Broadview

Spirituality, Justice and Ethical Living

MEDIA KIT 2022

About Us

Broadview is an independent Canadian magazine featuring award-winning coverage of spirituality, justice and ethical living. Through our compelling stories and engaging images — in print and online — Broadview challenges and inspires readers seeking to live a purpose-filled, values-driven life.

With roots dating back to 1829, Broadview is North America's oldest continuously published magazine and the second oldest in the English-speaking world. Owned and operated by Observer Publications Inc., Broadview sets its own policies, procedures and editorial programs while retaining an affiliation with The United Church of Canada.

Broadview

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Inspired Journalism

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.

In 2021, the National Magazine Awards named Broadview the Best Special Interest Magazine in Canada, a first for a faith-based magazine in this country. Broadview also won Best Magazine honours from the Associated Church Press and the Canadian Christian Communicators Association — a triple crown year!

Broadview offers targeted placement across multiple platforms

Sources: Google Analytics; 2018 Readership Survey Study, Strategic Content Labs; and CMCA Audit, October 2020-February 2021. 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**

We love to tell stories. And we'd love to help you share your story. We can create custom content that delivers your brand to Broadview's audiences across all media platforms. Contact us to discuss sponsorship, custom publishing, events and other cross-platform opportunities.

PRINT

Our subscribers love 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. Best of all, their willingness to pay for their subscription demonstrates their deep engagement with our content and their commitment to reading every issue of their magazine!

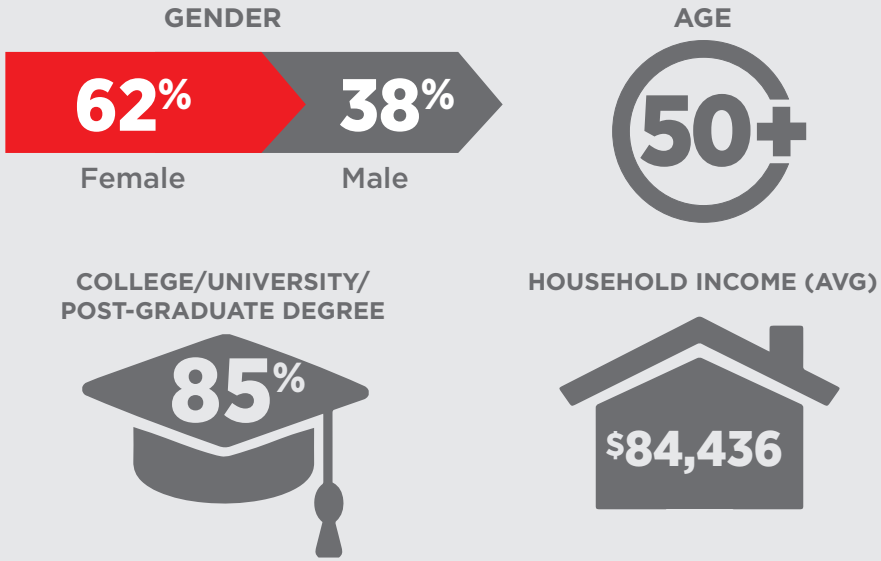
62,105
Readers per issue, 8 issues per year

24,842
Total average circulation per issue

27,349
Total PAID subscriptions

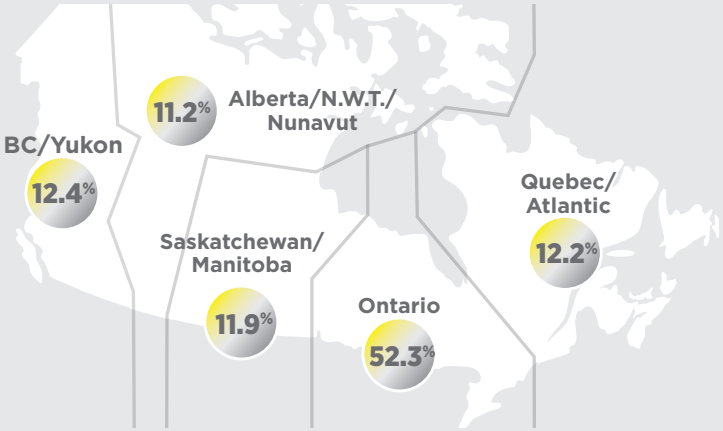
Source: CMCA Audit, October 2020-February 2021. 2018 Readership Survey Study, Strategic Content Labs.

