

# 2024 media planner



# renaissance

 RTOERO Magazine



# Get To Know Us



Home delivered + available digitally to every member\*

## renaissance

 RTOERO Magazine

**Renaissance magazine and interactive website keeps our readers from the broader education community connected to information on health and wellness and the retirement journey.**

## CIRCULATION

**Print 69,277\***

English 66,452 | French 2,825

**Digital 47,463\***

**Readers per copy 2\*\***

**Total audience: 186,017**

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

## Advertising

Aligning your brand with our publication provides you with the opportunity to have an impact on an established readership. A readership that looks to us for ways to reinvent retirement. Following is the information you need to plan your campaign with solutions that meet your business goals while considering issue themes either in print, online or e-newsletter.



Published by RTOERO

Sources: \*\*2023 Renaissance reader survey

# Meet the Renaissance Reader



## THEY ARE...

Retired educators Retired support staff Spouses Active educators Peers



**72%**  
female



**27%**  
male

Over 99% of our readers are 55+. A sought-after target market.

55 – 64 14%

65 – 74 39%

75 – 84 39%

85+ 8%

Readers on average spend

**80 minutes**

reading each issue

**77%** agree Renaissance keeps them up-to-date/well informed on topics of interest



# Our readers are invested in their vibrant lifestyles



## Renaissance readers Invest in living an active lifestyle

**74%** of readers have taken action that contributes to a healthy, active lifestyle as a result of *Renaissance* magazine

## Average Monthly Spend

Accommodation	\$1,156
Groceries and alcohol	\$704
Transportation	\$466
Travel	\$422
Charity	\$293
Restaurant meals	\$248
Clothing and personal care	\$236
Healthcare costs that are out-of-pocket	\$231
Gifts	\$206
Hobbies	\$191
Financial assistance to children or grandchildren for their home	\$186
Financial assistance to children or grandchildren for their education	\$167



## Travel

**92%** of readers requested product/services for Canadian travel & **75%** for European travel + other travel **69%**  
**33%** wish they could travel more

## Health

**80%** of our member readership have health care benefits, including

- Vision Care
- Prescription drugs
- Aids and appliances
- Diagnostic services
- Private duty nursing
- Transportation/ambulance





# Versatile Digital Options to Ensure Your Message Stands Out

## Liaison E-Newsletter

Our newsletter can help you share your valuable message alongside the latest news. Sent directly to the inboxes of, on average, **57,693 English** and **1,888 French** subscribers.

Issue	Reservation	Material
February	January 18	January 25
April	March 18	March 25
June	May 17	May 24
August	July 19	July 26
October	September 18	September 25
December	November 20	November 27

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

Our high open rate exceeds industry standards:

**22% Media & Publishing Industry Average\*\***

**63% Liaison French\*\*\***

**63% Liaison English\*\*\***



## eRenaissance

[erennaissance.rtoero.ca](http://erennaissance.rtoero.ca)

The premier online destination for everything Renaissance. Readers can now find inspiration on their desktop or mobile devices. Have your ad appear alongside browsable, searchable and sharable content that readers engage with.

**10,000 Views**

**Followers: 2,836**  
**Followers: 7,000**

### Rates & Dimensions

Location	Item	Size	1 mth	3 mths	6 mths	12 mths
Homepage	Half page/Skyscraper	300 x 600	\$1,325	\$3,575	\$6,755	\$12,720
Category pages	Billboard	970 x 250	\$1,150	\$3,105	\$5,865	\$11,040
Category Article Pages	Billboard	970 x 250	\$1,150	\$3,105	\$5,865	\$11,040
Current Issue	Billboard	970 x 250	\$650	\$1,755	\$3,315	\$6,240
Past Issues	Half page/Skyscraper	300 x 600	\$550	\$1,485	\$2,805	\$5,280
	Portrait	300 x 800	\$550	\$1,485	\$2,805	\$5,280
Contributor archive	Billboard	970 x 250	\$750	\$2,025	\$3,825	\$7,200
Contributor profile	Half page/Skyscraper	300 x 500	\$550	\$1,485	\$2,805	\$5,280
General Info	Half page/Skyscraper	300 x 600	\$550	\$1,485	\$2,805	\$5,280
	Portrait	300 x 800	\$600	\$1,620	\$3,060	\$5,760
Letter - Current issue	Half page/Skyscraper	300 x 600	\$550	\$1,485	\$2,805	\$5,280
	Portrait	300 x 800	\$600	\$1,620	\$3,060	\$5,760
Search Results	Half page/Skyscraper	300 x 600	\$550	\$1,485	\$2,805	\$5,280
	Portrait	300 x 800	\$600	\$1,620	\$3,060	\$5,760

Sources: \*Google Analytics, January-June 2023, \*\*Mailchimp, Average email campaign stats of Mailchimp customers by industry, October 2019, \*\*\*January-July 2023 Issues

# Editorial that Engages our Readership

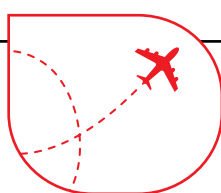


## PILLARS



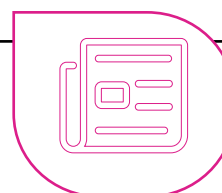
### Health Matters

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 & insurance tips.



### Features

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

## 2024 EDITORIAL CALENDAR



### Spring 2024

Space Closing: November 28

Material Due: January 10

Theme: Energized



### Fall 2024

Space Closing: May 17

Material Due: June 14

Theme: Power of Creativity



### Summer 2024

Space Closing: February 28

Material Due: April 5

Theme: Simple Joys



### Winter 2025

Space Closing: August 13

Material Due: September 20

Theme: Future of Aging

\*Inserts/outserts available

# 2024 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

Full page	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
2/3 vertical	5.03" w x 10.375" h
3/4 back cover	trim: <b>9" w x 9.5" h</b>
	bleed: 9.125" w x 9.75" h
	live area: 7.625" w x 8.125" h
2/3 square	<b>5.03" w x 5.125" h</b>
1/2 island	<b>5.03" w x 7.8" h</b>
1/2 horizontal	<b>7.625" w x 5.125" h</b>
1/2 vertical	<b>3.73" w x 10.375" h</b>
1/3 vertical	<b>2.43" w x 10.375" h</b>
1/6 page	<b>2.43" w x 5.125" h</b>
1/4 vertical	<b>3.73" w x 5.25" h</b>
Double page spread	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@dvetail.com/905.886.6640 ext. 326  
205 Riviera Drive, Unit 1  
Markham, ON L3R 5J8  
Website: www.dvetail.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@dvetail.com**.

**FTP Site:** Please send an email to **ftp@dvetail.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@dvetail.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

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✉ advertising@rtoero.ca

🌐 rtoero.ca

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📘 facebook.com/rto.ero

🌐 @RTOERO

📺 RTOERO

## ADVERTISING SALES

### DOVETAIL COMMUNICATIONS

205 Riviera Drive, Unit 1  
Markham, ON L3R 5J8

📞 905.886.6640

🌐 dvtail.com

✂ @dvtailmags

🌐 @DovetailCommunicationsInc

#### Senior Account Executive

Marlene Mignardi

mmignardi@dvtail.com

905.886.6640 ext 326

*"Every brand has unique  
opportunities and budgets, let's  
create a customized advertising  
solution for your specific needs!"*