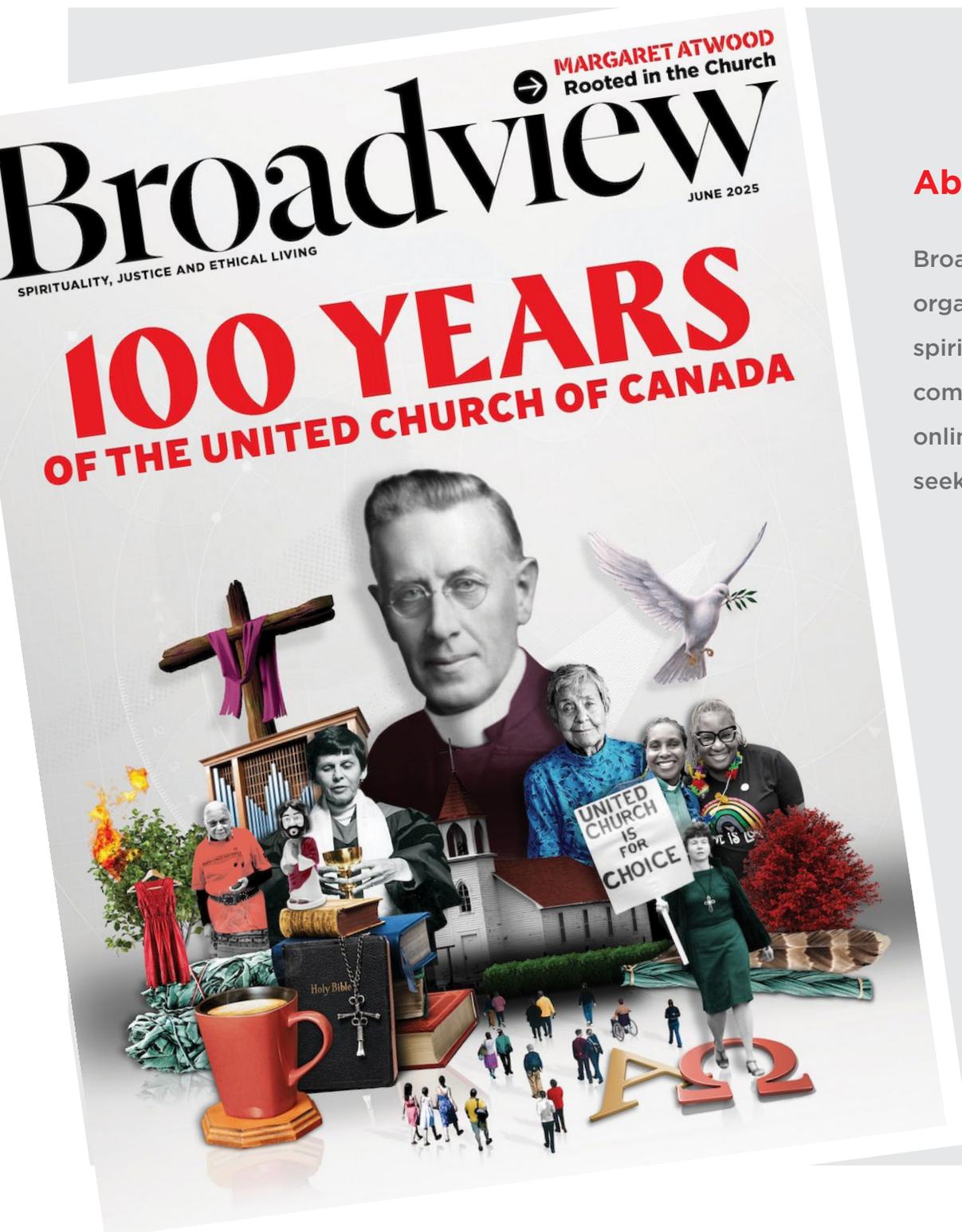


# Broadview

**Spirituality,  
Justice and  
Ethical Living**

**MEDIA KIT 2026**



## About Us

Broadview is an independent Canadian media organization 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. In 2026, we're celebrating 197 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.