Print Audience Fast Facts



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

Print Distribution

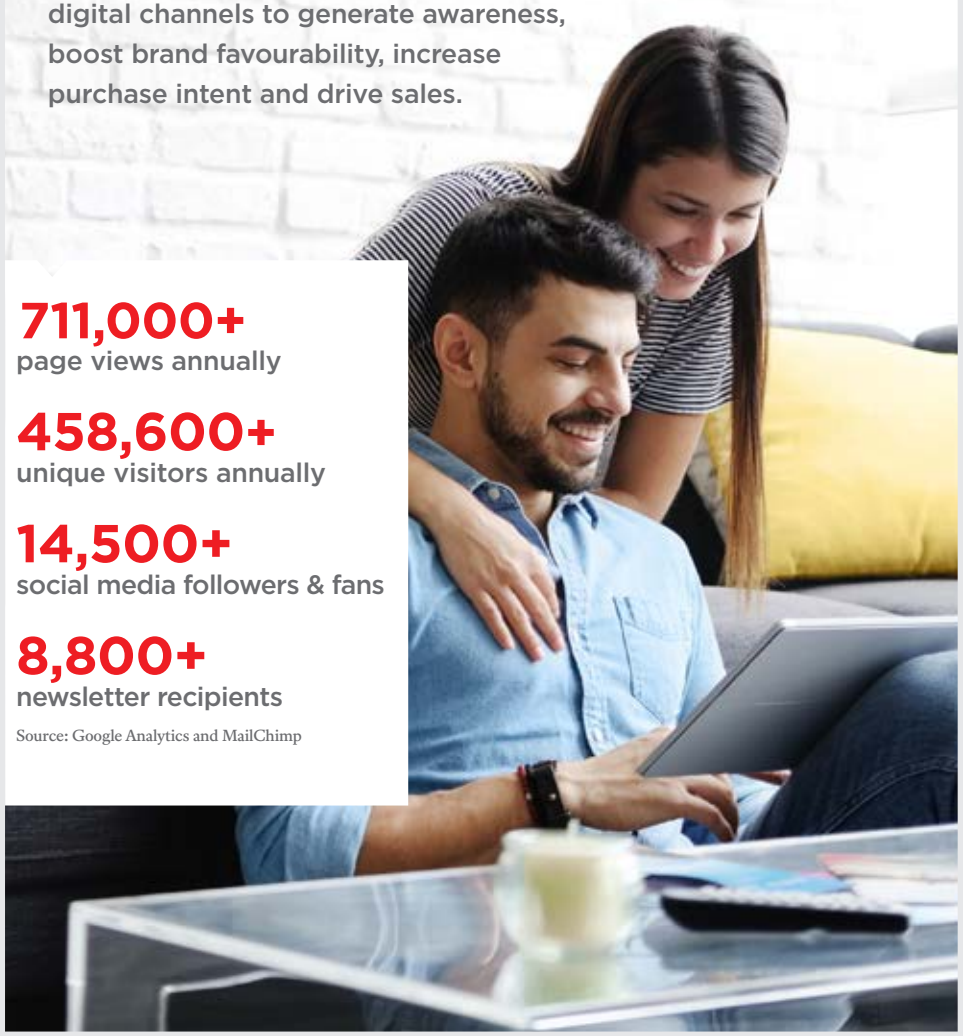


Source: CMCA Audit, October 2020-February 2021.

