



# MAGAZINE

**Advertising Information Kit: 2024**  
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, policy, public health, and researchers in all 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).

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# Improving *Y Magazine*: An Exciting Change

Beginning in 2023, *Y Magazine* began shifting from publishing three annual issues to two annual issues. The number of pages in each issue has increased, 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* 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.

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## Editorial Calendar

Every issue of *Y Magazine* features big issues, solutions, success stories, and the people who are leading the change. Two issues are published each year in Spring/Summer and Fall/Winter.

### **Spring / Summer Issue:** The Housing Crisis

The housing crisis is headline news in Ontario and across Canada. It's also a top priority for the professional planners who are immersed in the intricacies of this complex, multifaceted issue. Finding equitable solutions means examining a multitude of critical considerations, including climate change, infrastructure, Indigenous rights, transportation, affordability, technology, employment, schools, health care, green space, and so much more. The theme for the Spring/Summer issue of *Y Magazine* is "the housing crisis" and looks at how Ontario's planning profession is bringing the best people to the table to find solutions that meet housing needs now and into the future.

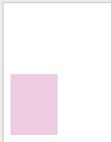
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### **Fall / Winter Issue:** Innovation

Professional planners are innovative thinkers by nature. Their day-to-day work involves exploring new ideas, examining different perspectives, and finding creative ways to resolve the biggest issues being faced in our communities. It means having a deep understanding of the realities of today and being able to look forward decades into the future to inform decisions that lead to and ensure sustainability, security, equity, and inclusion. The theme for the Fall/Winter issue of *Y Magazine* is "innovation" and takes readers on a journey of discovery into the many perspective-altering ways planners are addressing challenges and inspiring the communities of tomorrow.

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# Ad Rates and Specs

| AD FORMAT AND SIZE   | SINGLE INSERTION | ANNUAL INSERTION<br>(2 ISSUES)        |
|--|------------------|---------------------------------------|
| <p><b>NEW! Inside Front Cover</b><br/>Bleed: 0.125"<br/>Trim: 8.5" W x 11" H<br/>Safe area: Keep all text and important images within 0.5" margin of the trim.</p>    | \$6,500          | <p>\$13,000<br/>\$9,750 (25% off)</p> |
| <p><b>NEW! Inside Back Cover</b><br/>Bleed: 0.125"<br/>Trim: 8.5" W x 11" H<br/>Safe area: Keep all text and important images within 0.5" margin of the trim.</p>   | \$6,500          | <p>\$13,000<br/>\$9,750 (25% off)</p> |
| <p><b>NEW! Full Page Advertorial</b><br/>~400 word advertorial designed by the Y Magazine team. The content (copy, photos, logos) should be supplied by the advertiser. Copywriting is available for an extra fee.</p>  | \$5,750          | <p>\$11,500<br/>\$8,625 (25% off)</p> |
| <p><b>Full Page</b><br/>Bleed: 0.125"<br/>Trim: 8.5" W x 11" H<br/>Safe area: Keep all text and important images within 0.5" margin of the trim.</p>   | \$5,000          | <p>\$10,000<br/>\$7,500 (25% off)</p> |
| <p><b>Half Page Horizontal</b><br/>Bleed: none<br/>Trim: 7.25" x 4.75"</p>    | \$3,500          | <p>\$7,000<br/>\$5,250 (25% off)</p>  |
| <p><b>Third Vertical</b><br/>Bleed: 0.125"<br/>Trim: 2.75" x 11"<br/>Safe area: Keep all text and important images within 0.25" margin of the trim.</p>   | \$1,750          | <p>\$3,500<br/>\$2,975 (25% off)</p>  |
| <p><b>Third Horizontal</b><br/>Bleed: None<br/>Trim: 7.25" x 2.25"</p>    | \$1,750          | <p>\$3,500<br/>\$2,975 (15% off)</p>  |
| <p><b>Quarter Page</b><br/>Bleed: None<br/>Trim: 3.5375" x 4.625"</p>   | \$1,250          | <p>\$2,500<br/>\$2,125 (15% off)</p>  |
| <p><b>Eighth Page</b><br/>Bleed: None<br/>Trim: 3.5375" x 2.25"</p>   | \$1,000          | <p>\$2,500<br/>\$1,700 (15% off)</p>  |

# New Advertorial Space

Y Magazine is offering a brand new sales opportunity to businesses and organizations who want to get the word out about what they do. Your logo, your photo, and your words can be transformed into an attractive full-page advertorial that puts your message in front of an exclusive, influential audience of change shapers. With support from Y Magazine's design and editorial team, news about your business, whether it is an announcement, team introduction, recent success, or even a big contract, gets the attention you want in a format you'll be proud to share.



*These advertorial mockups are used for illustrative purposes.*

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](mailto:advertising@ontarioplanners.ca)**

## DEADLINE FOR ADVERTISING

**Spring/Summer** – January 2024

**Fall/Winter** – July 2024

## TO RESERVE YOUR AD CONTACT

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

## EDITORIAL CONTENT SHOULD BE DIRECTED TO:

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