

# Broadview



**Spirituality,  
Justice and  
Ethical Living**

**MEDIA KIT 2020**





## **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.

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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.

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## Broadview offers targeted placement across multiple 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.

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

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# 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

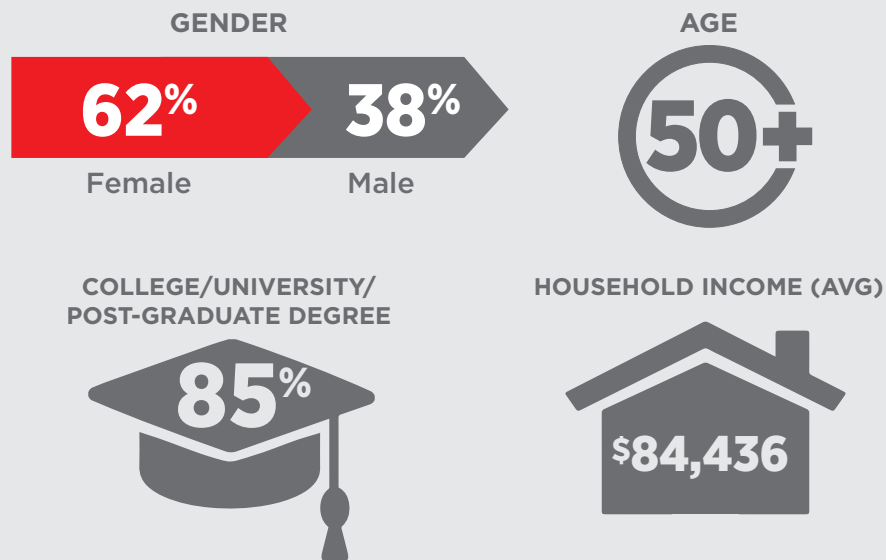
**30,816**  
Total average  
circulation per issue

**29,616**  
Paid subscriptions

**1,200**  
Newsstand sales\*

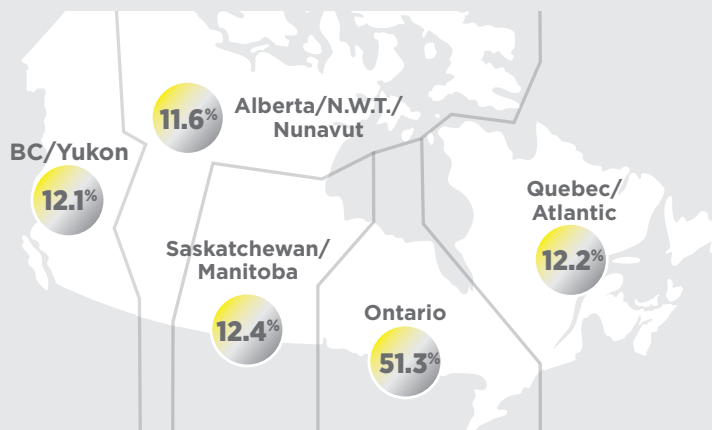
\*Newsstand sales, beginning with the May 2019 issue, are estimated based on industry average sell-through rates. 2018 Readership Survey Study, Strategic Content Labs.

## 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.

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# 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

