



# MAGAZINE



**Advertising Information Kit: 2019**  
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 ten years. Major issues like climate change, technological advances, deceleration of growth in some areas and rapid development in others mean that 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 as the *Ontario Planning Journal* was. 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 focusing on themes of uneven growth, the issue of climate change and advancing

technology specifically in 2019, 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, it is only natural that in its first year, Y Magazine's editorial calendar will focus on the issues of today that will affect our communities tomorrow. Each of the four issues are listed below, detailing the themes that they will explore in the context of planning.

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- **Issue One, Q1 2019 (Jan/Feb/Mar): Rapid or Uneven Growth**

Ontario's communities are in a constant state of change. Economic, social, technological and political issues affect growth in both rural and urban areas for better (healthy growth patterns that create sustainable, viable communities for the future) and worse (slow growth or no growth and, sometimes, fast growth that puts a worrying strain on infrastructure). Issue One will tell the specific stories of neighbourhoods and regions facing rapid or uneven growth, and explore how planners can help communities make informed choices towards a balanced, manageable, long-term solution.

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- **Issue Two, Q2 2019 (Apr/May/Jun): Climate Change Adaptation**

Climate change is becoming a growing concern in every sector, profession and industry. From a government's perspective, the list of things that need to be done to prepare communities for exponential climate change seems to grow longer by the day. Planners offer support by finding the most sustainable way to align a community's diverse needs with the fragile needs of the environment, as Ontario continues to grow and change. Their research and professional expertise can positively affect policies that tackle climate change, and Issue Two dives into the compelling, current stories in this vein.

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- **Issue Three, Q3 2019 (Jul/Aug/Sep): Technology and its Impact on Planning**

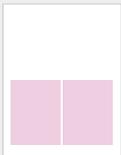
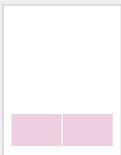
In today's age of social media, data collection and internet dominance, and tomorrow's age of technology yet-to-be-discovered, how will Ontario's communities fare? Technology speeds things up, it connects more people across broader regions, it can make systems and processes run smoother in all aspects of rural and urban living - so how does a planner factor this in in community development? And how does technology affect the practice of planning itself, with the advent of new tools and platforms to use in researching and retraining? How will the nature of planning be changed by the incoming generation of planners who seem to have been born with a smartphone in their hands? Issue Three explores the infinite possibilities - and concerns - that technological changes and advances will have across Ontario.

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- **Issue Four, Q4 2019 (Oct/Nov/Dec): New Challenges and Emerging Issues**

To round out its first year, Y Magazine will look ahead to 2020 and beyond. Planners and planning peers with a keen interest in the shape that Ontario will take in 25, even 50 years will uncover and explore the possible twists and turns in the path to inspired communities of the future.

# Ad Rates and Specs

AD FORMAT AND SIZE		SINGLE INSERTION	ANNUAL INSERTION (4 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	\$9,000
<b>Half page horizontal</b> Bleed: None Trim: 8.5" x 5.5"		\$2,000	\$6,000
<b>Third vertical</b> Bleed: None Trim: 2.75" x 11"		\$1,000	\$3,000
<b>Third horizontal</b> Bleed: None Trim: 7.25" x 2.25"		\$1,000	\$3,000
<b>Quarter page</b> Bleed: None Trim: 3.5375" x 4.625"		\$850	\$2,550
<b>Eighth page</b> Bleed: None Trim: 3.5375" x 2.25"		\$600	\$1,800

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)**

**TO RESERVE YOUR AD CONTACT ROBERT FRASER**  
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