



Renaissance

2018 MEDIA KIT



The Retired Teachers
of Ontario

les enseignantes
et enseignants retraités
de l'Ontario

50 years strong!
Help RTO/ERO celebrate
its 50th anniversary
with a custom ad
or sponsorship.
Contact us to
learn more.





Renaissance magazine is an award-winning publication that has evolved significantly over the years. We are proud to create a magazine with the perfect balance of health, wellness and lifestyle content not only to teachers, but also the broader education community in Ontario and British Columbia.

Renaissance is a treasured publication among readers, according to a recent readership survey, 90 per cent of RTO/ERO members enjoy reading it, most readers spend at least one hour reading it upon its arrival. Readers also retain their copies of the magazine indefinitely, as they find the stories and other content very resourceful.

By advertising in *Renaissance* provides a great opportunity to reach a mature, smart, loyal and financially stable demographic who want to be treated as valued customers.

Kim Brathwaite
Editor in Chief

Renaissance

Make an impact with over **76,000** retired educators and support staff.

The voice of RTO/ERO's membership, *Renaissance*:

- is the **only** magazine that **exclusively** targets retired Ontario educators and educational support staff.
- is one of the **only** publication in Ontario whose entire readership has access to extended health benefits coverage.
- Published quarterly in French and English to every member, each issue is every issue is packed with relevant articles that speak to our members' interests including: health, travel, technology, and leisure.

Readership

Renaissance has over **100,000**

readers including members, spouses, active educators, and peers. They are part of the fastest growing demographic in Canada and have the largest purchasing power compared to other generations.

60

minutes

Readers spend almost 60 minutes reading *Renaissance*.



1 in 4 readers

keep *Renaissance* indefinitely for reference purposes.

67%

of readers

have purchased from *Renaissance* advertisers.

89%

of readers

are likely to recommend *Renaissance* advertiser to others.

Readership demographics:



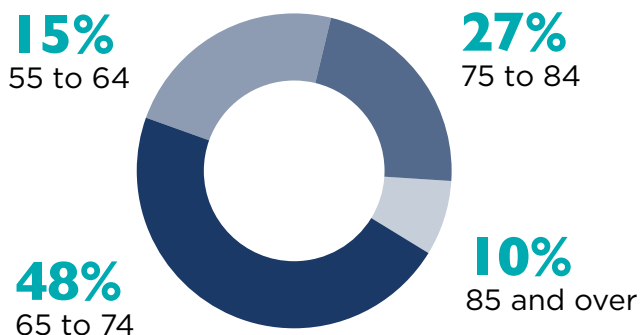
67%
female



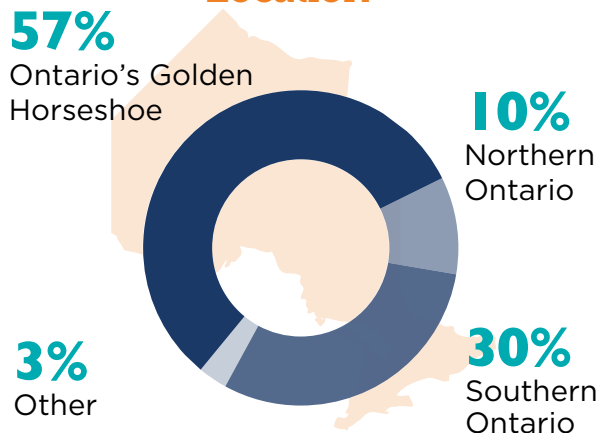
33%
male

Ranging in age from 42 to 108, *Renaissance* readers are leaders volunteers, and vibrant spokespeople.

Age



Location



Renaissance readers are passionate about:

Health

\$170/month

The average amount readers spend on healthcare above and beyond what's covered by their insurance plan.

Leisure



Reading, socializing and travelling are readers' favourite activities. 43% would spend more time travelling and with friends if they could.

Travel

80%

of members plan on travelling outside Canada in the next year. After housing, members prioritize travel above all other expenditures. *Renaissance* readers spend almost \$900/month on travel.

Giving back

over **70%**

of readers under age 80 volunteer. On average, readers donate \$668 monthly to charity. They also spend \$300/month on their children and grandchildren.

Readers' most popular monthly expenses

Accommodation	\$1401
Travel	\$875
Charity	\$668
Groceries & alcohol	\$561
Transportation	\$459
Helping children or grandchildren with housing costs or education	\$750
Gifts	\$227
Restaurants	\$178
Healthcare	\$170
Hobbies	\$165
Clothing, personal care products & services	\$154

Source: The Listening Post: *Renaissance* Readership Survey, 2017.

