

# Broadview



Spirituality,  
Justice and  
Ethical Living

**MEDIA KIT 2025**



## 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. Last year we celebrated 195 years! 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.

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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 2024, the Associated Church Press named Broadview the top magazine among North American faith-based publishers! Broadview also received gold awards from the National Magazine Awards and the Canadian Online Publishing Awards, as well as other honours from the Canadian Christian Communicators Association and the Society of Publication Designers.

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## Broadview offers targeted placement across multiple platforms



Sources: Google Analytics; 2018 Readership Survey Study, Strategic Content Labs; and CMCA Audit, March 2022-January/February 2023. Includes duplication across all platforms.

## Boost your brand's reach with tailored advertising opportunities

Broadview offers integrated advertising opportunities tailored to every client's unique budget and brand message requirements. Elevate your brand visibility and engagement with display advertising and sponsored content in Broadview Magazine, on Broadview.org, in Broadview's weekly newsletter, through Broadview's social media platforms, and more! Let's explore a variety of options to meet your needs.



Contact:  
Anita McGillis  
Advertising Sales Representative  
403.909.9839  
[a.mcgillis@broadview.org](mailto:a.mcgillis@broadview.org)

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# 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!



**48,545**

Readers per issue,  
8 issues per year

**19,418**

Total average  
circulation per issue

Source: Issue reports March 2023-January/February 2024. 2018 Readership Survey Study, Strategic Content Labs.

## Print Audience Fast Facts

### GENDER

**62%**

Female

**38%**

Male

### AGE

**50+**

### COLLEGE/UNIVERSITY/ POST-GRADUATE DEGREE

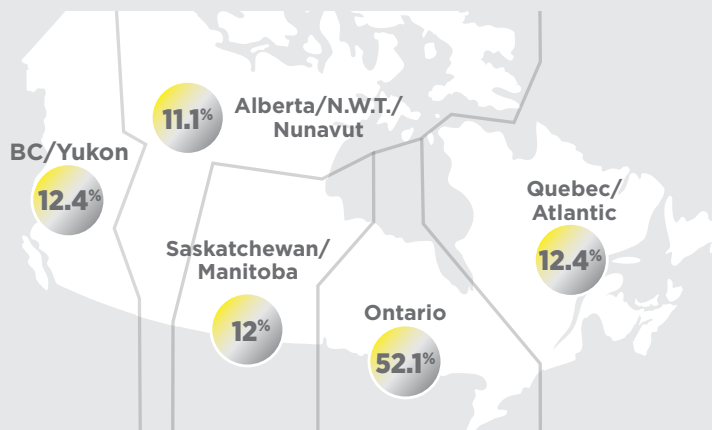
**85%**

### HOUSEHOLD INCOME (AVG)

**\$84,436**

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

## Print Distribution



Source: CMCA Audit, September 2021-February 2022.

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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.

**578,100+**

page views annually

**320,600+**

unique visitors annually

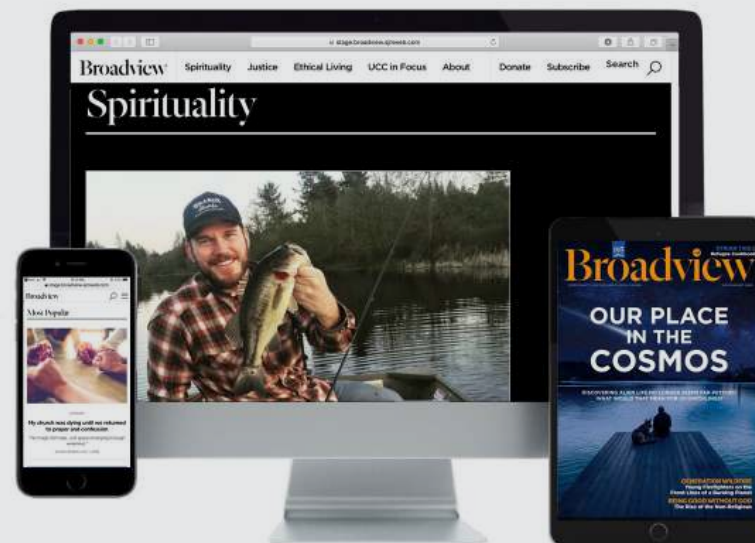
**20,280+**

social media followers & fans

**23,900+**

newsletter recipients

Source: Google Analytics and MailChimp,  
September 2023 to August 2024.



