



# MAGAZINE



**Advertising Information Kit: 2021**  
Target Ontario's influential leaders, decision makers  
and engaged citizens: community change shapers

# Why Y?

Ontario's communities, leaders and citizens of influence will face unprecedented change over the next 25 years. Major issues like affordable housing, demographics and Truth and Reconciliation mean thoughtful decisions must be made now, for the future, over short-term, fractured solutions that will threaten the sustainability of our communities. It is a true fork in the road. *Y Magazine* is designed to shape the conversation around those changes, the choice between one path over the other.

Using a deep relationship with Ontario's planning profession to create a platform of unique and bias-free content, our editorial delves into the big issues, solutions, success stories and people who lead change. It has become an invaluable resource of information and inspiration across the province for thousands of elected officials, community staff, engaged residents, business leaders and owners, and community leaders who serve our communities in all capacities.

*Y Magazine* is written largely by Registered Professional Planners (RPPs) and edited to cater to a broader, general audience of community change shapers. Planners understand the key issues faced by our communities today and have the expertise and access to the research that will help inform leaders and build the path to sustainable solutions for future generations.

*Note: as the recognized voice of the planning profession in Ontario and as the magazine's publisher, the Ontario Professional Planners Institute (OPPI) will continue to publish necessary Institute news and information pertinent to our Membership base.*



*This cover image is used for illustrative purposes.*

# Audience Profile

## Core Audience: OPPI Members

*Y Magazine* is issued to current OPPI Members. The **over 4,500 members** consist of full members (RPPs), candidate members and student members, but also public subscribers with an interest in community planning.

However, with the shift in focus from internal, RPP-centric topics to broader public issues written in a more generally accessible manner, our goal audience has shifted, to one beyond Members.

## Primary Target Audience: Change Shapers

Planners partner with professionals and community leaders in a variety of disciplines and areas to affect positive, sustainable,

long-term change. With *Y Magazine* specifically focusing on themes of affordable housing, demographics and Truth and Reconciliation in 2020, advertisers will target change shapers paving the way in **business and economics, property development, engineering, architecture, law, environmental science and policy, public health, computer science and IT**, and researchers in all of these areas and more. The change shapers that *Y Magazine* targets have an employment income averaging more than \$110K annually (2016 Census, Statistics Canada). As we publish each issue, we will gather as much of our own data as possible.

# Editorial Calendar

As OPPI's public-facing and forward-focused publication, *Y Magazine's* 2021 editorial calendar will focus on the issues of today that will affect our communities tomorrow.

Each of the three issues are listed below, detailing the themes they will explore in the context of planning:

- **Winter 2021: Truth and Reconciliation**

Canada is undergoing renewal and change with respect to relations with Indigenous Peoples and communities. Ontario's Indigenous population is the largest in Canada, and represents one of the fastest-growing demographics in the country, as well. Reconciliation by non-Indigenous Canadians is a multi-generational process and in order to begin that process, hard truths must be exposed, discussed and acknowledged. Many of those truths are directly tied to land use and land policies, which are fundamental to the planning profession as it has developed and evolved after the arrival of European settlers 400 years ago. The winter issue of *Y Magazine* explores these truths and the important role planners can play in working alongside Indigenous Peoples and communities to begin walking down the path of Reconciliation together.

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- **Spring / Summer 2021: Economic Development & Sustainability**






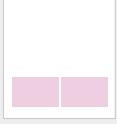
One of the most important aspects of planning is the role it has in economic development. Whether a community is urban or rural, high growth or low growth, its planners are vital participants in economic development and work to make their communities sustainable for future generations. But is it enough? How can planning policy pivot to meet always-changing market demands and economic trends, while still maintaining focus on the public interest and sustainability? What is the role of planners in addressing issues such as housing requirements as more people work from home, migration to smaller cities and towns for people who seek to reconnect with outdoor spaces to balance working from home, the influence of changing retail models on Main Streets and neighbourhoods, the development of equitable opportunities to unlock the potential of marginalized communities — all within the scope of economic development and sustainability? The spring/summer issue of *Y Magazine* will look at ways planners are influencing and guiding decision makers to build stronger economies and sustainable communities.

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- **Fall 2021: Technology**

Technology influences every aspect of modern life. In one sense, technology is changing how people work and use office space as they transition from tall skyscrapers to mobile or home offices. But how does this affect transportation and how employment centres are planned and used? Towns and cities that were once declining have embraced tech companies as major employers in a public/private partnership, which, in turn, has led to a renaissance and resurgence that is defining the communities of tomorrow. With data and analytics at their fingertips, planners can remake neighbourhoods, enhance services and engage with residents more efficiently and accurately than ever before. At the same time, there are increasing concerns over data usage and privacy – including how information is collected, shared and secured. How can planners use technology to redevelop communities to benefit the public interest? What policies need to be in place to address privacy and ethical concerns? Our fall issue of *Y Magazine* looks at some of many ways technology has changed how we live and work, or better and for worse.

# Ad Rates and Specs

AD FORMAT AND SIZE		SINGLE INSERTION	ANNUAL INSERTION (3 ISSUES)
<b>Full page</b> Bleed: 0.125" Trim: 8.5" W x 11" H Safe area: Keep all text and important images within 0.5" margin of the trim.		\$3,000	\$6,750
<b>Half page horizontal</b> Bleed: None Trim: 8.5" x 5.5"		\$2,000	\$4,500
<b>Third vertical</b> Bleed: None Trim: 2.75" x 11"		\$1,000	\$2,250
<b>Third horizontal</b> Bleed: None Trim: 7.25" x 2.25"		\$1,000	\$2,250
<b>Quarter page</b> Bleed: None Trim: 3.5375" x 4.625"		\$850	\$1,915
<b>Eighth page</b> Bleed: None Trim: 3.5375" x 2.25"		\$600	\$1,350

Please submit artwork as High Quality PDFs, in CMYK, with a minimum resolution of 300 dpi.

**SEND ARTWORK TO ROBERT FRASER:**  
[finance@ontarioplanners.ca](mailto:finance@ontarioplanners.ca)

## DEADLINE FOR ADVERTISING

**Winter 2021** – December 2, 2020

**Spring/Summer 2021** – April 6, 2021

**Fall 2021** – August 3, 2021

**TO RESERVE YOUR AD CONTACT ROBERT FRASER**

**T:** (416) 483-1873 ext. 2314

**E:** [finance@ontarioplanners.ca](mailto:finance@ontarioplanners.ca)

**EDITORIAL CONTENT SHOULD BE DIRECTED TO:**

[editor@ontarioplanners.ca](mailto:editor@ontarioplanners.ca)

[ontarioplanners.ca](http://ontarioplanners.ca)