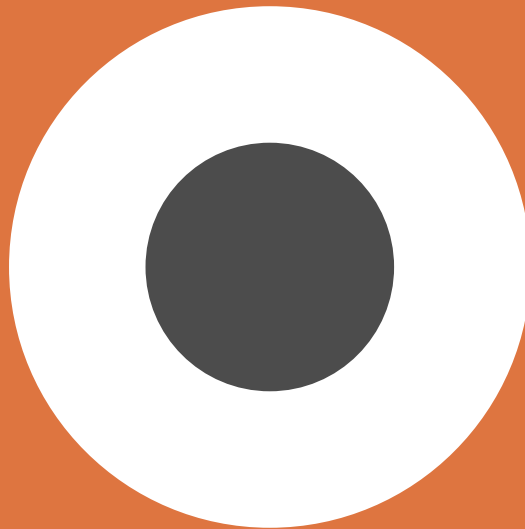




MAGAZINE



Advertising Information Kit: 2022
Target Ontario's influential leaders, decision makers
and engaged citizens: community change shapers



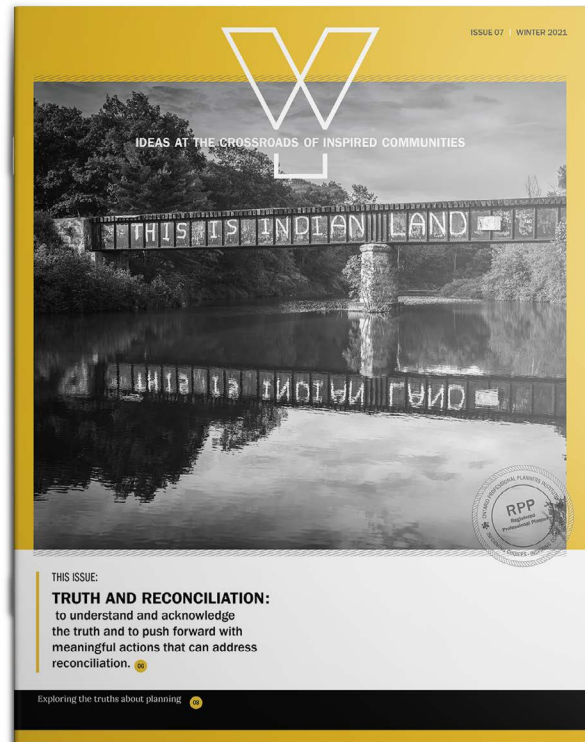
Why Y?

Ontario's communities, leaders and citizens of influence will face unprecedented change over the next 25 years. Affordable housing and cost of living, climate change and the environment, demographics and social inequity, rural and urban economic development, health and well-being — these are just a few of the many issues our communities are facing. While short-term solutions are tempting in difficult times, they can have a negative effect on our sustainability. Thoughtful, well-considered decisions are needed to support our communities for the long-term. 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.

To encourage readership in our secondary audience, we share *Y Magazine* with the broader community by distributing copies to our stakeholders, VIPs, at events, as well as virtually.

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*, 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 \$100,000 annually (2016 Census, Statistics Canada).

Editorial Calendar

Every issue of *Y Magazine* features big issues, solutions, success stories, and the people who are leading the change. Three issues are published each year in Winter, Spring/Summer, and Fall. For 2022, *Y Magazine* carries an overarching theme – the role of the planner – with each issue narrowing slightly.

Winter 2022: This issue focuses on the role of the planner in meeting the needs of people.

Topics may include health and well-being, education, housing and cost of living, recreation, aging population, changing demographics, heritage and culture, cemetery planning, diversity, inequity, and social services.





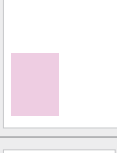

Spring/Summer 2022: This issue focuses on the role of the planner in urban Ontario.

Topics may include urban transportation, vehicles and traffic, environmental sustainability, neighbourhoods, downtown office space (the changing work world), main streets, retail and restaurants, small business, density, demographics, clean water/wastewater, hydro, and parks/greenspace.

Fall 2022: This issue focuses on the role of the planner in rural Ontario.

Topics may include rural transportation, food security, agriculture, water, internet access, economic development, housing and cost of living, environmental sustainability, uneven population/changing demographics, health and well-being, education, and conservation.

Ad Rates and Specs

AD FORMAT AND SIZE		SINGLE INSERTION	ANNUAL INSERTION (3 ISSUES)
Full page 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
Half page horizontal Bleed: none Trim: 7.25" x 4.75"		\$2,000	\$4,500
Third vertical Bleed: 0.125" Trim: 2.75" x 11"		\$1,000	\$2,250
Third horizontal Bleed: None Trim: 7.25" x 2.25"		\$1,000	\$2,250
Quarter page Bleed: None Trim: 3.5375" x 4.625"		\$850	\$1,915
Eighth page 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:
advertising@ontarioplanners.ca

DEADLINE FOR ADVERTISING

Winter – December 2021

Spring/Summer – April 2022

Fall – August 2022

TO RESERVE YOUR AD CONTACT:
advertising@ontarioplanners.ca

EDITORIAL CONTENT SHOULD BE DIRECTED TO:
editor@ontarioplanners.ca

ontarioplanners.ca