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UNDERSTANDING TORONTO'S URBAN LANDSCAPE

ADVERTISING RATES

JANUARY 2009 to SEPTEMBER 2009

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2008 SMALL MAGAZINE OF THE YEAR
2007 SMALL MAGAZINE OF THE YEAR
2008 EDITOR OF THE YEAR
2007 EDITOR OF THE YEAR
2008 NATIONAL MAGAZINE SILVER AWARD WINNER
2006 NATIONAL MAGAZINE GOLD AWARD WINNER

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ADVERTISING OPPORTUNITIES

Advertising with **Spacing** is an effective form of marketing and outreach because our readers devour each issue, cover to cover. Our ever-expanding readership is a very loyal bunch who share their copies with co-workers, friends, and family. Nearly 70% of subscribers collect back issues.

Spacing wants to keep each issue packed with gorgeous photography and compelling writing so we try to limit the amount of advertising. This works out very well for our advertisers — **it means your ad gets noticed!** Spacing's ad rates are competitive and provide a significant impact without draining your marketing budget.

By advertising in Spacing, you're accessing dynamic local residents that will help shape our city today and in the near future. More importantly, advertising in **Spacing** gives your organization or company credibility with the city's best and brightest influencers. It shows that you care about the future of our world and value our shared public spaces.

Spacing offers you both print and web advertising options to maximize your outreach to our readers.

TO VIEW WEB ADVERTISING OPTIONS DOWNLOAD OUR WEB AD RATE KIT: spacing.ca/ads OR TOP-UP YOUR PRINT AD PURCHASE WITH A WEB AD. SEE DETAILS ON PAGE 4 OF THIS PDF.

SPACING FACTS

- **7,000** copies printed
- Nearly **30,000** readers per issue
- Subscribers: **2,500** (Dec. '08)
- Projected subscribers in Apr. '09: **3,200** (based on current trajectory)
- Newsstand: **94%** sell-through
- Newsstand: **3,000** sold per issue
- Up to **10,000** visitors per day to Spacing's daily blogs

UPCOMING ISSUE THEMES

- **Spring '09** Grey areas of public space
- **Summer '09** Toronto's suburbs
- **Fall '09** Urban animals
- **Spring '10** To be determined
- **Summer '10** thinkTORONTO
- **Fall '10** Municipal election primer

2009-2010 PUBLISHING SCHEDULE

3 TIMES A YEAR → PLEASE NOTE THAT DATES ARE SUBJECT TO CHANGE

2009

SPRING 2009 #14

On sale date: Apr. 15, 2009
Ads Close date: Mar. 15, 2009
Artwork due: Mar. 20, 2009
on newsstands until July 15, 2009

SUMMER 2009 #15

On sale date: July. 15, 2009
Ads Close date: June 15, 2009
Artwork due: June 20, 2009
on newsstands until Oct. 30, 2009

FALL-WINTER 2009 #16

On sale date: Nov. 1, 2009
Ads Close date: Oct. 15, 2009
Artwork due: Oct. 20, 2009
on newsstands until Feb. 28, 2010

2010

SPRING 2010 #17

On sale date: Mar. 1, 2010
Ads Close date: Feb. 15, 2010
Artwork due: Feb. 20, 2010
on newsstands until May 30, 2010

SUMMER 2010 #18

On sale date: June. 1, 2010
Ads Close date: May 15, 2010
Artwork due: May 20, 2010
on newsstands until Oct. 1, 2010

FALL 2010 #19

On sale date: Oct. 1, 2010
Ads Close date: Sept. 15, 2010
Artwork due: Sept. 20, 2010
on newsstands until Jan. 31, 2011

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ABOUT SPACING READERS

→ A snapshot of who reads Spacing magazine

- Spacing readers are highly educated, socially and environmentally conscious, and technologically savvy. Up to 65% of Spacing readers fall into the highly sought after demographic of 20 to 35 year olds.
- A wide range of important Toronto city builders (such as architects, developers, urban planners, academics, resident associations, and City of Toronto staff and councillors) subscribe to Spacing and read the daily blogs with regularity.
- Spacing editors and contributors are constantly cited and sought out as commentators by local and national media outlets because the magazine and blogs are an important source for media producers. 32% of readers identify their occupation as part of the media and communications industries.
- Spacing readers are environmentally conscious, care about the welfare of others (62% donated to a charity in 2007), and are highly engaged in their communities (49% say they volunteer for a community organization while 42% volunteer for environmental groups). An average of 83% of readers say they voted in the most recent election of all three levels of government.

AGE OF READERS

20-25: **16%**
26-35: **49%**
36-45: **18%**
46+ : **17%**

READER BREAKDOWN

Male: **59%**
Female: **41%**

READERS HOUSING

Rent: **51.4%**
Own: **46.1%**
Both: **2.6%**

INCOME OF READERS

individual personal income

\$20,000-\$45,000: **24.5%**
\$45,000-\$75,000: **29.5%**
\$75,000-\$100,000: **17.1%**
\$100,000-125,000: **11.1%**
\$126,000-150,000: **6.8%**
\$150,000 or more: **11.0%**

EDUCATION OF READERS

highest graduation level reached

High School: **7.8%**
College: **11.3%**
University: **47.9%**
Masters: **31.4%**
PhD: **1.6%**

HOW READERS SHOP

Do you make decisions about purchases based on environmental concerns?