**Broadview**

**MEDIA KIT 2026**



## 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 2025, both the Associated Church Press and the Canadian Christian Communicators Association named Broadview the top magazine among North American faith-based publishers! Broadview also received awards and honours from the National Magazine Awards, the Digital Publishing Awards, the Canadian Online Publishing Awards and the Society of Publication Designers.

Broadview

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# Broadview offers targeted placement across multiple 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

\* Adjusted to reflect 6 issues/year instead of 8.  
Sources: Google Analytics; 2018 Readership Survey Study, Strategic Content Labs; and CMCA Audit, March 2022-January/February 2023. Includes duplication across all platforms.

# 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!



**40,173**

Readers per issue, 6 issues per year

**16,069**

Total average circulation per issue

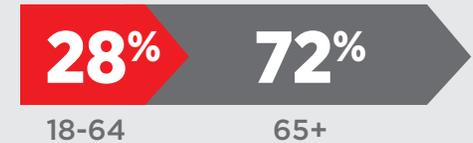
Source: Issue reports September 2024-July/August 2025. 2018 Readership Survey Study, Strategic Content Labs.

## Print Audience Fast Facts

### GENDER



### AGE



### COLLEGE/UNIVERSITY/POST-GRADUATE DEGREE

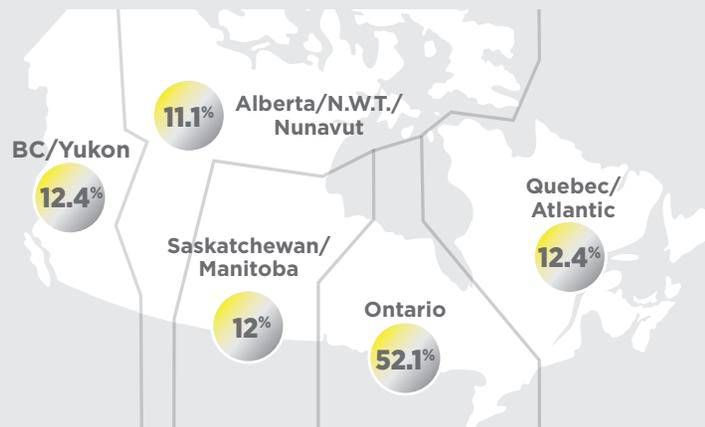


### HOUSEHOLD INCOME (AVG)



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

## Print Distribution



Source: CMCA Audit, September 2021-February 2022.

Broadview

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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.

**669,700+**  
page views annually

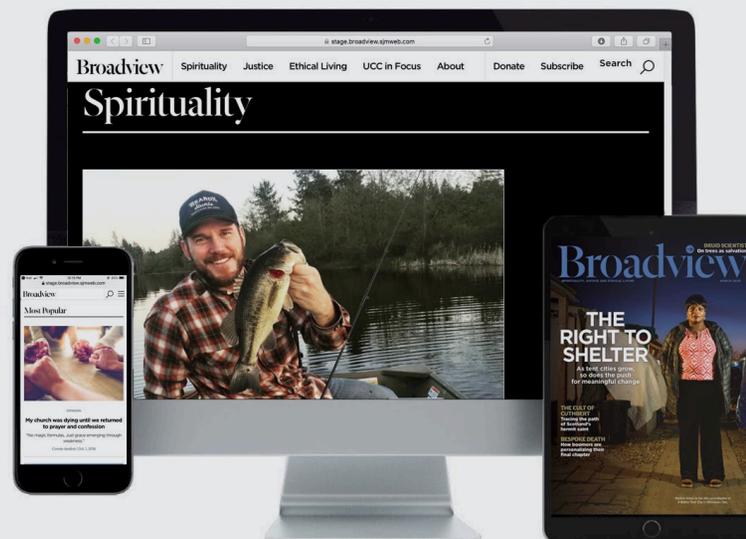
**380,600+**  
unique visitors annually

**13,300+**  
social media followers & fans

**15,900+**  
"Best of the Week"  
newsletter subscribers  
(46% open rate)

**11,700+**  
"The Focus" newsletter  
subscribers (41% open rate)

Source: Google Analytics and MailChimp, September 2024 to August 2025.