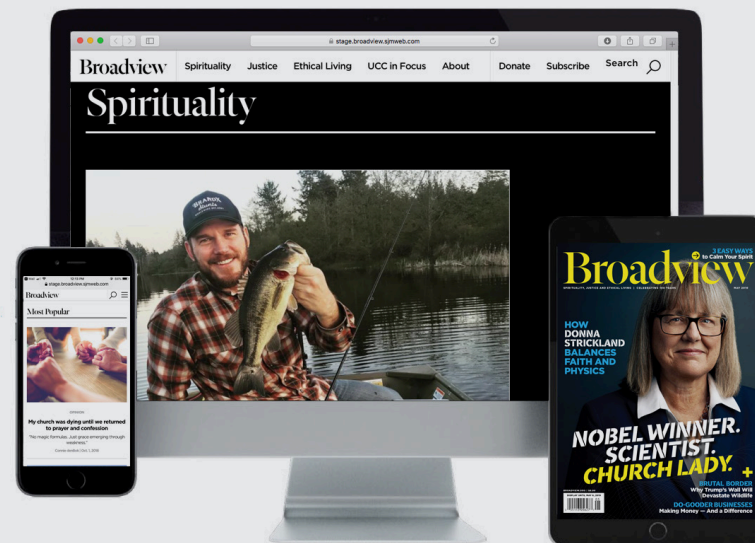
**11,600+**

social media followers & fans

**11,000+**

newsletter recipients

Source: Google Analytics and MailChimp



## Digital audience fast facts

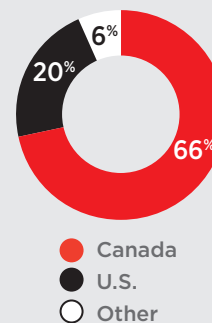
### GENDER



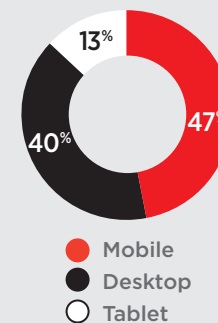
### AGE



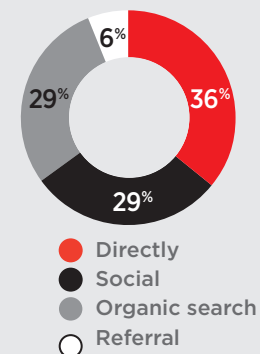
### WHERE THEY LIVE



### HOW THEY READ CONTENT



### HOW THEY FIND SITE



### INTERESTS INCLUDE

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

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Source: Google Analytics, April 2018 to March 2019



# 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.



Source: 2018 Readership Survey Study, Strategic Content Labs.

They're loyal subscribers:

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

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# PRINT Editorial Calendar

ISSUE	MAIL DATE	SPACE CLOSING	MATERIALS DUE
Jan/Feb '20	27-NOV	23-OCT	30-OCT
March	29-JAN	11-DEC	18-DEC
April	26-FEB	22-JAN	29-JAN
May	25-MAR	19-FEB	26-FEB
June	22-APRIL	18-MARCH	25-MARCH
July/August	27-MAY	22-APR	29-APRIL
September	29-JULY	17-JUNE	24-JUNE
October	26-AUG	22-JULY	29-JULY
November	30-SEPT	19-AUG	26-AUG
December	28-OCT	23-SEPT	30-SEPT
Jan/Feb '21	25-NOV	21-OCT	28-OCT

Tentative publishing schedule, subject to change

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# PRINT Advertising Rates

## Display Advertising

4-colour, net, per insertion

AD UNIT	1X - 4X	5X-9X	10X
Full page	3,500	3,000	2,500
1/2 page horizontal	1,925	1,650	1,375
1/3 page vertical, horizontal, square	1,747	1,498	1,248
1/6 page vertical	700	600	500

## 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

## 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 - 4X	5X-9X	10X
Full page	3,500	3,000	2,500
1/2 page horizontal	1,925	1,650	1,375
1/3 page vertical, horizontal, square	1,747	1,498	1,248
1/6 page vertical	700	600	500

## 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](http://Broadview.org/Classifieds) or contact:

Sharon Doran

Classifieds Manager

[classifieds@broadview.org](mailto:classifieds@broadview.org)

416.960.8500 or 1.800.936.4566, ext. 230

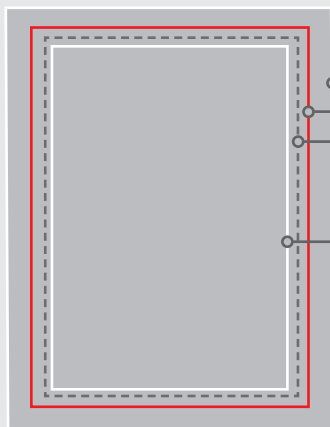
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# PRINT Specifications

## Broadview



### Full page Ad with bleed

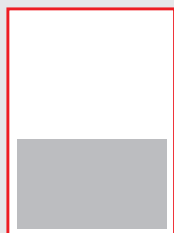
Bleed 8.375" x 11.25"

Trim 7.875" x 10.75"

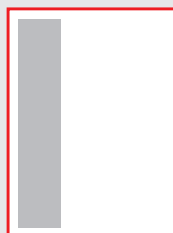
Type safety .25" from trim

### Full page Ad no bleed

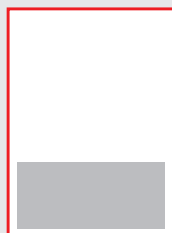
Ad size 7.375" x 10.25"



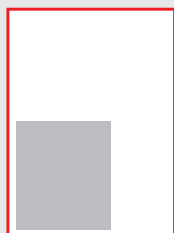
**1/2 page horizontal**  
6.875" x 4.75"



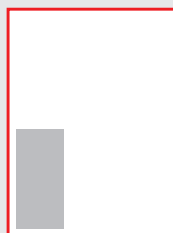
**1/3 page vertical**  
2.125" x 9.66"



**1/3 page horizontal**  
6.875" x 3.25"

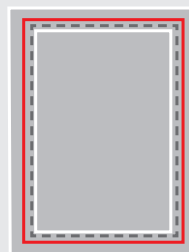


**1/3 page square**  
4" x 4.75"



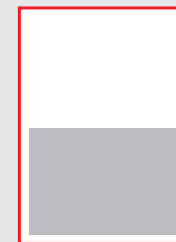
**1/6 page vertical**  
2.125" x 4.75"

