Broadview



Spirituality, Justice and Ethical Living

MEDIA KIT 2027



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 2027, we're celebrating 198 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.



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 2026, Broadview received the following awards:

- Best Magazine, Canadian Christian Communicators Association
- Best Website, Associated Church Press
- Best Alternative Media, Amnesty International
- Silver, Best Short Feature, National Magazine Awards
- Silver, Best Feature, Canadian Online Publishing Awards

AUDIENCE BEHAVIOURS

Broadview readers are curious, compassionate and engaged. They're lifelong learners, generous supporters of charitable causes and active participants in their communities.



They're generous and community-minded

88% donated to a charitable, community or faith-based organization in the past year

67% volunteered with a charitable, community or faith-based organization

38% supported an advocacy campaign

They're lifelong learners

59% purchased a book about spirituality, justice, ethics or personal growth in the past year

54% attended a lecture, webinar or public discussion

50% participated in a book club, Bible study or discussion group

29% took a course, workshop or continuing education program

They engage with what they read

68% shared or discussed an article with friends, family or colleagues

46% changed how they think about an issue

32% discussed an article with a church, class, book club or discussion group

23% supported a cause, petition or advocacy campaign they read about

They're loyal, attentive readers

90% are very likely to renew their subscription

83% read every issue

60% read most or all articles

56% have been readers for more than 20 years

Source: 2026 Broadview Print Readership Survey

Broadview offers targeted placement across multiple platforms



* 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.

Partner with Broadview: A trusted brand with lasting impact

Align your organization with Broadview, one of Canada's most respected and trusted media organizations. Broadview offers integrated advertising opportunities tailored to your organization's goals, budget and brand message, helping you build credibility, expand your reach and connect with an engaged national audience.

Whether you're looking to increase brand awareness, share your story, promote a product or service or recognize donor support, we offer customized solutions designed to deliver meaningful results while reinforcing your association with the trusted Broadview name.

Reach our readers through Broadview magazine, Broadview.org and Broadview's email newsletters. When you partner with Broadview, you align your brand with a publication that has earned the confidence, loyalty and respect of its audience.

Let's explore the opportunities that will help you reach the right audience and achieve your communications goals.



Contact:
Anita McGillis
Advertising Sales Representative
403.909.9839
a.mcgillis@broadview.org

PRINT

Reach an educated, engaged and loyal Canadian audience

Broadview's print readers are highly educated, community- minded and deeply committed to the magazine. Many are retired or approaching retirement, with the time and interest to explore new ideas, support meaningful causes and invest in enriching experiences.

Broadview readers:

- Are exceptionally **well-educated,** with **78%** holding a **university degree**
- Are **loyal subscribers** with **90%** very likely to renew
- Are predominantly **retired,** with **85%** retired or mostly retired
- Invest in their reading — they **purchase** their own **subscriptions,** demonstrating a strong **commitment** to the magazine

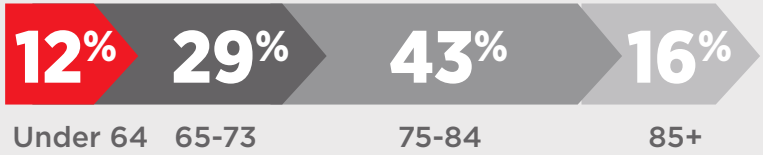
Source: 2026 Broadview Readership Survey

