

# 2022 media planner



renaissance



RTO  
ERO

# renaissance

The official RTOERO magazine

## Retirement is a journey, not a destination

We show Canada's retired educators their limitless possibilities

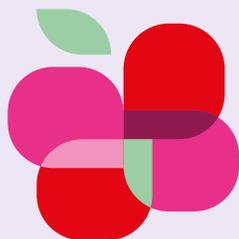


Home delivered + available digitally  
to every member\*

**81%**

of readers rate *Renaissance* with  
the highest levels of satisfaction\*\*

Published by:



**RTO  
ERO**

### Circulation

**Print 68,161\***

English 65,271 | French 2,890

**Digital 48,043\***

English 46,466 | French 1,577

**Readers per copy 1.6\*\***

**Total audience: 157,100**

**Published 4x annually  
in English & French**

Sources: \*Publisher's Claim, May 2020  
\*\* *Renaissance* Readership Survey 2020

# Our readers...Making their retirement visions a reality

## They are...

- Retired educators
- Retired support staff
- Spouses
- Active educators
- Peers

Over 99% of readers are over 55 years of age

14% are 55 – 64

47% are 65 – 74

32% are 75 – 84

5% are 85+



70%  
female



30%  
male

## Our readers are engaged



Readers spend on average

**73 minutes**

reading their issue of *Renaissance*

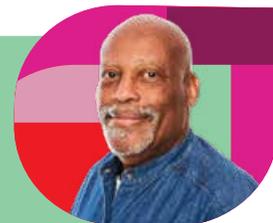


83% agree

"*Renaissance* magazine supports the well-being of members and older Canadians throughout the healthy-aging journey."

75% agree

"*Renaissance* keeps me up-to-date/well informed on topics of interest"

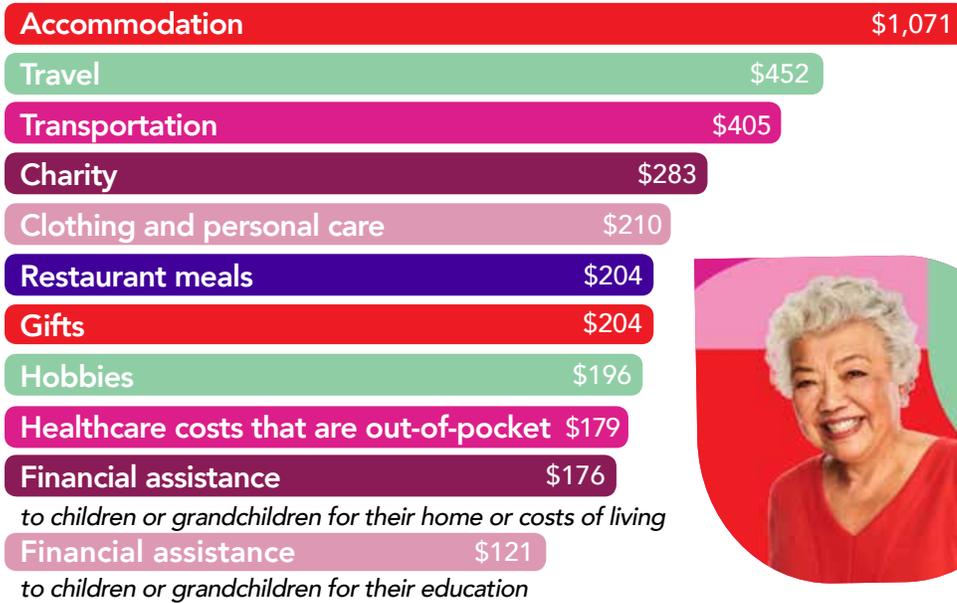


"Thank you for a vibrant magazine reflecting the different stages of retirement. Informative articles, the care, the attention to detail, responding to the needs of seniors. I like your magazine, great job!"

# Our readers have high spending power

Spending among magazine readers 55+ is above average for healthcare, homecare, and luxuries like cars, fine jewelry, and foreign travel\*\*

## Average Monthly Spending by Renaissance Readers



## TOP 10 Activities

1. Reading
2. Outdoor recreational activities
3. Watching television
4. Gardening
5. Socializing
6. Housework
7. Travelling
8. Crafting
9. Self-directed learning
10. Home improvement

## Lifestyle Experiences

83% agree

"Renaissance magazine encourages healthy – active living and a happy retirement journey."

