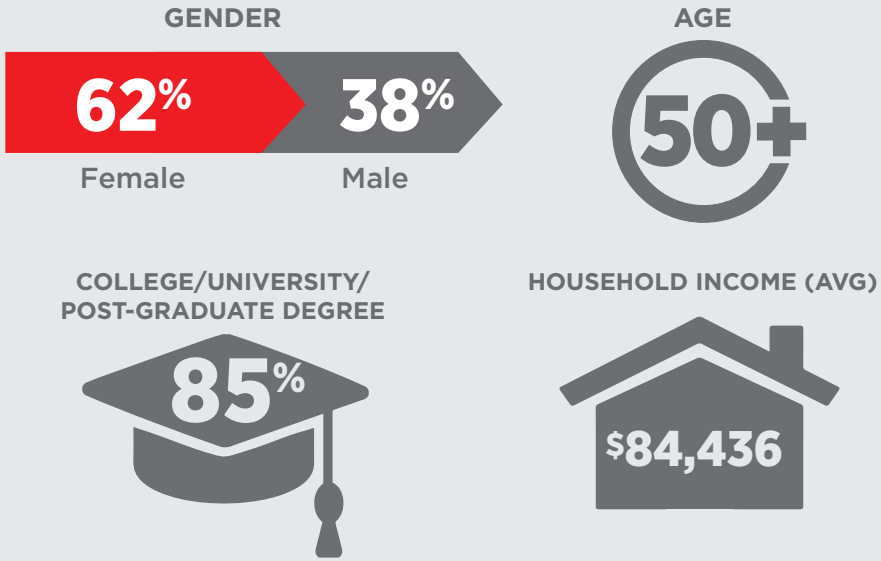
30,816
Total average circulation per issue

29,616
Paid subscriptions

1,200
Newsstand sales*

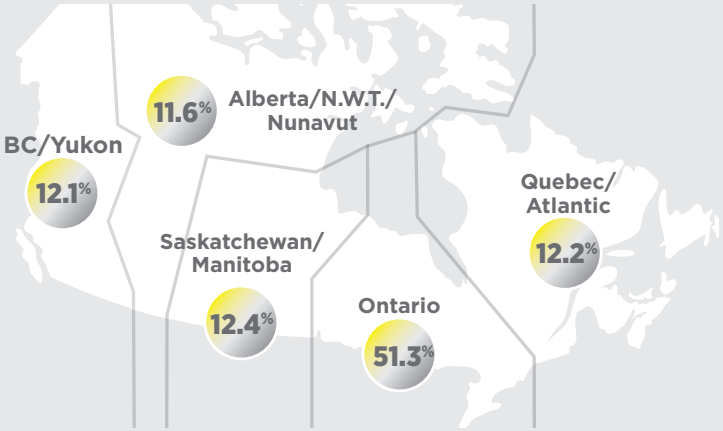
*Newsstand sales, beginning with the May 2019 issue, are estimated based on industry average sell-through rates. 2018 Readership Survey Study, Strategic Content Labs.

Print Audience Fast Facts



Sources: 2015 Research Study, Jane Armstrong Research Associates; 2018 Readership Survey Study, Strategic Content Labs.

