



MAGAZINE



Advertising Information Kit: 2023
Target Ontario's influential leaders, decision makers
and engaged citizens: community change shapers

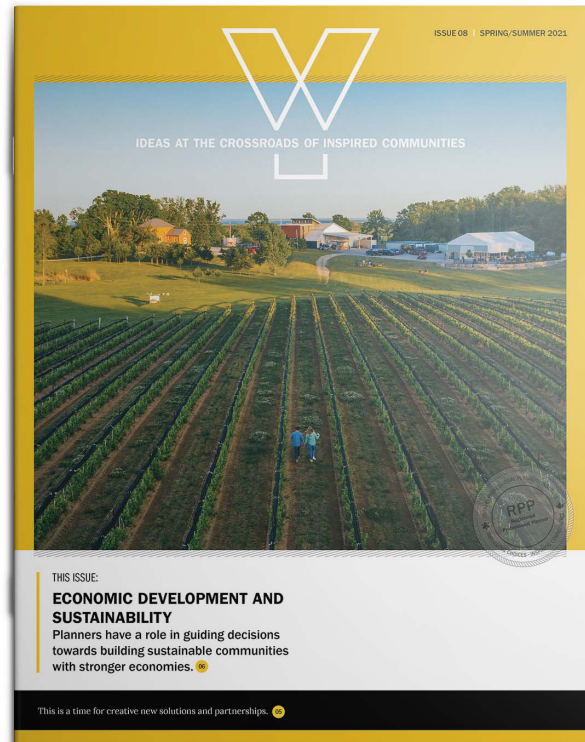


Why Y?

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, 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.



This cover image is used for illustrative purposes.

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.

Audience Profile

Core Audience: OPPI Members

Y Magazine is issued to current OPPI members. The **over 4,600 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 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 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).

Improving *Y Magazine*: An Exciting Change

Beginning in 2023, *Y Magazine* will be shifting from publishing three annual issues, to **two annual issues**. The number of pages in each issue will be increasing, which creates the opportunity to hear from more voices in planning and dive deeper into the complex issues we face today and in the future. The new, expanded issues of *Y Magazine* will include

new sections and content, for example a new policy column, a new section highlighting student projects and more academic features. This is an exciting shift for *Y Magazine* and its readership and advertisers. Take part by submitting your writing or advertising. See the editorial calendar and rates below.

Editorial Calendar


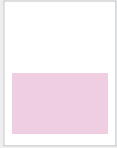



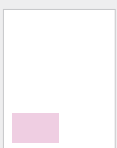
Spring/Summer issue: Planners and the public realm.

Healthy, sustainable communities don't just happen — they are planned. From housing, schools, and hospitals to transit, parks, and rural development, planners work behind the scenes, of every decision made in every community in the province. Planners consider culture, equity, demographics, trends, density, environment, engagement, and so much more in every project they encounter. The spring/summer issue of *Y Magazine* is all about the many different ways planners serve the public interest by working to improve the health and sustainability of communities for everyone in Ontario.

Fall/Winter issue: Planning for climate change.

Many if not most planners have been sounding the alarm around climate change for decades. Environmental sustainability, urban resiliency, parkland conservation, and agricultural preservation are not buzzwords in the planning profession. These are vital considerations that factor in everything from weather and wetlands, greenhouse gas emissions and air quality, food security and crop viability, public health and safety, and so much more. The fall/winter issue of *Y Magazine* is all about the work planners are doing to ensure that mitigating the effects of climate change is a priority for Ontario decision makers.

Ad Rates and Specs

AD FORMAT AND SIZE		SINGLE INSERTION	ANNUAL INSERTION (2 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.		\$5,000	\$7,500
Half page horizontal Bleed: none Trim: 7.25" x 4.75"		\$3,500	\$5,250
Third vertical Bleed: 0.125" Trim: 2.75" x 11" Safe area: Keep all text and important images within 0.25" margin of the trim.		\$1,750	\$2,975
Third horizontal Bleed: None Trim: 7.25" x 2.25"		\$1,750	\$2,975
Quarter page Bleed: None Trim: 3.5375" x 4.625"		\$1,250	\$2,125
Eighth page Bleed: None Trim: 3.5375" x 2.25"		\$1,000	\$1,700

Please submit artwork as high-quality PDFs, in CMYK, with a minimum resolution of 300 dpi. All artwork should have trim marks included to indicate the ad boundaries. Alternatively, Please add a .25pt black outline to the ad. Submitted artwork should be labelled using the following naming convention: 'Advertiser_AdSize' e.g 'OPPI_FullPage'.

SEND ARTWORK TO: advertising@ontarioplanners.ca

DEADLINE FOR ADVERTISING

Spring/Summer – January 2023

Fall/Winter – July 2023

TO RESERVE YOUR AD CONTACT
advertising@ontarioplanners.ca

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

ontarioplanners.ca