Print Audience Fast Facts

GENDER



AGE



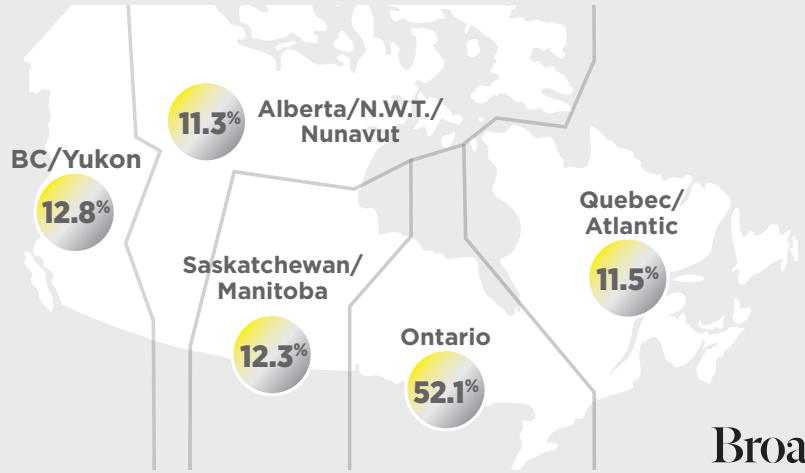
EDUCATION

- 78% University degree
- 52% Graduate or professional degree

ANNUAL HOUSEHOLD INCOME

- 36% $100,000 or more
- 25% $100,000–$149,999
- 11% $150,000 or more

Print Distribution



Source: September/October 2026 subscriber distribution

Broadview
MEDIA KIT 2027

PRINT Editorial Calendar

Tentative publishing schedule, subject to change

ISSUE	MAIL DATE	SPACE CLOSING	MATERIALS DUE
January/February ‘27	9-DEC	28-OCT	4-NOV
March/April	10-FEB	16-DEC	23-DEC
May/June	9-APR	24-FEB	3-MAR
July/August	9-JUN	21-APR	29-APR
September/October	13-AUG	30-JUN	7-JUL
November/ December	28-OCT	15-SEP	22-SEP
January/February ‘28	8-DEC	27-OCT	3-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 or contact:

Sharon Doran
Classifieds Manager
classifieds@broadview.org
416.960.8500 or 1.800.936.4566, ext. 230

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

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

PREMIUM ADVERTISING OPTIONS

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

DESIGN SERVICES

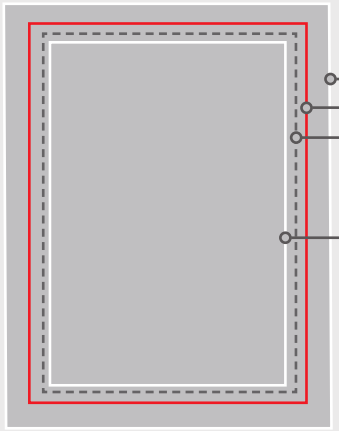
Broadview can provide professional design services for your print or digital ad.

For rates, please email Anita McGillis at: a.mcgillis@broadview.org



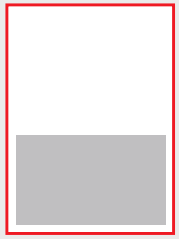
PRINT Specifications

Broadview

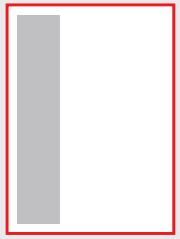


Full page Ad with bleed
Bleed 8.375” x 11.25”
Trim 7.875” x 10.75”
Type safety .25” from trim

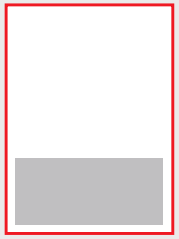
Full page Ad no bleed
Ad size 7.375” x 10.25”



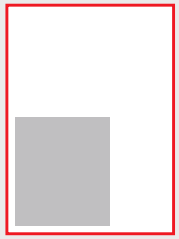
1/2 page horizontal
6.875” x 4.75”



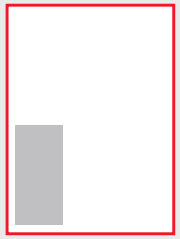
1/3 page vertical
2.125” x 9.66”



1/3 page horizontal
6.875” x 3.25”

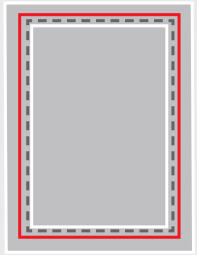


1/3 page square
4.5” x 4.75”