Print Distribution

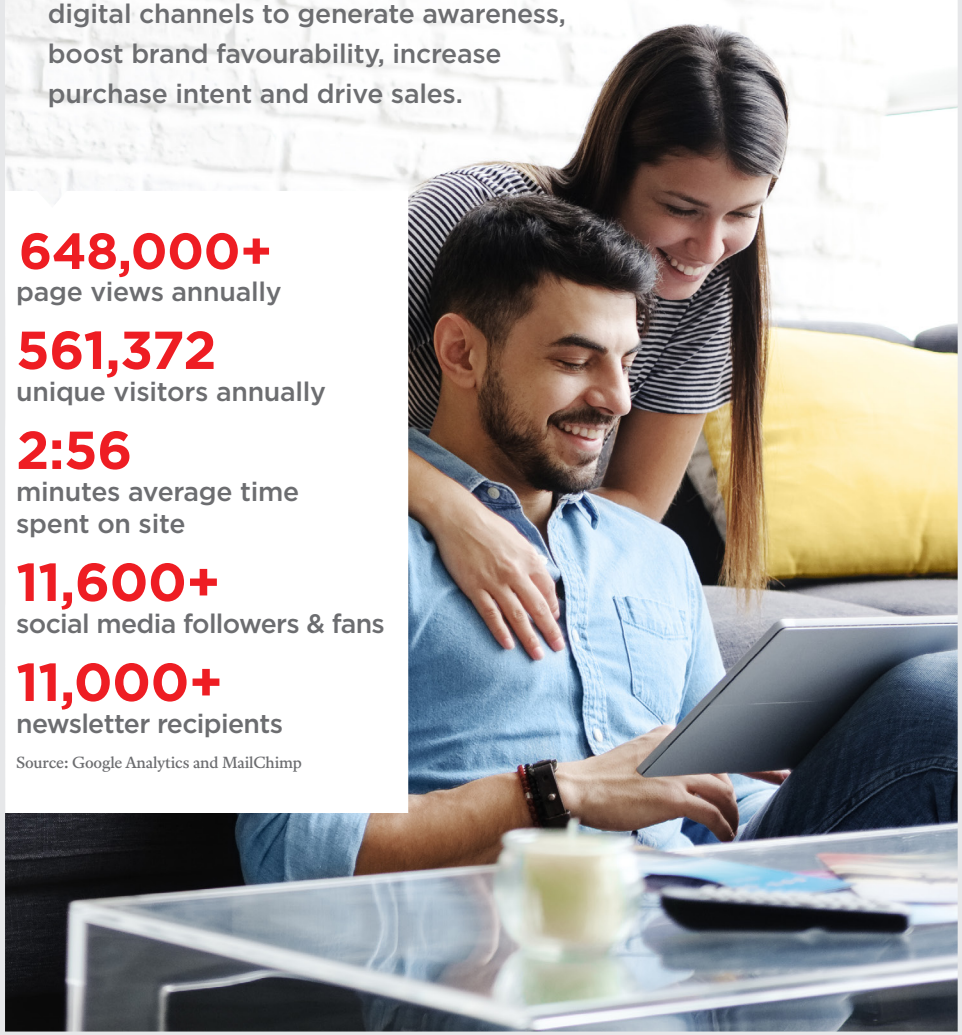


Sources: CCAB Brand Report, September 2018.

DIGITAL

A growing audience

Combine Broadview print advertising with our digital channels to generate awareness, boost brand favourability, increase purchase intent and drive sales.



648,000+
page views annually

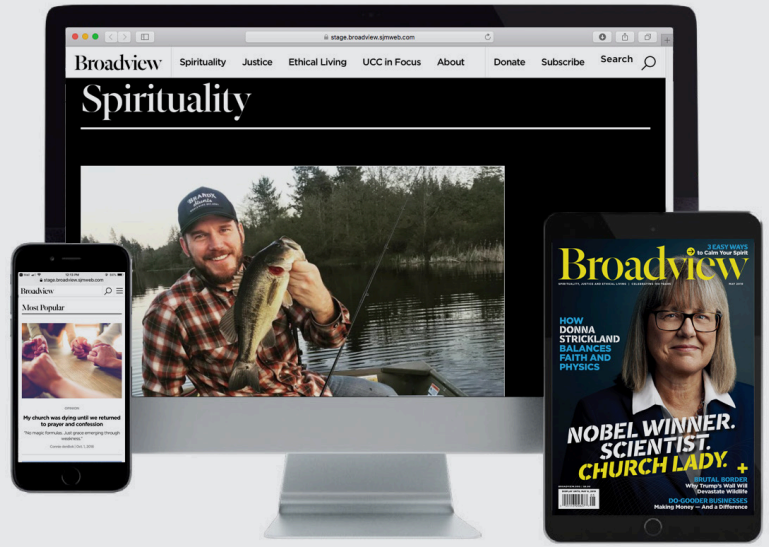
561,372
unique visitors annually

2:56
minutes average time spent on site

11,600+
social media followers & fans

11,000+
newsletter recipients

Source: Google Analytics and MailChimp



Digital audience fast facts

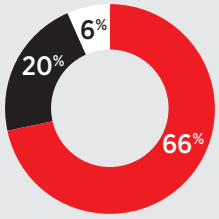
GENDER

Male Female

AGE

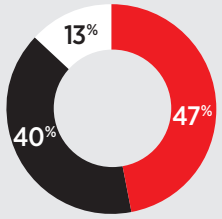
18-24 25-54 55+

WHERE THEY LIVE



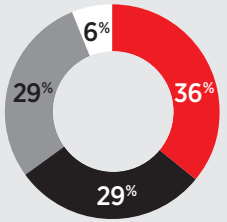
- Canada
- U.S.
- Other

HOW THEY READ CONTENT



- Mobile
- Desktop
- Tablet

HOW THEY FIND SITE



- Directly
- Social
- Organic search
- Referral

INTERESTS INCLUDE

- Cooking Enthusiasts
- Book Lovers
- Green Living Enthusiasts
- Art and Theatre
- Avid News Readers
- Value Shoppers