## Digital audience fast facts

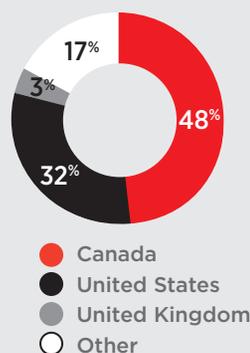
### GENDER



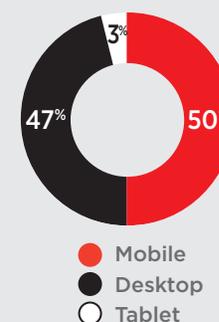
### AGE



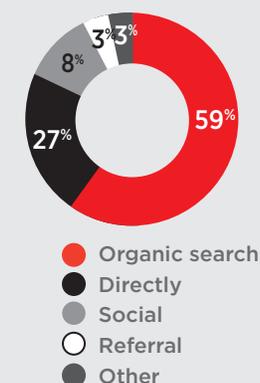
### WHERE THEY LIVE



### HOW THEY READ CONTENT



### HOW THEY FIND SITE



### INTERESTS INCLUDE

- News & Politics
- Media & Entertainment/Film
- Travel
- Technology
- Food & Dining
- Lifestyle & Hobbies
- Banking & Finance
- Photography

Source: Google Analytics, September 2024 to August 2025.

**Broadview**

**MEDIA KIT 2026**

# 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.**

Broadview

MEDIA KIT 2026

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 '26	10-DEC	29-OCT	5-NOV
March/April	11- FEB	17-DEC	23-DEC
May/June	9-APR	25- FEB	4-MAR
July/August	10-JUN	22-APR	29-APR
September/October	13-AUG	8-JUL	15-JUL
November/ December	29-OCT	16-SEP	23-SEP
January/February '27	9-DEC	28-OCT	4-NOV



## 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

**Broadview**  
**MEDIA KIT 2026**

# PRINT Advertising Rates

## Display Advertising

4-colour, net, per insertion

AD UNIT	1-3X	4-6X
Full page	\$2850	\$2565
1/2 page horizontal	\$1855	\$1670
1/3 page, vertical, horizontal, square	\$1285	\$1155
1/6 page vertical	\$715	\$645
Inside front cover, full page	\$3275	\$2950
Inside back cover, full page	\$3275	\$2950
Outside back cover, full page	\$3565	\$3210

## PREMIUM ADVERTISING OPTIONS

Insert rates upon request (sample required).

Special creative units (gatefold covers, etc.) rates upon request.

## DESIGN SERVICES

Broadview can provide professional design services for your print or digital ad.

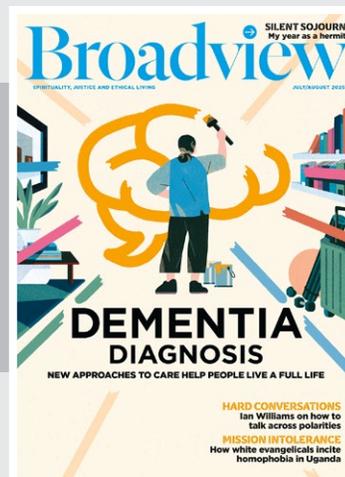
For rates, please email Anita McGillis at: [a.mcgillis@broadview.org](mailto:a.mcgillis@broadview.org)

## 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	1-3X	4-6X
Full page	\$2850	\$2565
1/2 page horizontal	\$1855	\$1670
1/3 page vertical, horizontal, square	\$1285	\$1155
1/6 page vertical	\$715	\$645

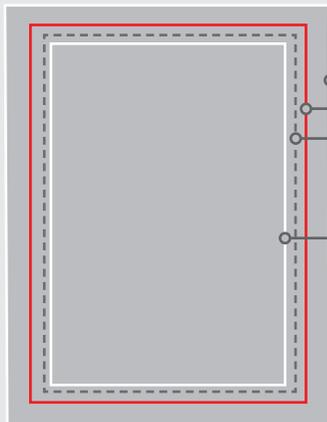


Broadview

MEDIA KIT 2026

# PRINT Specifications

## Broadview

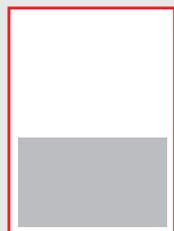


### Full page Ad with bleed

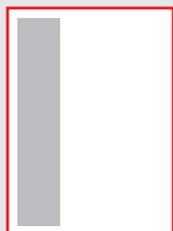
- Bleed 8.375" x 11.25"
- Trim 7.875" x 10.75"
- Type safety .25" from trim