### They want to see these ads:

- Nearly 1/4 golf courses
- Over 1/2 winery/ brewery tours
- Over 1/3 spas

## Auto

On average, readers spend \$405 per month on transportation, including:

- Car payments
- Maintenance
- Gas
- Insurance
- Transit

### They want to see these ads:

- Nearly 1/2 new vehicle purchasing
- Nearly 1/4 new vehicle leasing

## Travel

"Travel is my passion: these articles keep me inspired."

40% of readers wish to travel more

### They want to see these ads:

- 91% Canadian travel
- 75% European travel
- 59% Other Travel

## Health Purchases

80% of our member readership has extended health care benefits, including:

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

Source: \*Renaissance Readership Survey 2020, \*\*\*MPA, The Association of Magazine Media, Factbook 2020

# Editorial that guides readers across the stages of retirement

## Calendar



### Spring 2022

Space Closing: January 4  
Material Due: January 11

Theme:  
Balanced Living



### Summer 2022

Space Closing: March 1  
Material Due: March 8

Theme:  
Retirement redefined



### Fall 2022

Space Closing: May 20  
Material Due: May 27

Theme:  
How to do (almost) anything



### Winter 2023

Space Closing: August 22  
Material Due: August 29

Theme:  
THE travel issue

Inserts/outserts available

## Pillars



### Health Matters

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



### Travel

Stories, which may include low-cost travel options, new products, health and insurance tips.



### Features

A variety of stories about enjoying a healthy and vibrant retirement journey.

*"I joined because of the magazine. It's amazing."*

Source: Renaissance Readership Survey 2020

# Engage more through our digital platforms

*new!*

**eRenaissance**

## The online destination for everything *Renaissance*.

Now, members can hop on their desktop or mobile devices to find helpful and inspiring content by the association they trust.

**88%**

of Canadians aged 65+ use the Internet daily\*\*\*

Ask your rep about advertising options

## Liaison E-Newsletter



### Sent directly to an engaged subscribership

Our high open rate exceeds industry standards:

**58%**

*Liaison* English (51,000 subscribers)\*\*

**57%**

*Liaison* French (1,600 subscribers)\*\*

**22%**

Media & Publishing Industry Average\*

\*Mailchimp, Average email campaign February-October 2020 issues stats of Mailchimp customers by industry, October 2019

\*\* 2021 Average open rates \*\*\*AGE-WELL poll, Environics Research, July 2020

## 2022 Editorial Calendar

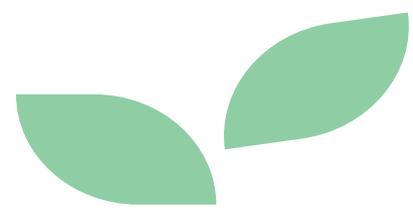
Issue	Reservation	Material
February	January 12	January 19
April	March 16	March 23
June	May 11	May 18
August	July 13	July 20
October	September 14	September 21
December	November 15	November 22

## Ad Specs and Rates

Position	Dimensions	Rate
Prime (top)	652 x 180	\$750.00
Second	564 x 300	\$675.00
Third	652 x 180	\$550.00
Fourth	652 x 180	\$500.00

French edition no additional charge

# 2022 Rates



## 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
1/6	\$1,725	\$1,640	\$1,555	\$1,475
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

### French Edition no additional charge

Covers are non-cancellable, full-page, four-colour process  
Special positions: 15% surcharge, space only

**Winter 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 7.875" 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>1/6 page</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>18" w x 11.5" h</b>
	bleed: 18.25" w x 11.75" h
	live area: 15.25" w x 10.375" h

## Mail or email contracts/insertion orders and material to:

Marlene Mignardi/mmignardi@dvtail.com/905.707.3526

30 East Beaver Creek Road, Suite 202,  
Richmond Hill, ON L4B 1J2

Tel: 905.886.6640

Website: www.dvtail.com

## 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:** 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.**

***RTOERO is a diverse and inclusive organization that strives to represent this in all communications and publications. Please consider using inclusive language and a range of representation and diversity in the ad content your organization provides for RTOERO's Renaissance magazine and Liaison e-newsletter.***

**DOVETAIL**  
COMMUNICATIONS

# renaissance

PUBLISHED BY



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## ADVERTISING SALES

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