DIGITAL

A growing audience

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



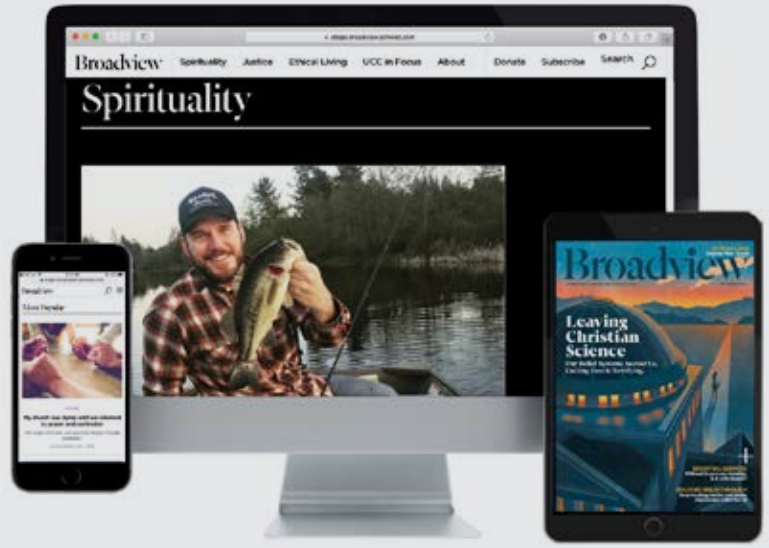
711,000+
page views annually

458,600+
unique visitors annually

14,500+
social media followers & fans

8,800+
newsletter recipients

Source: Google Analytics and MailChimp

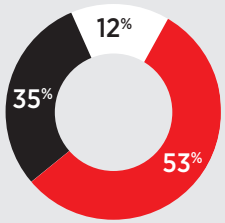


Digital audience fast facts

GENDER

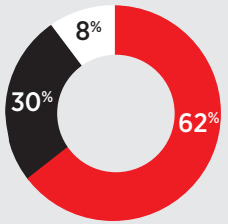
AGE

WHERE THEY LIVE



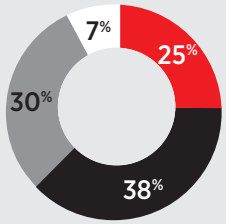
- Canada
- U.S.
- Other

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
- Family Focused

Source: Google Analytics, September to December 2021.

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	MAIL DATE	SPACE CLOSING	MATERIALS DUE
January/February ‘22	29-NOV	20-OCT	27-OCT
March	28-JAN	08-DEC	15-DEC
April/May	25-FEB	19-JAN	26-JAN
June	28-APRIL	23-MARCH	30-MARCH
July/August	27-MAY	20-APRIL	27-APRIL
September	28-JULY	15-JUNE	22-JUNE
October/November	30-AUG	20-JULY	27-JULY
December	28-OCT	21-SEPT	28-SEPT
January/February ‘23	29-NOV	19-OCT	26-OCT

Tentative publishing schedule, subject to change

PRINT Advertising Rates

Display Advertising

4-colour, net, per insertion

AD UNIT	1X–4X	5X–8X
Full page	3,500	3,000
1/2 page horizontal	1,925	1,650
1/3 page vertical, horizontal, square	1,747	1,498
1/6 page vertical	700	600

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–8X
Full page	3,500	3,000
1/2 page horizontal	1,925	1,650
1/3 page vertical, horizontal, square	1,747	1,498
1/6 page vertical	700	600

CLASSIFIED ADVERTISING: PRINT & DIGITAL

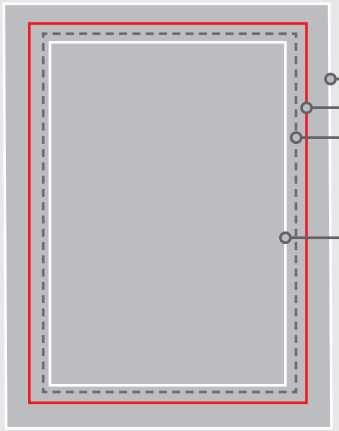
Whether you have a job to post, are looking for employment, have a service to offer or an event to promote, our Classified advertisements are an affordable way to reach a large audience.

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

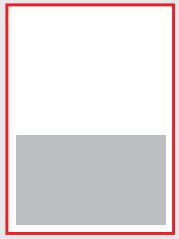
PRINT Specifications

Broadview

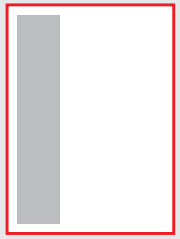


Full page Ad with bleed
Bleed 8.375” x 11.25”
Trim 7.875” x 10.75”
Type safety .25” from trim

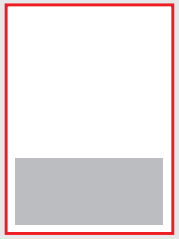
Full page Ad no bleed
Ad size 7.375” x 10.25”



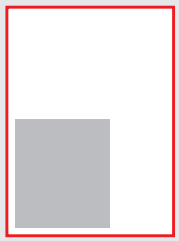
1/2 page horizontal
6.875” x 4.75”



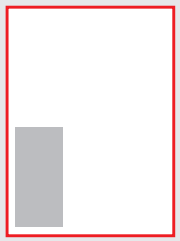
1/3 page vertical
2.125” x 9.66”



1/3 page horizontal
6.875” x 3.25”

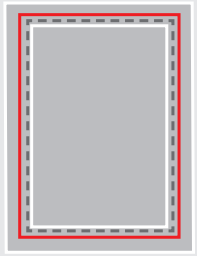


1/3 page square
4.5” x 4.75”

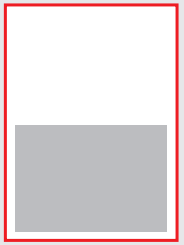


1/6 page vertical
2.125” x 4.75”

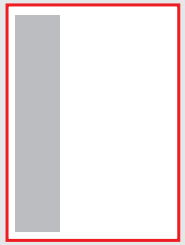
United Church in Focus Special Editorial Section in Broadview