### Full page Ad no bleed

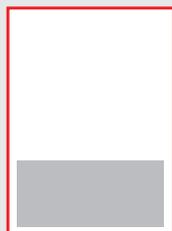
- Ad size 7.375" x 10.25"



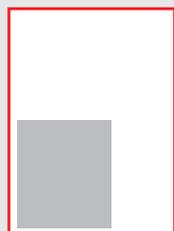
**1/2 page horizontal**  
6.875" x 4.75"



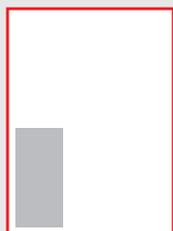
**1/3 page vertical**  
2.125" x 9.66"



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

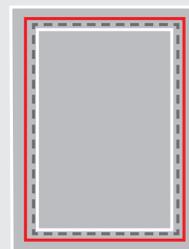


**1/3 page square**  
4.5" x 4.75"

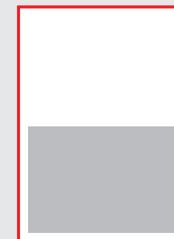


**1/6 page vertical**  
2.125" x 4.75"

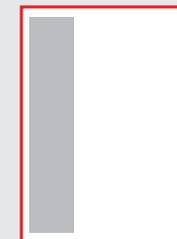
## United Church in Focus Special Editorial Section in Broadview



**Full page**  
← See Broadview specs



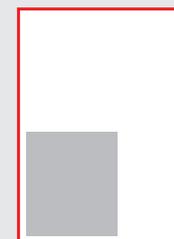
**1/2 Page horizontal**  
6.875" x 4.25"



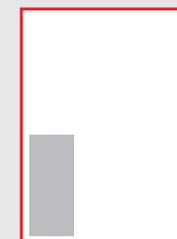
**1/3 page vertical**  
2.125" x 8.65"



**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)

**Broadview**

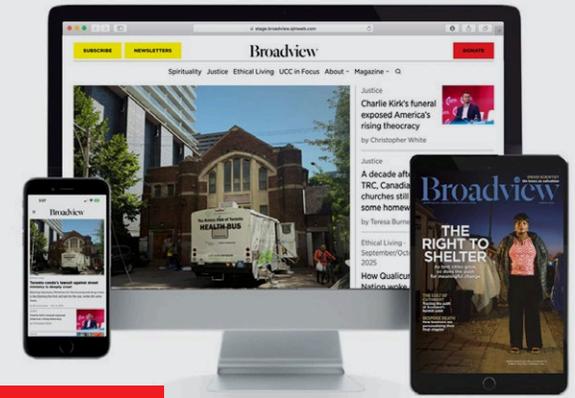
**MEDIA KIT 2026**

# DIGITAL Advertising Rates

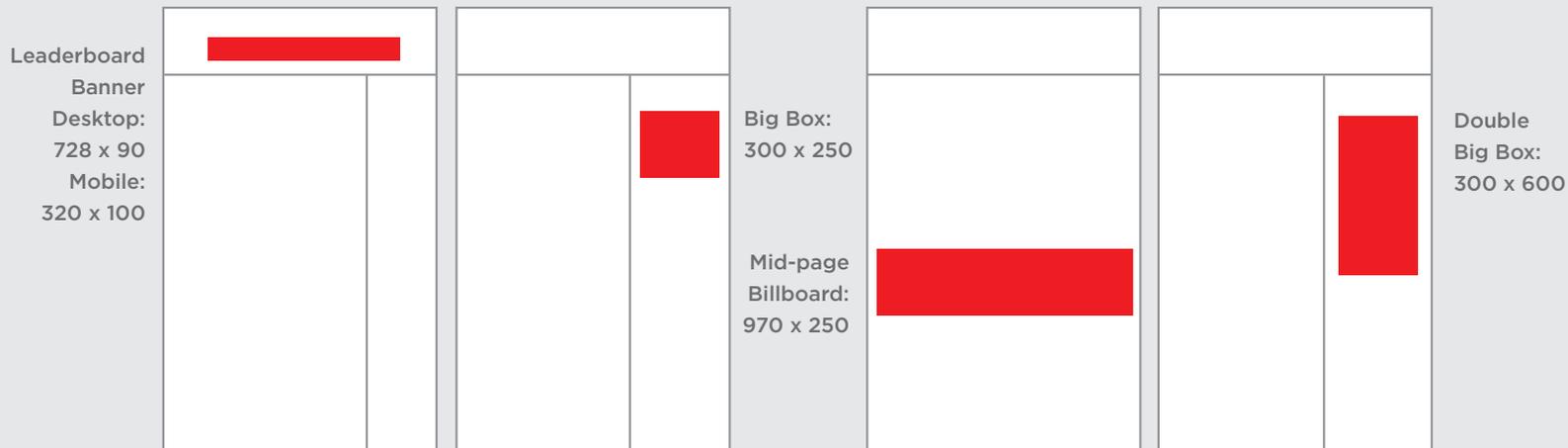
We know digital marketing can be time consuming, complex and difficult to manage, especially if you are trying to do it on your own. Whether you are a small business or have a marketing team, we can help. We deliver solutions tailored to your needs.