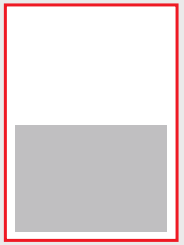


1/6 page vertical
2.125” x 4.75”

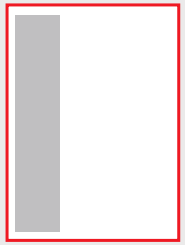
United Church in Focus Special Editorial Section in Broadview



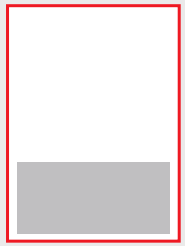
Full page
← See Broadview specs



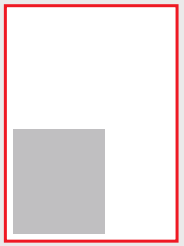
1/2 Page horizontal
6.875” x 4.25”



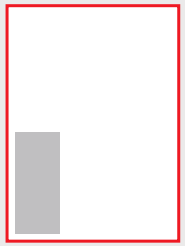
1/3 page vertical
2.125” x 8.65”



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

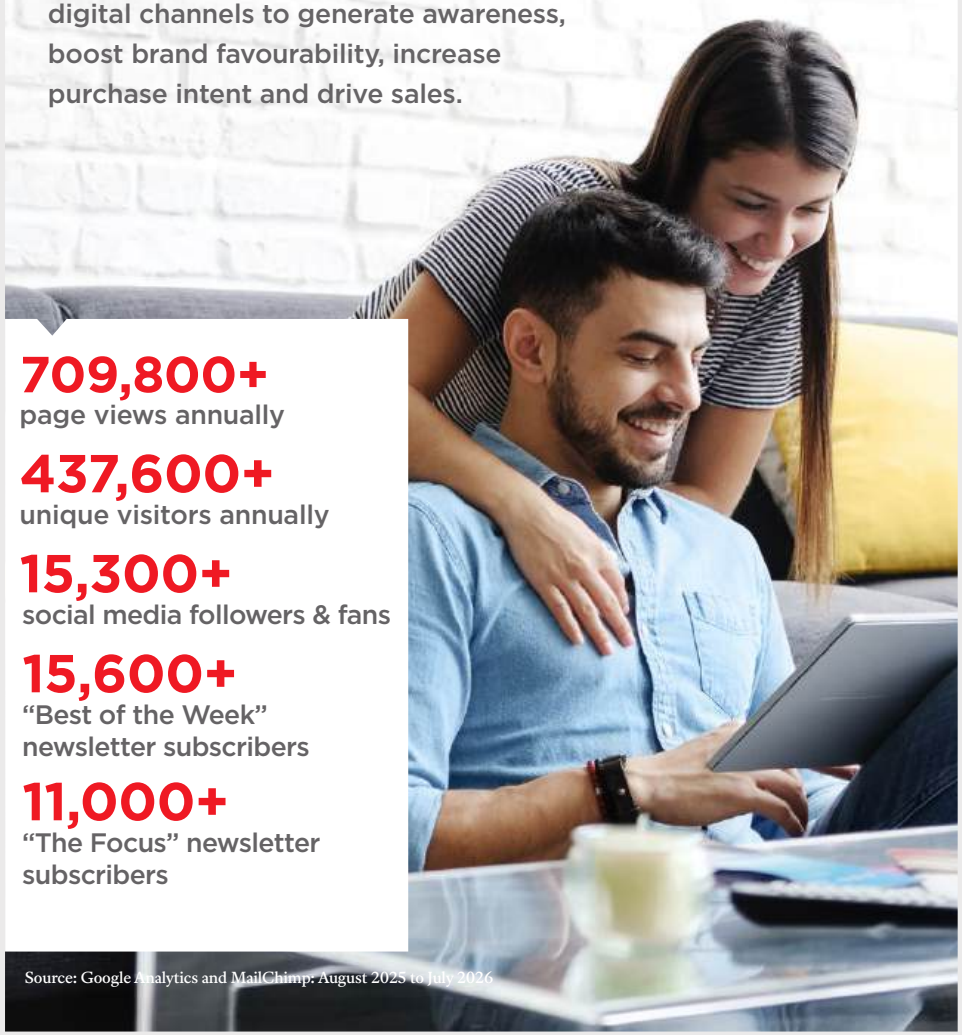
Production questions or problems?