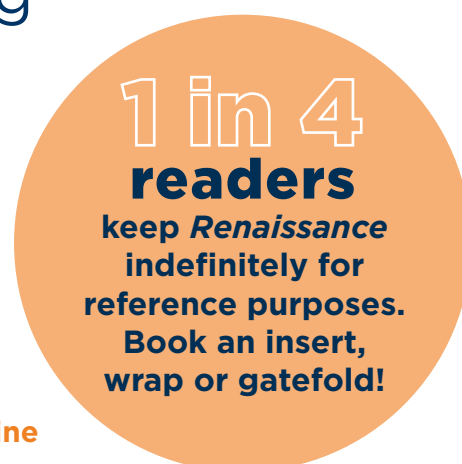
Renaissance display advertising

2018 deadlines

Issue	Reservation	Material
Spring	January 26	February 9
Summer	April 13	April 27
Fall	July 13	July 27
Winter	October 12	October 26

Read sample issues:

rto-ero.org/members-centre/publications/renaissance-magazine



2018 rates

Colour	1x rate	2x rate	3x rate	4x rate
Full page	\$3,615	\$3,415	\$3,215	\$3,015
2/3 page vertical	\$2,855	\$2,705	\$2,555	\$2,405
1/2 page island	\$2,395	\$2,245	\$2,095	\$1,945
1/2 page horizontal	\$2,300	\$2,150	\$2,000	\$1,850
1/3 page square	\$1,785	\$1,710	\$1,635	\$1,560
1/4 page	\$1,495	\$1,425	\$1,355	\$1,285
Double page spread	\$5,300	\$5,050	\$4,800	\$4,600
1/2 page spread	\$3,900	\$3,650	\$3,400	\$3,150

Covers

Inside front (colour only)	\$4,235	\$4,000	\$3,765	\$3,530
Inside back (colour only)	\$4,235	\$4,000	\$3,765	\$3,530
Outside back (3/4 page, colour only**)	\$4,500	\$4,300	\$4,100	\$3,900

Black & White

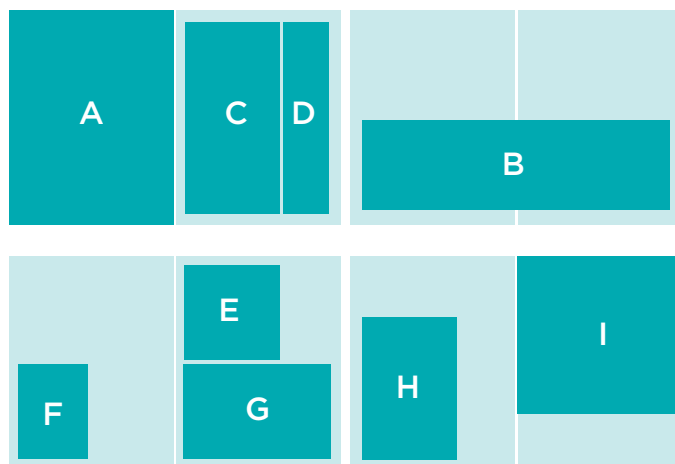
Full page	\$3,050	\$2,900	\$2,750	\$2,600
2/3 page vertical	\$2,285	\$2,185	\$2,085	\$1,985
1/2 page island	\$1,825	\$1,725	\$1,625	\$1,525
1/2 page horizontal	\$1,750	\$1,675	\$1,600	\$1,550
1/3 page square	\$1,225	\$1,175	\$1,125	\$1,075
1/3 page verticle	\$1,100	\$1,050	\$1,000	\$950
1/4 page	\$1,000	\$975	\$950	\$925
Double page spread	\$4,725	\$4,525	\$4,325	\$4,125
1/2 page spread	\$3,385	\$3,235	\$3,085	\$2,935

Email ad material to: advertising@rto-ero.org

*Prices per ad per issue. Plus HST. Prices subject to change but changes will not affect existing contracts. **Subject to availability.

Mechanical specifications

- A Full page** Type safety area: 7.5"w x 10"h
Page size: 8.5"w x 11"h
Bleed size: 8.75"w x 11.25"h
- B 1/2 Page Spread** 15.833"w x 4.583"h
- C 2/3 Page Vertical** 4.833"w x 9.416"h
- D 1/3 Page Vertical** 2.333"w x 9.416"h
- E 1/3 Page Square** 4.833"w x 4.583"h
- F 1/4 Page** 3.583"w x 4.583"h
- G 1/2 Page Horizontal** 7.333"w x 4.583"h
- H 1/2 Page Island** 4.833"w x 7"h
- I 3/4 Back Cover*** Type safety area: 7.5"w x 7"h
Ad size: 8.5"w x 8"h
Bleed size: 8.75"w x 8.25"h



Advertise in *Liaison* newsletter!