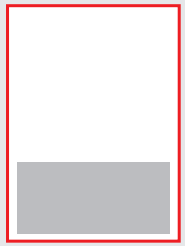
Full page
See Broadview specs



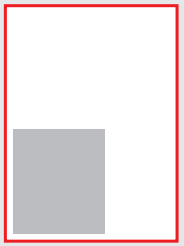
1/2 Page horizontal
6.875” x 4.25”



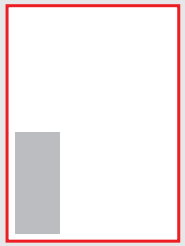
1/3 page vertical
2.125” x 8.65”



1/3 page horizontal
6.875” x 3.16”



1/3 page square
4.5” 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

Production questions or problems?

Contact Laurie Myles at **416.574.7509**
or **l.myles@broadview.org**

DIGITAL Advertising Rates

We know digital marketing can be time consuming, complex and difficult to manage, especially if you are trying to do it on your own. Whether you are a small business or have a marketing team, we can help. We deliver solutions tailored to your needs.

Contact Laurie Myles at 416.574.7509 or l.myles@broadview.org

SEARCH **SOCIAL** **CREATIVE**

Website Ad Units

To maximize your impressions, please provide creative for all 5 ad unit sizes listed below. Your ads will appear on our website in rotation.

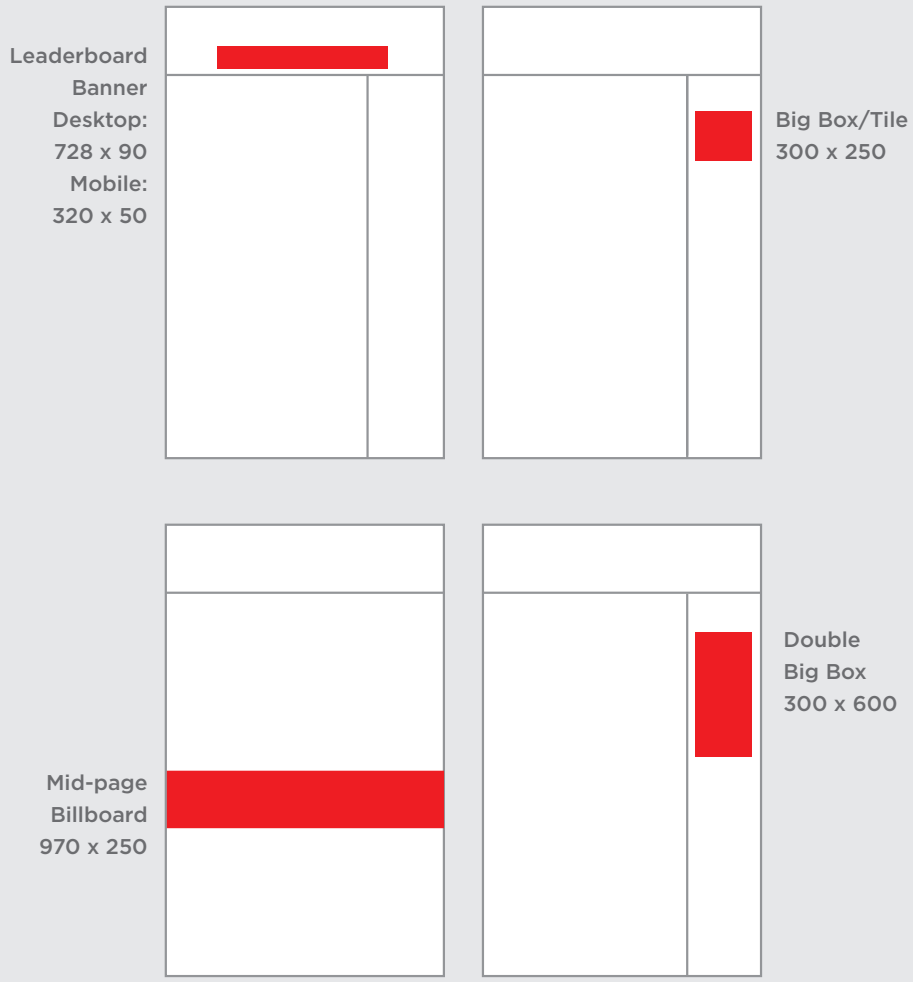
Rate per month for all 5 ad units: $600

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

Newsletter Ad Units

Rate per month for either size ad unit: $600

AD	SIZE (W x H pixels)
Leaderboard Banner	728 x 90
Mid-page Billboard	970 x 250



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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