Contact Anita McGillis at **403.909.9839** or
a.mcgillis@broadview.org

DIGITAL

A growing audience

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



709,800+
page views annually

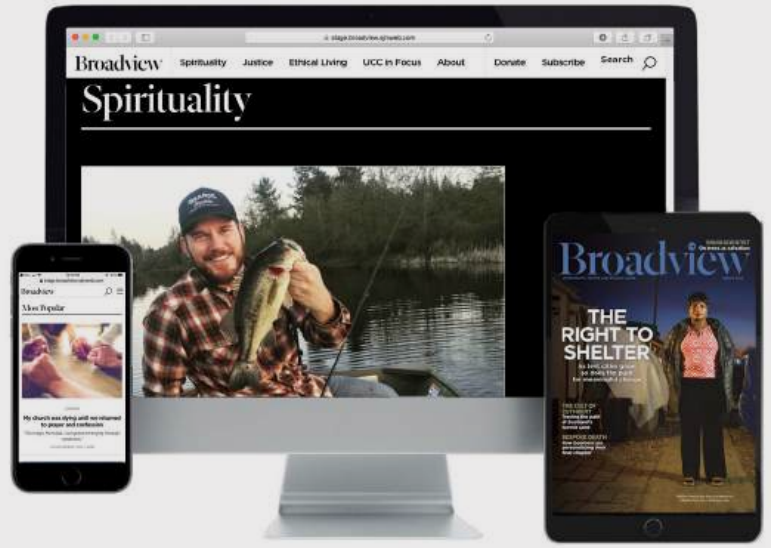
437,600+
unique visitors annually

15,300+
social media followers & fans

15,600+
"Best of the Week" newsletter subscribers

11,000+
"The Focus" newsletter subscribers

Source: Google Analytics and MailChimp: August 2025 to July 2026



Digital audience fast facts

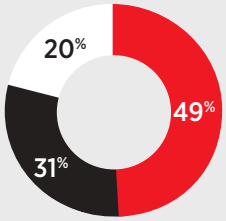
GENDER



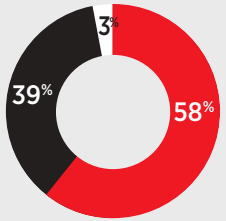
AGE



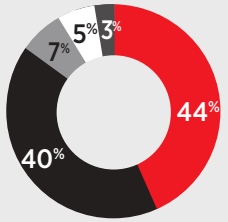
WHERE THEY LIVE



HOW THEY READ CONTENT



HOW THEY FIND SITE

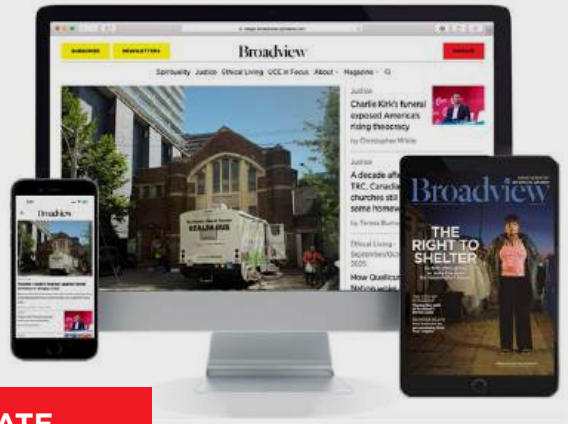


INTERESTS INCLUDE

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

