



MAGAZINE



Advertising Information Kit: 2020
Target Ontario's influential leaders, decision makers
and engaged citizens: community change shapers



Why Y?

Ontario's communities, leaders and citizens of influence are facing unprecedented change over the next 10 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 a reimagined publication 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, editorial will delve into the big issues, solutions, success stories and people who lead change. It will 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 will be 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, 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

Y Magazine will be 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.

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 also.

Goal 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 modernized, forward-focused publication, *Y Magazine's* 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 2020: Affordable Housing**

As home and condo prices soar in Ontario, many communities are struggling to provide housing for residents, including a variety of housing types for a diverse population. Economic, social and political issues affect the ability of communities to provide housing, provide the conditions for housing to be built and ensure residents of all ages and abilities are properly housed. The Winter 2020 issue will look at the specific stories and work being done by planners to inform the choices made by local communities to address this issue.






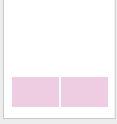
- **Spring/Summer 2020: Demographics**

Aging residents, newcomers and immigrants, children, young adults, adults taking care of kids and parents and everyone in between — how do planners plan for communities that take into consideration a variety of different ages and abilities? What are communities across Ontario doing to accommodate aging populations or an influx of newcomers and still make their communities feel like home and not a community of strangers? Our Spring/Summer issue will look at how planners are addressing demographic challenges and what the opportunities are in focusing on this issue.

- **Fall 2020: Truth and Reconciliation**

Canada is undergoing renewal and change with respect to its relationship with Indigenous communities across the country. Ontario is home to many indigenous people and communities seeking a greater voice and place. 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. Our Fall issue will explore these truths and how planners play an important role in working alongside Indigenous Peoples and communities to begin walking down the path of Reconciliation together.

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: 8.5" x 5.5"		\$2,000	\$4,500
Third vertical Bleed: None 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 ROBERT FRASER:
finance@ontarioplanners.ca

DEADLINE FOR ADVERTISING

Winter 2020 – December 2, 2019

Spring/Summer 2020 – April 6, 2020

Fall 2020 – August 3, 2020

TO RESERVE YOUR AD CONTACT ROBERT FRASER

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