

# Advertise in Place Magazine

Make your brand  
part of the story.

## 2027 AD KIT



### Target Audience

Reach a focused network  
of planning and community  
based professionals



### Trusted Platform

Align your brand with  
OPPI and a credible  
voice in planning



### Visibility

Showcase your organization  
in a polished publication  
with lasting value



### Secure your space in Place Magazine

Advertising opportunities  
available for upcoming issues  
[advertising@ontarioplanners.ca](mailto:advertising@ontarioplanners.ca)

Promote your organization to the  
planning profession and be part of the  
conversation shaping better  
communities.

Every good plan  
starts with a **story.**

# Big Ideas. Real Stories. Better Places.

5,000+  
Readers

Place Magazine is OPPI's bold new publication, created to bring planning to life through stories and people shaping Ontario communities.

## WHAT IS PLACE?

Where planning stories come to life

The people shaping communities across Ontario

Where the profession looks ahead

## WHY IT MATTERS

Ontario is changing fast. Place Magazine helps lead the conversation by exploring the issues and opportunities across housing, climate, infrastructure, transportation, health, technology, equity, and community life.

## WHO IT'S FOR

Public sector leaders and policy makers

Municipal, regional and provincial decision-makers

Developers, consultants, and engineers

Academic, non-profit and community leaders



Ontario's future is being shaped now. Place Magazine is where that conversation lives.

Every good plan starts with a **story.**



# Ad Rates and Specs

Whether you are looking to build visibility, promote your services, support a campaign, or align your organization with Ontario's planning community, Place Magazine offers advertising opportunities designed to put your brand in front of an influential professional audience.



| AD FORMAT AND SIZE                                                                                                                                                    | EXAMPLE LAYOUT | SINGLE INSERTION | ANNUAL INSERTION (2 ISSUES)             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------------|-----------------------------------------|
| <b>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.                   |                | \$6,500          | \$13,000<br><b>\$9,750</b><br>(25% off) |
| <b>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.                    |                | \$6,500          | \$13,000<br><b>\$9,750</b><br>(25% off) |
| <b>FULL PAGE ADVERTORIAL</b><br>~400 word advertorial designed by the Place Magazine team.<br>Content supplied by advertiser; copywriting available for an extra fee. |                | \$5,750          | \$11,500<br><b>\$8,625</b><br>(25% off) |
| <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.                            |                | \$5,000          | \$10,000<br><b>\$7,500</b><br>(25% off) |
| <b>HALF PAGE HORIZONTAL</b><br>Bleed: None<br>Trim: 7.25" x 4.75"                                                                                                     |                | \$3,200          | \$6,400<br><b>\$4,800</b><br>(25% off)  |
| <b>THIRD VERTICAL</b><br>Bleed: 0.125"<br>Trim: 2.75" x 11"<br>Safe area: Keep text/images within 0.25" margin.                                                       |                | \$1,750          | \$3,500<br><b>\$2,625</b><br>(25% off)  |
| <b>THIRD HORIZONTAL</b><br>Bleed: None<br>Trim: 7.25" x 2.25"                                                                                                         |                | \$1,750          | \$3,500<br><b>\$2,625</b><br>(25% off)  |
| <b>QUARTER PAGE</b><br>Bleed: None<br>Trim: 3.625" x 4.625"                                                                                                           |                | \$1,250          | \$2,500<br><b>\$1,875</b><br>(25% off)  |
| <b>EIGHTH PAGE</b><br>Bleed: None<br>Trim: 3.625" x 2.25"                                                                                                             |                | \$1,000          | \$2,000<br><b>\$1,500</b><br>(25% off)  |

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# How to Advertise Place Magazine

Reach engaged planning professionals across Ontario with Place Magazine.



## ADVERTISING CONDITIONS

- Rates quoted are guaranteed until the end of the year.
- All rates apply to colour and black-and-white production.
- Artwork must meet OPPI advertising standards before set-up begins.
- OPPI is not responsible for failure to post an advertisement caused by events beyond its control.
- Verbal agreements are not recognized.

## SUBMISSION DETAILS

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)

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## DEADLINES FOR ADVERTISING

Place Magazine is published twice a year, in mid-May and mid-September. Deadlines for advertising are February 26, 2027 for the spring-summer issue and June 25, 2027 for the fall-winter issue.

## HAVE A STORY TO SHARE?

Place Magazine is built to share stories. We welcome article ideas, real-world case studies, or bold perspectives that explore planning issues and advance a better Ontario for communities.

Contact our editor at:  
[editor@ontarioplanners.ca](mailto:editor@ontarioplanners.ca)