## Digital audience fast facts

### GENDER

**42%**

Male

**58%**

Female

### AGE

**18%**

18-24

**47%**

25-54

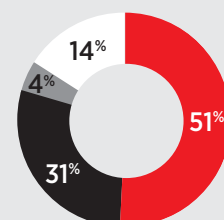
**25%**

55+

**10%**

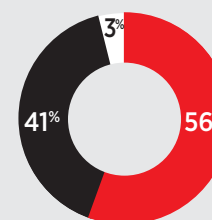
Unknown

### WHERE THEY LIVE



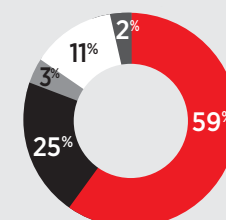
- Canada
- United States
- United Kingdom
- Other

### HOW THEY READ CONTENT



- Mobile
- Desktop
- Tablet

### HOW THEY FIND SITE



- Organic search
- Directly
- Social
- Referral
- Other

### INTERESTS INCLUDE

- ➔ News & Politics
- ➔ Media & Film
- ➔ Travel
- ➔ TV
- ➔ Technology
- ➔ Food & Dining
- ➔ Shopping
- ➔ Lifestyles & Hobbies

Source: Google Analytics, September 2023 to August 2024.

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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**.

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Source: 2018 Readership Survey Study, Strategic Content Labs.

# PRINT Editorial Calendar

Tentative publishing schedule, subject to change

ISSUE	MAIL DATE	SPACE CLOSING	MATERIALS DUE
January/February '25	28-NOV	16-OCT	23-OCT
March	30-JAN	11-DEC	18-DEC
April/May	27-FEB	22-JAN	29-JAN
June	29-APR	19-MAR	26-MAR
July/August	29-MAY	23-APR	30-APR
September	30-JUL	18-JUN	25-JUN
October/November	28-AUG	23-JUL	30-JUL
December	30-OCT	17-SEP	24-SEP
January/February '26	27-NOV	22-OCT	29-OCT

## CLASSIFIED ADVERTISING: PRINT & DIGITAL

Whether you have a job to post, are looking for employment, have a service to offer or a book 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 Advertising Rates

## Display Advertising

4-colour, net, per insertion

AD UNIT	1X-4X	5X-8X
Full page	\$3150	\$2835
1/2 page horizontal	\$1890	\$1705
1/3 page vertical, horizontal, square	\$1565	\$1410
1/6 page vertical	\$790	\$715
Inside front cover, full page	\$3595	\$3235
Inside back cover, full page	\$3595	\$3235
Outside back cover, full page	\$3905	\$3515

## PREMIUM ADVERTISING OPTIONS

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.

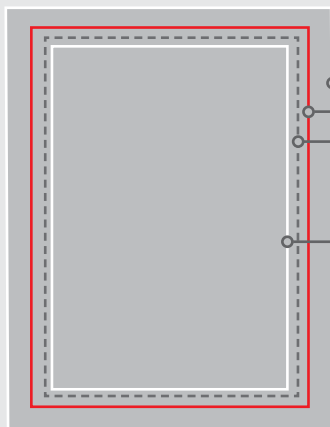
AD UNIT	1X-4X	5X-8X
Full page	\$3150	\$2835
1/2 page horizontal	\$1890	\$1705
1/3 page vertical, horizontal, square	\$1565	\$1410
1/6 page vertical	\$790	\$715