Source: Google Analytics, April 2018 to March 2019

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AUDIENCE BEHAVIOURS

Broadview readers strongly agreed with the following statements:

- It is important to continue learning new things throughout your life 93%
- I think we should strive for equality for all, including gender, race and religion 89%
- I regularly make financial donations to causes that are important to me 74%
- I am very concerned about the effects of pollution on our planet 71%
- I find exposure to different cultures personally rewarding 61%
- My faith is really important to me 61%

Source: 2018 Readership Survey Study, Strategic Content Labs.

They are generous donors:

TOTAL ANNUAL CHARITABLE HOUSEHOLD GIVING

46% give $1,000+ annually

37% give $5,000+ annually

Source: 2015 Research Study, Jane Armstrong Research Associates.

They seek out new ideas and experiences:

- Read for pleasure 95%
- Read for education 81%
- Take continuing education courses 40%
- Watch films/documentaries 80%
- Entertain friends/family 76%
- Travel for pleasure 73%
- Appreciate good food/wine 74%
- Enjoy gardening 63%

Source: 2015 Research Study, Jane Armstrong Research Associates.

They're loyal subscribers:

91% said they were **"very likely"** to **renew** their paid **subscription.**

Source: 2018 Readership Survey Study, Strategic Content Labs.

PRINT Editorial Calendar

ISSUE	EDITORIAL HIGHLIGHTS	MAIL DATE	SPACE CLOSING	MATERIALS DUE
January	Inside the White Helmets' Rescue Inuit cultural revitalization Protecting our oceans	28-Dec	21-Nov	28-Nov
February	The State of Marriage The Power of Music Therapy	30-Jan	11-Dec	19-Dec
March/April	Reducing Food Waste Vancouver's Houseboat community Last issue as The United Church Observer	27-Feb	23-Jan	30-Jan
May	Launch issue as Broadview Women in Science Indigenous water rights	27-Mar	20-Feb	27-Feb
June	Parenting in the age of climate change	24-Apr	20-Mar	27-Mar
July/August	Travel: Spiritual Destinations in Canada Summer Reading	29-May	24-Apr	01-May
September	Travel: The Spiritual Highs of Hiking Environmental Sustainability: Next generation activists	31-Jul	19-Jun	26-Jun
October	The Giving Issue	28-Aug	24-Jul	31-Jul
November	Ethical Investing Protecting Wildlife: Saving Canada's wild ponies	02-Oct	21-Aug	28-Aug
December	Christmas	31-Oct	25-Sep	02-Oct
Jan/Feb 2020	Wellness: Mental health Preserving Canada's Indigenous Rock Art	27-Nov	23-Oct	30-Oct

Tentative publishing schedule, subject to change

PRINT Advertising Rates

Display Advertising

4-colour, net, per insertion

AD UNIT	1X	3X	6X	11X
Double page spread	9,700	8,730	7,760	6,790
Full page	5,400	4,860	4,320	3,780
2/3 page vertical	4,150	3,735	3,320	2,905
1/3 page vertical	2,325	2,075	1,860	1,630
1/3 page square	2,325	2,075	1,860	1,630
1/6 page vertical	1,440	1,299	1,150	1,000

PREMIUM POSITIONING

Outside Back Cover add 25%
Add 20% for Inside Front and Inside Back Covers
Insert rates upon request (sample required)
Special creative units (gatefold covers, etc.) rates upon request

CLASSIFIED ADVERTISING: PRINT & DIGITAL

Whether you have a job to post, are looking for employment, have a service to offer or an event to promote, our Classified advertisements are an affordable way to reach a large audience.

Visit our Classifieds page at Broadview.org/Classifieds or contact:

Sharon Doran
Classifieds Manager
classifieds@broadview.org
416.960.8500 or 1.800.936.4566, ext. 230

Special Advertising Sections

UNITED CHURCH IN FOCUS

Target your marketing message by advertising in this key editorial section dedicated in every issue to United Church news and perspectives.