## United Church in Focus Special Editorial Section in Broadview

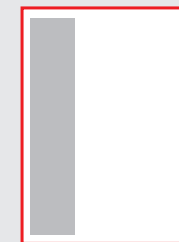


### Full page

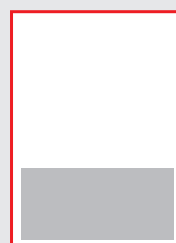
← See Broadview specs



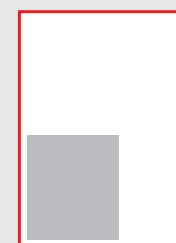
**1/2 Page horizontal**  
6.875" x 4.25"



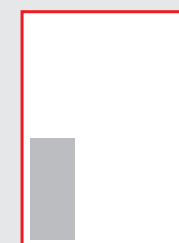
**1/3 page vertical**  
2.125" x 8.65"



**1/3 page horizontal**  
6.875" x 3.16"



**1/3 page square**  
4.528" x 4.75"



**1/6 page vertical**  
2.125" x 4.25"

## Print Production Specifications

**File format** PDF/X-1a

**Colour** CMYK

**Images** 300dpi

**Safety from trim** 1/4"

**Bleed** 1/4" 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 emailed to Laurie Myles  
at [l.myles@broadview.org](mailto:l.myles@broadview.org)

Production questions or problems?

Contact Laurie Myles at **416.574.7509**  
or [l.myles@broadview.org](mailto:l.myles@broadview.org)

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# DIGITAL Advertising Rates

## Website Ad Units

AD	SIZE (W x H pixels)	Rate/month
Leaderboard Banner Desktop	728 x 90	\$300
Leaderboard Banner Mobile	320 x 50	\$300
Mid-page Billboard	970 x 250	\$400
Double Big Box	300 x 600	\$800
Big Box / Tile	300 x 250	\$600

## Newsletter Ad Units

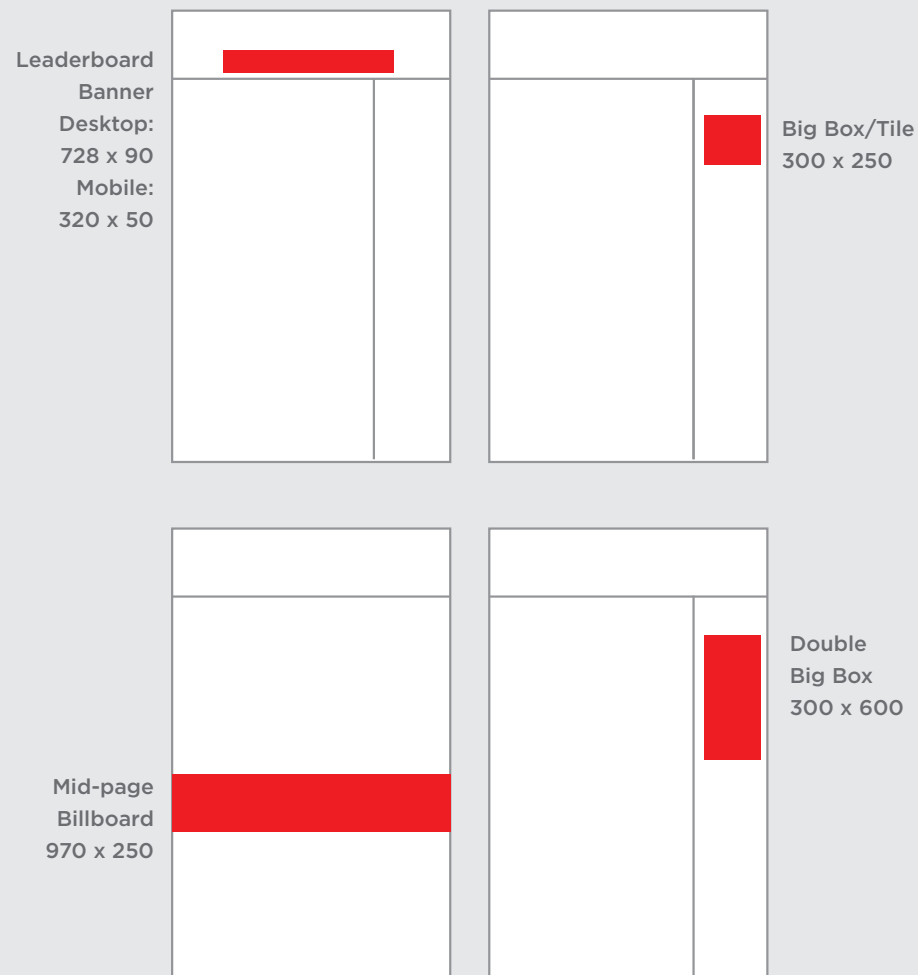
AD	SIZE (W x H pixels)	Rate/month
Leaderboard Banner	728 x 90	\$600
Mid-page Billboard	970 x 250	\$600

## Material delivery

All ads must be emailed to Laurie Myles at [l.myles@broadview.org](mailto:l.myles@broadview.org)

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# 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



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