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.
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

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.
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.

Print Audience Fast Facts

**Gender**

- **Female**: 62%
- **Male**: 38%

**Age**

- 50+

**College/University/Post-Graduate Degree**

- 85%

**Household Income (AVG)**

- $84,436

Print Distribution

- **BC/Yukon**: 11.6%
- **Alberta/N.W.T./Nunavut**: 12.1%
- **Saskatchewan/Manitoba**: 12.4%
- **Ontario**: 51.3%
- **Québec/Atlantic**: 12.2%

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

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

<table>
<thead>
<tr>
<th>GENDER</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>66%</td>
<td>34%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE</th>
<th>18-24</th>
<th>25-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>56%</td>
<td>39%</td>
<td></td>
</tr>
</tbody>
</table>

WHERE THEY LIVE

<table>
<thead>
<tr>
<th>Canada</th>
<th>U.S.</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>6%</td>
<td>66%</td>
</tr>
</tbody>
</table>

HOW THEY READ CONTENT

<table>
<thead>
<tr>
<th>Mobile</th>
<th>Desktop</th>
<th>Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td>40%</td>
<td>47%</td>
</tr>
</tbody>
</table>

HOW THEY FIND SITE

<table>
<thead>
<tr>
<th>Directly</th>
<th>Social</th>
<th>Organic search</th>
<th>Referral</th>
</tr>
</thead>
<tbody>
<tr>
<td>29%</td>
<td>29%</td>
<td>36%</td>
<td>6%</td>
</tr>
</tbody>
</table>

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
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 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%


They're loyal subscribers:

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

Source: 2018 Readership Survey Study, Strategic Content Labs.

TOTAL ANNUAL CHARITABLE HOUSEHOLD GIVING

46% give $1,000+ annually
37% give $5,000+ annually

# PRINT Editorial Calendar

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

Tentative publishing schedule, subject to change
PRINT Advertising Rates

Display Advertising
4-colour, net, per insertion

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>1X - 4X</th>
<th>5X-9X</th>
<th>10X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>3,500</td>
<td>3,000</td>
<td>2,500</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>1,925</td>
<td>1,650</td>
<td>1,375</td>
</tr>
<tr>
<td>1/3 page vertical, horizontal, square</td>
<td>1,747</td>
<td>1,498</td>
<td>1,248</td>
</tr>
<tr>
<td>1/6 page vertical</td>
<td>700</td>
<td>600</td>
<td>500</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
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<th>5X-9X</th>
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<td>600</td>
<td>500</td>
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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
# Print Specifications

## Broadview

### Full Page Ad with Bleed
- Bleed: 8.375" x 11.25"
- Trim: 7.875" x 10.75"
- Type safety: 0.25" from trim

### Full Page Ad No Bleed
- Ad size: 7.375" x 10.25"

### 1/2 Page Horizontal
- Size: 6.875" x 4.75"

### 1/3 Page Vertical
- Size: 2.125" x 9.66"

### 1/3 Page Horizontal
- Size: 6.875" x 3.25"

### 1/3 Page Square
- Size: 4" x 4.75"

### 1/6 Page Vertical
- Size: 2.125" x 4.75"

### United Church in Focus

**Special Editorial Section in Broadview**

### Full Page
- Size: 6.875" x 11.25"

### 1/2 Page Horizontal
- Size: 6.875" x 4.25"

### 1/3 Page Vertical
- Size: 2.125" x 8.65"

### 1/3 Page Horizontal
- Size: 6.875" x 3.16"

### 1/3 Page Square
- Size: 4.528" x 4.75"

### 1/6 Page Vertical
- Size: 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

Production questions or problems?
Contact Laurie Myles at **416.574.7509** or l.myles@broadview.org
# DIGITAL Advertising Rates

## Website Ad Units

<table>
<thead>
<tr>
<th>AD</th>
<th>SIZE (W x H pixels)</th>
<th>Rate/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner Desktop</td>
<td>728 x 90</td>
<td>$300</td>
</tr>
<tr>
<td>Leaderboard Banner Mobile</td>
<td>320 x 50</td>
<td>$300</td>
</tr>
<tr>
<td>Mid-page Billboard</td>
<td>970 x 250</td>
<td>$400</td>
</tr>
<tr>
<td>Double Big Box</td>
<td>300 x 600</td>
<td>$800</td>
</tr>
<tr>
<td>Big Box / Tile</td>
<td>300 x 250</td>
<td>$600</td>
</tr>
</tbody>
</table>

## Newsletter Ad Units

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<tbody>
<tr>
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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