Source: Google Analytics: August 2025 to July 2026

DIGITAL Advertising Rates

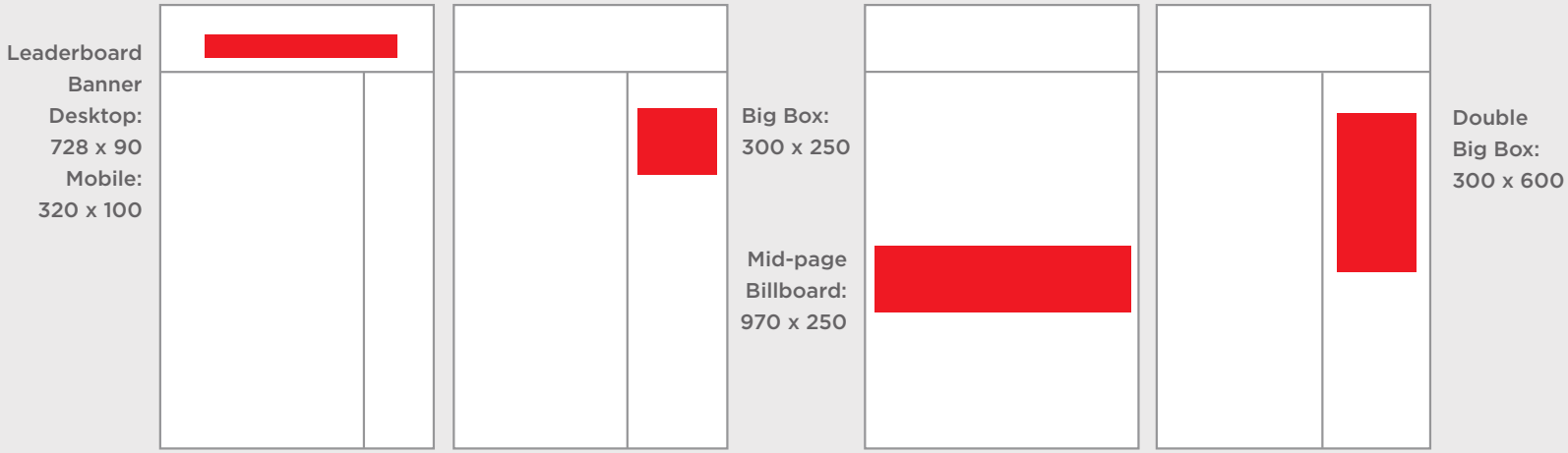


We know digital marketing can be time consuming, complex and difficult to manage, especially if you are trying to do it on your own. Whether you are a small business or have a marketing team, we can help. We deliver solutions tailored to your needs.

Website Ad Units

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

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



Material delivery

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

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

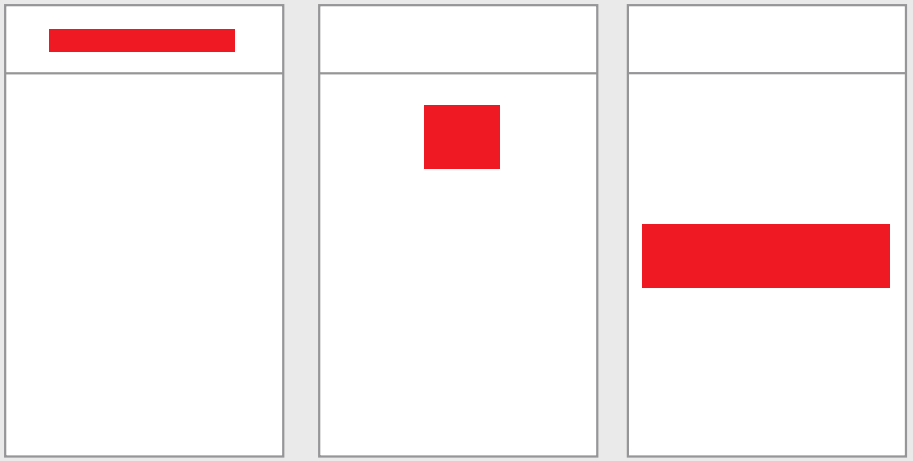
The Focus

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**
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**