## Website Ad Units

Advertise on Broadview.org to reach an engaged and dynamic digital audience.



AD	FORMAT	SIZE	PLACEMENT	RATE (per month)
<b>Leaderboard Banner</b>	Desktop Mobile	<b>728 x 90</b> <b>320 x 100</b>	<b>Desktop &amp; Mobile</b> (advertiser must supply both sizes)	<b>\$540 total</b>
<b>Big Box</b>	Desktop & Mobile	<b>300 x 250</b>	<b>Desktop &amp; Mobile</b>	<b>\$405 total</b>
<b>Mid-page Billboard</b>	Desktop	<b>970 x 250</b>	<b>Desktop only</b>	<b>\$785</b>
<b>Double Big Box</b>	Desktop	<b>300 x 600</b>	<b>Desktop only</b>	<b>\$540</b>



## Material delivery

All ads must be emailed to Anita McGillis at [a.mcgillis@broadview.org](mailto:a.mcgillis@broadview.org)  
Accepted digital ad formats: JPG, GIF or PNG. File size should be optimized for web.

Broadview

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# NEWSLETTER Advertising Rates

Reach our loyal, values-driven readers right where they're most engaged — in their inboxes. Broadview's newsletters deliver trusted content directly to subscribers who open, read and click. With strong engagement, your ad appears beside the stories they care about most, reaching a thoughtful and attentive audience.

## Best of the Week

Broadview's flagship editorial newsletter delivering the latest news and views, along with invitations to our Broadview Live events.

- 15,900+ general interest subscribers
- 46% open rate
- Every Friday

AD	SIZE	RATE
Leaderboard Banner	728 x 90	\$560
Mid-page Billboard	970 x 250	\$725
Big Box	300 x 250	\$435

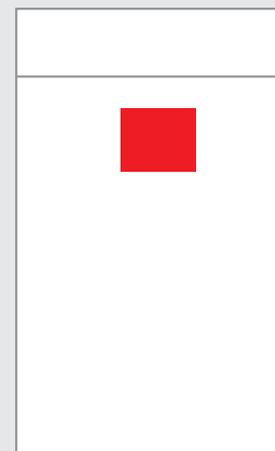
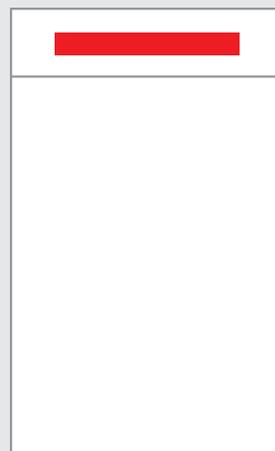
## The Focus

Featuring news and perspectives from Broadview about The United Church of Canada.

- 11,700+ United Church affiliated subscribers
- 41% open rate
- Every other Wednesday

AD	SIZE	RATE
Leaderboard Banner	728 x 90	\$410
Mid-page Billboard	970 x 250	\$525
Big Box	300 x 250	\$325

Leaderboard Banner: 728 x 90 Big Box: 300 x 250



Mid-page Billboard: 970 x 250



## Material delivery

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

Accepted digital ad formats: JPG, GIF or PNG.