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# PRINT Specifications

## Broadview

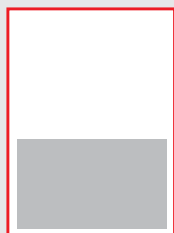


### Full page Ad with bleed

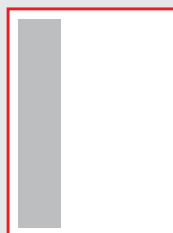
- Bleed 8.375" x 11.25"
- Trim 7.875" x 10.75"
- Type safety .25" from trim

### Full page Ad no bleed

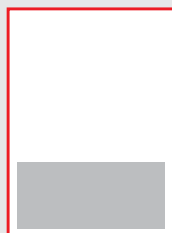
- Ad size 7.375" x 10.25"



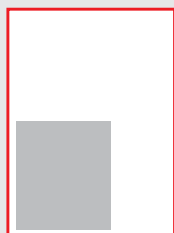
**1/2 page horizontal**  
6.875" x 4.75"



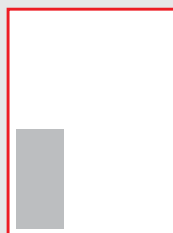
**1/3 page vertical**  
2.125" x 9.66"



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

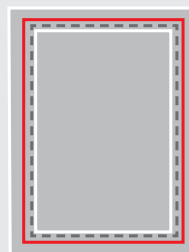


**1/3 page square**  
4.5" x 4.75"

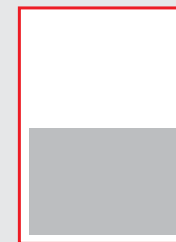


**1/6 page vertical**  
2.125" x 4.75"

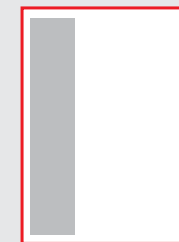
## United Church in Focus Special Editorial Section in Broadview



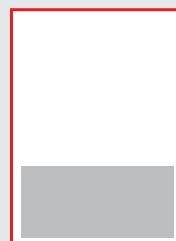
**Full page**  
← See Broadview specs



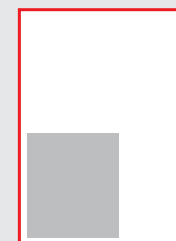
**1/2 Page horizontal**  
6.875" x 4.25"



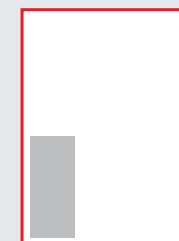
**1/3 page vertical**  
2.125" x 8.65"



**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** Saddle stitch

**Printing process** Web Offset

## Material delivery

All ads must be emailed to Anita McGillis at [a.mcgillis@broadview.org](mailto:a.mcgillis@broadview.org)

Production questions or problems?

Contact Anita McGillis at **403.909.9839** or [a.mcgillis@broadview.org](mailto:a.mcgillis@broadview.org)

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# 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 Contact Anita McGillis at 403.909.9839 or [a.mcgillis@broadview.org](mailto:a.mcgillis@broadview.org)



SEARCH



SOCIAL



CREATIVE

## Website Ad Units

When you advertise on Broadview.org, we guarantee 20,000 impressions for all ad sizes!

AD	SIZE (W x H pixels)	RATE (20,000 impressions)
Leaderboard Banner Desktop	728 x 90	\$600
Leaderboard Banner Mobile	320 x 50	\$600
Mid-page Billboard	970 x 250	\$875
Double Big Box	300 x 600	\$600
Big Box	300 x 250	\$450

## Newsletter Ad Units

Our "Best of the Week" newsletter reaches 17,000+ subscribers every Friday!

AD	SIZE (W x H pixels)	RATE (per newsletter)
Leaderboard Banner	728 x 90	\$600
Big Box	300 x 250	\$450
Mid-page Billboard	970 x 250	\$875

Leaderboard

Banner

Desktop:

728 x 90

Mobile:

320 x 50

Big Box

300 x 250

Mid-page

Billboard

970 x 250

Double

Big Box

300 x 600

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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!

Anita McGillis  
403.909.9839  
[a.mcgillis@broadview.org](mailto:a.mcgillis@broadview.org)



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