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

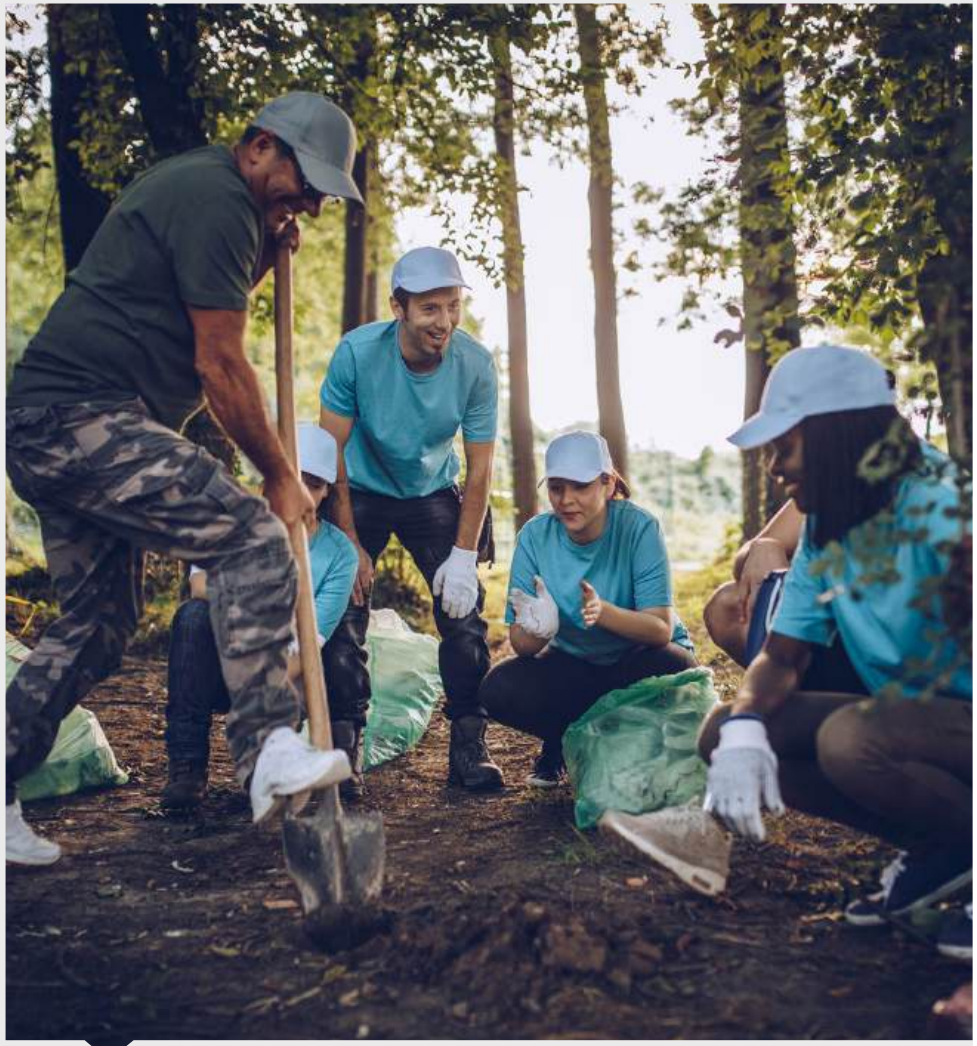
New advertisers must remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion. Net 30 days on approved credit. Make cheques payable to: Observer Publications Inc. Note: HST exempt.

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