File size should be optimized for web.

## New: Dedicated Eblast Opportunity

Put your message front and centre with a dedicated Broadview eblast. We send a standalone email to our newsletter subscribers on your behalf, helping you reach a values-driven, socially engaged audience in a focused and uncluttered format. This opportunity allows our trusted partners to highlight a campaign, product, event or service through a single-message.

- What's included:**
- Up to 300 words
  - Up to 2 images
  - Up to 3 URL links

For pricing and scheduling, please contact Anita McGillis at [a.mcgillis@broadview.org](mailto:a.mcgillis@broadview.org)

**MEDIA KIT 2026**

# 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

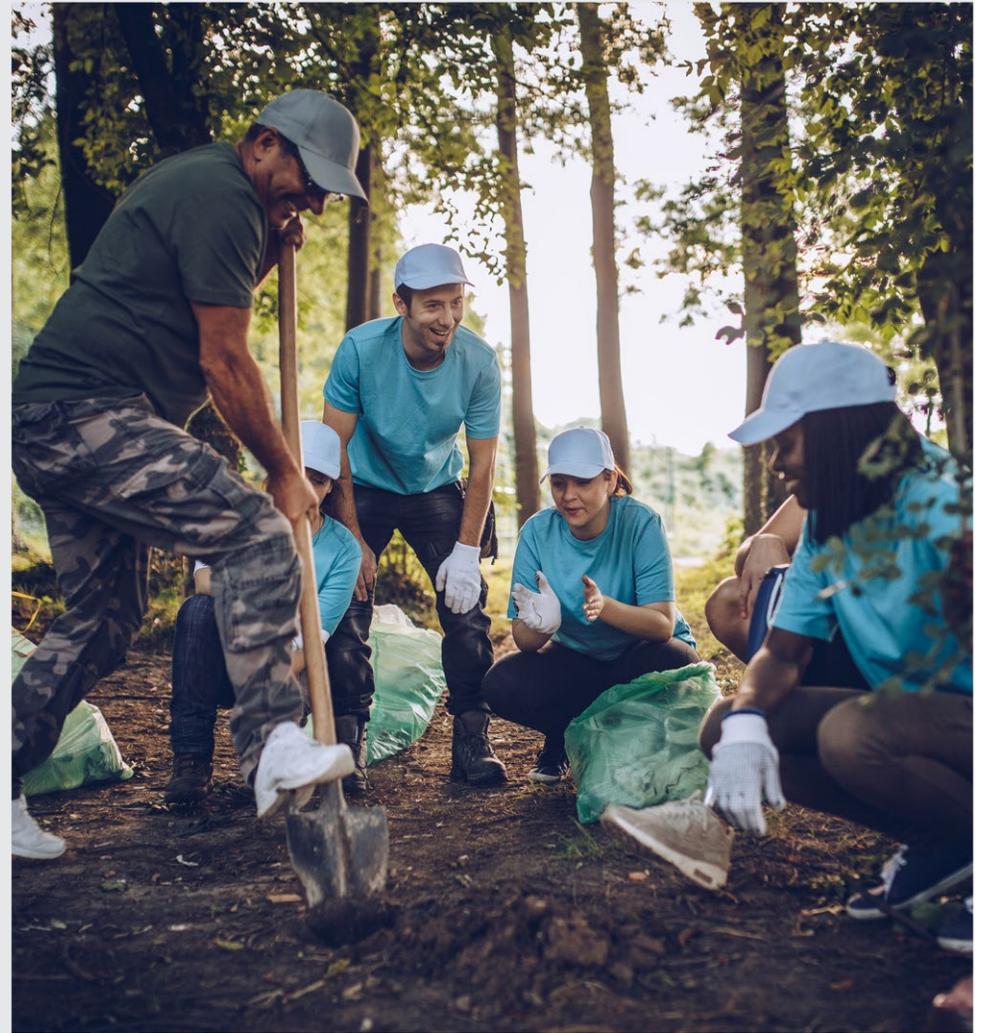
All rates are net of commission. 15% of gross billing allowed to recognized advertising agencies on space, colour and position and website advertising.

## 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



Broadview

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