AD UNIT	1X	3X	6X	11X	12+
Full page	5,000	3,750	3,300	3,000	2,500
1/2 page horizontal	2,750	2,065	1,815	1,650	1,375
1/3 page horizontal	1,920	1,440	1,267	1,152	960
1/3 page square	1,920	1,440	1,267	1,152	960

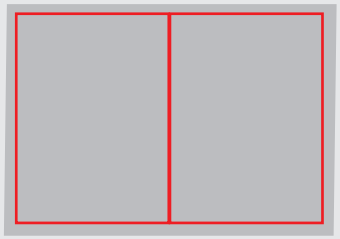
MARKETPLACE ADVERTISING FEATURE

4-colour, net, per insertion

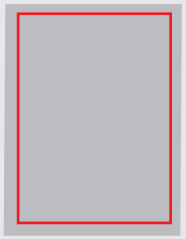
AD UNIT	1X	3X	6X	11X
4 units square	2,120	1,865	1,680	1,430
3 units horizontal	1,625	1,440	1,295	1,100
2 units horizontal	1,100	970	875	745
2 units vertical	1,100	970	875	745
Single ad unit	560	495	445	380

PRINT Specifications

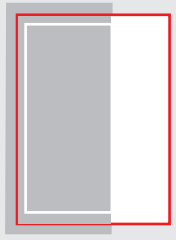
Broadview



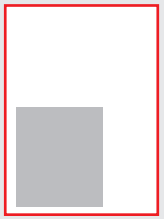
Double page spread
No Bleed: 15.125” x 10.125”
Bleed: 16.5” x 11.0833”



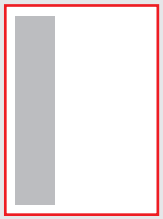
Full page
No Bleed: 7.25” x 10.125”
Bleed: 8.25” x 11.0833”



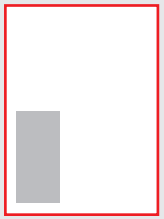
2/3 page vertical
No Bleed: 4” x 9.66”
Bleed: 4.875” x 11.0833



1/3 page square
4” x 4.75”

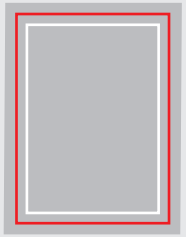


1/3 page vertical
2.125” x 9.66”

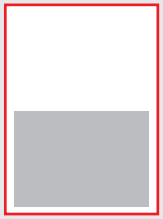


1/6 page vertical
2.125” x 4.75”

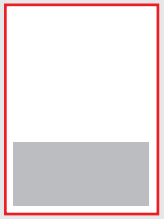
United Church in Focus Special Editorial Section in Broadview



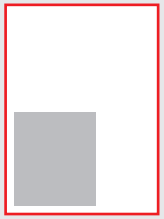
Full page
No Bleed:
7.25” x 10.125”
Bleed:
8.25” x 11.0833”



1/2 Page horizontal
6.87” x 4.25”



1/3 page horizontal
6.875” x 3.16”



1/3 page square
4.528” x 4.75”

Marketplace Advertising Feature

AD UNIT	(W X H)
Four units square	4.525” x 4.7”
Three units horizontal	6.875” x 2.35”
Two units vertical	2.18” x 4.7”
Two units horizontal	4.525” x 2.35”
Single	2.18” x 2.35”

Print Production Specifications

File format PDF/x-1a
Colour CMYK
Images 300dpi
Safety from trim 1/4”
Bleed 1/8” minimum on all sides
Crop marks Offset 18pts away from trims. Should not be in bleed area.
Magazine trim size 7.875” (W) x 10.75” (H)
Binding Perfect Bound
Printing process Web Offset

Material delivery

All ads must be delivered via Magazines Canada’s AdDirect™ ad portal:

1. Log in to Magazines Canada’s AdDirect™ ad portal:
   https://addirect.sendmyad.com/
   Note: A user account will have to be set up upon the first visit
2. Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click **Upload**
3. Follow the on-screen preflight process
4. Approve your ad

Production questions or problems?
Please call or email:
Laurie Myles 416.574.7509 l.myles@broadview.org

DIGITAL Advertising Rates

Web Ad Units

AD	SIZE (W x H pixels)	Rate/month
Leaderboard Banner	728 x 90	$600
Mid-page Billboard	970 x 250	$600
Double Big Box	300 x 600	$600
Big Box / Tile	300 x 250	$400

