

# renaissance

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2019 MEDIA KIT

# ABOUT US

## renaissance

*Renaissance* is the trusted voice on healthy, active living in the retirement journey.

Our members have a zest for retirement living!

- + Geared to active retirees and boomers with relevant articles that speaks to their interests
- + One of the only publications in Ontario whose entire readership has access to extended health benefits coverage

Home delivered to every member

- + also available digitally and mobile friendly

Circulation

**104,014\***

English

**100,690\***

French

**3,324\***

Readers per copy

**1.3\*\***

Total distribution

**135,218**



SOURCES: \*Publisher's Claim; May 2018, \*\*The Retired Teachers of Ontario Online Survey of Members Final Report, January 2016 rounding occurred

Published 4 x annually  
in French & English

# READER PROFILE

Our readership is composed of retired educators and support staff, as well as spouses, active educators, and peers.



## Gender

**69%**



female

**31%**



male

## Age

**Over 99%** of readers are over 55

+ **14%** are 55-64

+ **47%** are 65-74

+ **28%** are 75-84

+ **10%** are 85+



SOURCE: RTO Age Banding All Members, March 2018

Readers spend on average 21 minutes reading *Renaissance* the first week of its arrival and 27 minutes thereafter.\*\*

## Regions

**52%** live in urban communities

**48%** live in non-urban communities

Southern Ontario (outside Golden Horseshoe):

Golden Horseshoe:

**35%**

**57%**

**89%**  
of readers are likely to recommend *Renaissance* advertisers to others

The aging of Canada's population is only going to accelerate over the coming decades as more and more baby boomers march towards retirement\*\*\*\*

SOURCES: \*RTO Age Banding All Members, March 2018; \*\*The Retired Teachers of Ontario Online Survey of Members Final Report, January 2016 rounding occurred; \*\*\*The Listening Post: Renaissance Readership Survey, 2017; \*\*\*\*Stats Canada, 2016 Census

# OUR READERS



**67%**  
of readers have  
purchased from  
*Renaissance*  
advertisers

## Active. Educated. Engaged.

Reading, socializing and travelling  
are among the top activities  
of *Renaissance* readers.

Travel, charity, dining and hobbies, amount to close to  
\$2,000 per month or 35% of their total monthly spend

Our readership enjoys working on their homes, which  
includes housework, gardening, and home improvement.

*Renaissance* readers are engaged in  
managing their retirement.

**71%** are interested in issues  
facing retirees today

**46%** value lifestyle news for retirees

**42,645** want information about financial  
planning for pensioners

**20,000+ READERS** would like professional advice on  
whether to rent or buy in retirement



### Did You Know?

In Canada about three-quarters of men and women aged 65 and over engaged in active pursuits such as exercising, socializing and using technology, spending approximately 3.5 hours doing so on a typical day



80% of our member readership has extended health care benefits and a thirst to learn more about the opportunities to use their benefits.

Readers' extended health coverage includes

- + Prescription drugs
- + Paramedical practitioners
- + Vision care
- + Aids & appliances
- + Diagnostic services
- + Private duty nursing
- + Transportation/ambulance
- + Educational programs
- + Referral treatments outside Canada
- + & more

**84%** place importance on the latest health news for those over 55

**84%** highly value our "Health Matters" section.

RTO/ERO members spend an average of **\$170**/month on their healthcare over and above their plan.

“ RTO/ERO operates the largest **Canadian retired educator health plan**, covering members and their dependents ”

SOURCE: The Listening Post: Renaissance Readership Survey, 2017.

# 2019 RENAISSANCE EDITORIAL CALENDAR

Issue	Theme	Space Closing	Material Due
Spring	Live Better	January 17	January 24
Summer	Summer on the Go	April 18	April 25
Fall	Advocacy	July 16	July 23
Winter	Family	October 18	October 25

Dates are subject to change

## Regular Columns

### Feature Stories:

A variety of articles about enjoying a vibrant retirement.