Almost all of the time: **23.3%**
With regularity: **55.3%**
On the odd occasion: **20.2%**
Never: **1.1%**

WHERE READERS SHOP

Does local ownership of a store determine where you shop?

I almost always shop locally: **49.7%**
I sometimes shop locally: **41.4%**
I don't pay attention to ownership: **8.9%**

**SPACING HAS A VARIETY OF INFO ABOUT OUR READERS THAT
MAY BE APPLICABLE TO YOUR COMPANY OR ORGANIZATION**

PLEASE DO NOT HESITATE TO CONTACT US TO FIND OUT MORE

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MAGAZINE ADVERTISING RATES

ADVERTISING OPTIONS (all ads are full colour)

SIZE OF AD	1 ISSUE	2 ISSUES	3 ISSUES
DOUBLE PAGE SPREAD	\$1,700	\$1,600	\$1,500
FULL PAGE	\$1,000	\$925	\$850
HALF PAGE	\$600	\$550	\$500
THIRD PAGE	\$475	\$400	\$350
QUARTER PAGE	\$400	\$350	\$300

PREMIUM AD PLACEMENT

SIZE OF AD	1 ISSUE	2 ISSUES	3 ISSUES
GATEFOLD INSIDE COVER	\$2,500	\$2,300	\$2,100
OUTSIDE BACK COVER	\$1,300	\$1,225	\$1,150
INSIDE FRONT COVER	\$1,200	\$1,125	\$1,050
CENTRE DOUBLE PAGE	\$1,750	\$1,675	\$1,600
INSIDE BACK COVER	\$1,100	\$1,050	\$1,000

→ WEB ADVERTISING TOP-UP OPTIONS

WHY NOT TOP-UP YOUR PRINT AD WITH A WEB AD? Web advertising is an effective and very measurable way to see how much impact your message has with Spacing's dynamic readership. Our blogs in Toronto and Montreal are considered among the most popular in each city. Spacing's blogs are viewed by 8,000 to 10,000 visitors a day.

In 2009, Spacing will be launching up to three more blogs in other Canadian cities. Take this opportunity to reach out to our local, national and international readership while **saving up to 60% off of our regular web ad rates**. You may want to consider buying a more extensive package. Download our web ad rate kit at www.spacing.ca/ads/

OPTION 1: \$125

With the purchase of an **OPTION 1** web ad top-up, Spacing will convert your print ad into a web ad and will run it on our web site network until the next print issue comes out. Your ad will be viewed up to 15,000-20,000 times during this production cycle.

OPTION 2: \$250

With the purchase of an **OPTION 2** web ad top-up, Spacing will convert your print ad into a web ad and will run it on our web site network until the next print issue comes out. Your ad will be viewed up to 50,000 times during this production cycle.

OPTION 3: \$500

With the purchase of an **OPTION 3** web ad top-up, Spacing will convert your print ad into a web ad and will run it on our web site network until the next print issue comes out. Your ad will be viewed up to 100,000 times during this production cycle.

INSERTS & OUTSERTS

(minimum 2,500 pieces)

Spacing mails the magazine in a 9" x 12" envelope that allows you to distribute your promotional materials (brochures, flyers, etc.) or pre-printed inserts. Inserts placed into the magazine or exclusively into the envelope can be negotiated.

2 PAGE INSERT

1 ISSUE	\$700
2 ISSUES	\$650
3 ISSUES	\$550

- Add \$200 per page to any insert over two pages
- Prices do not include insertion cost (TBD upon contract signing)

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MAGAZINE ADVERTISING SPECS

PREMIUM AD SIZES

GATEFOLD INSIDE FRONT COVER

bleed: *19.5" x 8.625" INCLUDES .25" bleed

no bleed: *19" x 7.75"



* LEFT PAGE SIZE IS 1-INCH SMALLER TO ACCOMMODATE FOLDING AND PRINTER LIMITATIONS

DOUBLE PAGE

bleed: 20.5" x 8.625" INCLUDES .25" bleed

no bleed: 20" x 7.75"



BACK COVER

bleed: 11" x 7.5" INCLUDES .25" bleed

no bleed: 10.125" x 6.8"



SPECIFICATIONS & MATERIALS ACCEPTED

- We will only accept ads in the following formats:
.TIF (Photoshop) .EPS (Illustrator), .PDF (Acrobat or Illustrator)
If submitting files in Illustrator, please supply fonts for Mac and make sure fonts have been converted to "outline".
- Resolution: 300 DPI
- Please contact advertising@spacing.ca for FTP info

INSIDE AD SIZES

INSIDE FRONT & BACK COVER, FULL PAGE

bleed: 11" x 8.625" INCLUDES .25" bleed

no bleed: 10.125" x 7.75"



HALF PAGE

bleed: 5.28" x 8.625" INCLUDES .25" bleed

no bleed: 4.8" x 7.75"



THIRD PAGE

bleed: 3.75" x 8.625" INCLUDES .25" bleed

no bleed: 3.275" x 7.75"



QUARTER PAGE

bleed: 5.3" x 4.15" INCLUDES .25" bleed

no bleed: 4.85" x 3.75"