Newsletter Ad Units

AD	SIZE (W x H pixels)	Rate/month
Leaderboard Banner	728 x 90	$600
Mid-page Billboard	970 x 250	$600

Material delivery

All ads must be delivered via Magazines Canada's AdDirect™ ad portal:

1. Log in to Magazines Canada's AdDirect™ ad portal: **https://addirect.sendmyad.com/**

   Note: A user account will have to be set up upon the first visit
2. Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click **Upload**
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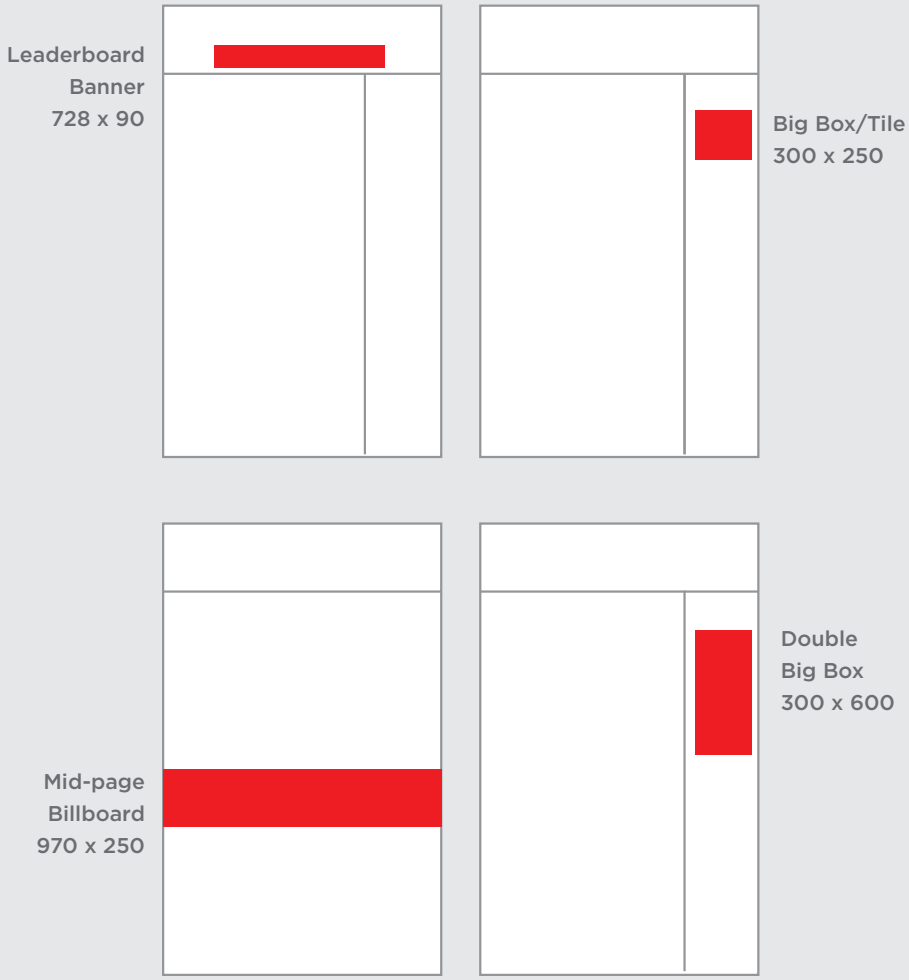

Production questions or problems?
Please call or email:
Laurie Myles 416.574.7509 l.myles@broadview.org

Terms and Conditions

Right of Refusal

Publisher reserves the right to refuse any advertisement.

Ad Positioning

Unless the advertiser has a contract guaranteeing premium positioning for a cover position, the Publisher reserves the right to determine ad placement within the magazine.

Credit and Payment Terms

New advertisers must remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion. Net 30 days on approved credit. Make cheques payable to: Observer Publications Inc. Note: HST exempt.

Agency Commission

All rates are net of commission. 15% of gross billing allowed to recognized advertising agencies on space, colour and position and website advertising.

Short Rates and Rebates

Advertisers will be short-rated if, within a 12-month period, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated, if, within a 12-month period they have used sufficient space to warrant a deeper discount.

Contact us to learn more!

Laurie Myles
l.myles@broadview.org
416.574.7509