### Health Matters:

A dynamic look at nutrition, health and wellness for retirees including emotional well-being, new products and interviews.

### Lifestyle:

Stories and information about leisure time and enjoying life.

### Bookshelf:

Reviews of popular books and member-authored books.

### Living Memories:

Telling the stories of RTO/ERO members who are 80+.

### Travel:

Each issue features travel stories which may include low cost travel options, new products, health and insurance tips.

**Classified Ads:** Visit [rto-ero.org/classified](http://rto-ero.org/classified) for more details.

## E-Newsletter



### Circulation

English: **52,412**      French: **1,497**

### Open Rates

English: **55%**      French: **58%**

\*December 2018 issue

## Liaison Dates

Issue	Reservation and material
February '19	January 25
April '19	March 22
June '19	May 24
August '19	July 22
October '19	September 20
December '19	November 22

## Liaison Newsletter

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



## Ad specs:

- **prime position (top)**      652 x 180      \$750.00
- **second position**      564 x 300      \$675.00
- **third position (bottom)**      652 x 180      \$500.00

# 2019 RATES & DATA

## Advertising Rates

4C	1x	2X	3X	4X
Full	\$3,615	\$3,435	\$3,265	\$3,100
2/3	\$3,255	\$3,090	\$2,935	\$2,790
1/2 isl	\$3,075	\$2,920	\$2,775	\$2,635
1/2	\$2,710	\$2,575	\$2,445	\$2,325
1/3	\$2,350	\$2,335	\$2,220	\$2,110
1/4	\$1,990	\$1,890	\$1,795	\$1,705
DPS	\$6,145	\$5,840	\$5,550	\$5,275

## Covers

OBC	\$4,520	\$4,295	\$4,080	\$3,875
IFC/IBC	\$4,340	\$4,125	\$3,920	\$3,725

Covers are non-cancellable, full-page, four-colour process

Special positions: 15% surcharge, space only

**Inserts/outserts: Rates available on request**

## Dimensions

<b>Full page</b>	trim: <b>9" w x 11.5" h</b>
	bleed: 9.125" w x 11.75" h
	live area: 7.625" w x 10.375" h
<b>2/3 vertical</b>	5.03" w x 10.375" h
<b>2/3 back cover</b>	trim: <b>9" w x 7.75" h</b>
	bleed: 9.125" w x 0.875" h
	live area: 7.625" w x 7.25" h
<b>2/3 square</b>	<b>5.03" w x 5.125" h</b>
<b>1/2 island</b>	<b>5.03" w x 7.8" h</b>
<b>1/2 horizontal</b>	<b>7.625" w x 5.125" h</b>
<b>1/2 vertical</b>	<b>3.73" w x 10.375" h</b>
<b>1/3 vertical</b>	<b>2.43" w x 10.375" h</b>
<b>1/3 partial vertical</b>	<b>2.43" w x 5.125" h</b>
<b>1/4 vertical</b>	<b>3.73" w x 5.25" h</b>
<b>Double page spread</b>	trim: <b>17" w x 10.375" h</b>
	bleed: 18.25" w x 11.75" h
	live area: 18" w x 11.5" h

## Mechanical Requirements

**Electronic Material:** Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 9 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format **(CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** Publisher shall not be liable for any advertisements received without a colour proof.

**File Transfer:** DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to [chimes@dvtail.com](mailto:chimes@dvtail.com).

**FTP Site:** Please send an email to [ftp@dvtail.com](mailto:ftp@dvtail.com) for password information for the *Renaissance*. FTP site.

**Design Services:** Complete design services are available at an additional charge.

**For details, please contact:** Roberta Dick, [robertad@dvtail.com](mailto:robertad@dvtail.com) or Crystal Himes, [chimes@dvtail.com](mailto:chimes@dvtail.com), Tel: 905.886.6640

## Terms & Conditions

**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

**Taxes:** Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

**Publisher Conditions:** Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

**Cancellations and space changes not accepted after closing date.**

**Mail or fax contracts/insertion orders and material to:**

**DOVETAIL**  
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