



MAGAZINE

Advertising Information Kit: 2025
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).

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: Transportation and Mobility

From bike lanes to tunnels, highways to public transit, accessibility to affordability, transportation is a very hot topic in Ontario. Decisions about how to move people and products efficiently around the province are about far, far more than just vehicles. Considerations such as city and neighbourhood zoning and planning, location of community services and schools, access to employment areas, environmental impact, and infrastructure costs. Factor in climate change, provincial legislation and policies, and the principles of healthy communities. Planners understand all the angles and work to ensure the best solutions for Ontario communities, now and into the future. The spring / summer issue of *Y Magazine* is a focus on all forms of transportation and mobility and the perspectives that go into moving Ontario forward safely and efficiently.

Fall / Winter: Looking Ahead

By nature, planners are forward thinkers, always considering the effect decisions made today will have on the future of our communities. That means planning neighbourhoods where families can grow up safely and affordably. It means protecting green spaces and waterways for healthy, accessible recreation and to help mitigate some of harshest effects of climate change. It means considering the needs of rural communities and supporting agriculture. It means building communities where everyone is welcome. To accommodate all these factors in decisions, planners follow trends, engage with communities, and pay close attention to changes in policies. Informing choices and inspiring communities also meaning adapting the planning profession to better serve the public. The fall/winter issue of *Y Magazine* looks ahead at the changes and innovations planners see on the horizon and how they will influence Ontario communities.

Ad Rates and Specs

AD FORMAT AND SIZE	SINGLE INSERTION	ANNUAL INSERTION (2 ISSUES)
Inside Front Cover 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. 	\$6,500	\$13,000 \$9,750 (25% off)
Inside Back Cover 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. 	\$6,500	\$13,000 \$9,750 (25% off)
Full Page Advertorial ~400 word advertorial designed by the <i>Y Magazine</i> team. The content (copy, photos, logos) should be supplied by the advertiser. Copywriting is available for an extra fee. 	\$5,750	\$11,500 \$8,625 (25% off)
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	\$10,000 \$7,500 (25% off)
Half Page Horizontal Bleed: none Trim: 7.25" x 4.75" 	\$3,500	\$7,000 \$5,250 (25% off)
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	\$3,500 \$2,975 (25% off)
Third Horizontal Bleed: None Trim: 7.25" x 2.25" 	\$1,750	\$3,500 \$2,975 (15% off)
Quarter Page Bleed: None Trim: 3.5375" x 4.625" 	\$1,250	\$2,500 \$2,125 (15% off)
Eighth Page Bleed: None Trim: 3.5375" x 2.25" 	\$1,000	\$2,500 \$1,700 (15% off)

Advertorial Space

Y Magazine is offering a 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

DEADLINE FOR ADVERTISING

Spring/Summer – Friday, February 7, 2025

Fall/Winter – Monday, August 4, 2025

TO RESERVE YOUR AD CONTACT

advertising@ontarioplanners.ca

EDITORIAL CONTENT SHOULD BE DIRECTED TO:

editor@ontarioplanners.ca