Delivered directly into their inboxes, *Liaison* connects members with relevant, timely articles and ads.

Circulation: 47,000
Ad specs: 564 w x 300 h px.
 Web ready jpeg or png files only
Cost: \$500/issue plus HST.



Liaison deadlines

Issue	Reservation and material
February	January 26
April	March 23
June	May 25
August	July 20
October	September 21
December	November 23

Classified advertising

One of the most-read sections in *Renaissance*, classified ads are a affordable way to get the word out to our influential group of retirees.

Rates	Word count	Deadlines
Members: \$3.25/word*	Minimum: 20 words	Spring: Jan. 25 Summer: April 13 Fall: July 13 Winter: Oct. 12
Non-members: \$3.75/word*	Maximum: 50 words	

Full-year ad reservations

Get 20% off when you book all four 2018 *Renaissance* issues. See page 6 for terms and conditions.

Note: Deadlines depend on the number of submissions received for the issue. Submissions are accepted starting one month prior to the deadline.

* Plus HST. Ads must be paid in full upon approval prior to publication

Specifications and conditions

Magazine specifications

Printing method: Offset
Binding: Saddle-stitched
Trim Size: 8.5"x11"
Bleed: 1/8" minimum

Print ad submissions

Artwork must be supplied electronically.

High-resolution press-optimized PDF preferred.

Alternate acceptable formats include:

- InDesign CS5 or lower
- Adobe Illustrator
- Adobe Photoshop

Files up to a maximum size of 8 MB can be emailed.

FTP information is available upon request.

Fonts

To ensure proper reproduction, fonts must be supplied with all artwork. When supplying PDF files, please ensure all fonts have been properly embedded. All artwork should be in CMYK or greyscale, 300 DPI, 100 percent at placement size. Pantone spots should be converted to CMYK.

Publisher conditions

APPROVAL: Advertising material is subject to approval by RTO/ERO. For full conditions, read RTO/ERO's Advertising Policy and Acceptance Guidelines online, www.rto-ero.org/advertise-rtoero.

Publication of an advertisement does not constitute an endorsement by RTO/ERO of any product or service.

RTO/ERO does not accept travel-related display ads for travel as these are reserved for its officially appointed agency. However, RTO/ERO does accept classified ads for travel.

Advertising inquiries and insertions

Susannah Maxcy, Advertising Associate

phone: 1-800-361-9888 ext. 244

email: advertising@rto-ero.org

rto-ero.org/advertise-rtoero

Full-year classified ad reservations

Accepted for full calendar year advertising only: 2018 spring, summer, fall, winter issues. Full-year reservations will only be accepted from December 1, 2017 to January 26, 2018.

It is up to the advertiser to ensure ads are up-to-date and accurate for a given issue. Ad changes must be submitted by the material deadlines listed in the media kit and must not exceed the word count paid for.

Cancellations

Display ad and per-issue classified

ads: cancellations must be received in writing by the material deadline of a given issue.

Cancelled full-year classified ad reservations are **non refundable**.

RTO/ERO reserves the right to cancel ads that have not been paid prior to publication.

Modifications

Costs may be charged for any additional modification (resize, correction, etc), to advertisements that are not pressready or do not conform to mechanical specifications. The publisher will not be liable for type reflow or accurate colour reproduction if all necessary fonts, support files or press-ready proofs are not included.

Other services

Complete design services are available at an additional charge.

French translations provided at \$35.00 per hour.

Inserts, wrap-around, gatefolds, insert cards and special units available. Rates available upon request.



I just sat down and enjoyed the summer issue of Renaissance magazine from cover to cover. What a great way to beat the current heat wave in Toronto!

Fran Carter

50 years strong!

Help RTO/ERO celebrate its 50th anniversary with a custom ad or sponsorship. Contact us to learn more.



Since 1968, The Retired Teachers of Ontario/les enseignantes et enseignants retraités de l'Ontario has been the trusted voice on healthy, active living for the broader education community. Representing the largest group of retired educators in Canada, RTO/ERO promotes a wide range of world-class programs, social networks and assistance throughout retirement.



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