

# eRenaissance

## Introductory media kit



**2023**

renaissance

 RTOERO Magazine

# Introducing eRenaissance

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

The online destination for everything *Renaissance*. Now, readers can hop on their desktop or mobile devices to find helpful and inspiring content by the association they trust.

## Readers can:

- browse articles online
- share articles through social media
- search for articles by topic or author

## Soft Launch Success!\*

Average monthly pageviews: 6,500

Average time on page: > 3 minutes

## An Engaged Online Community\*\*



Followers: 2,238

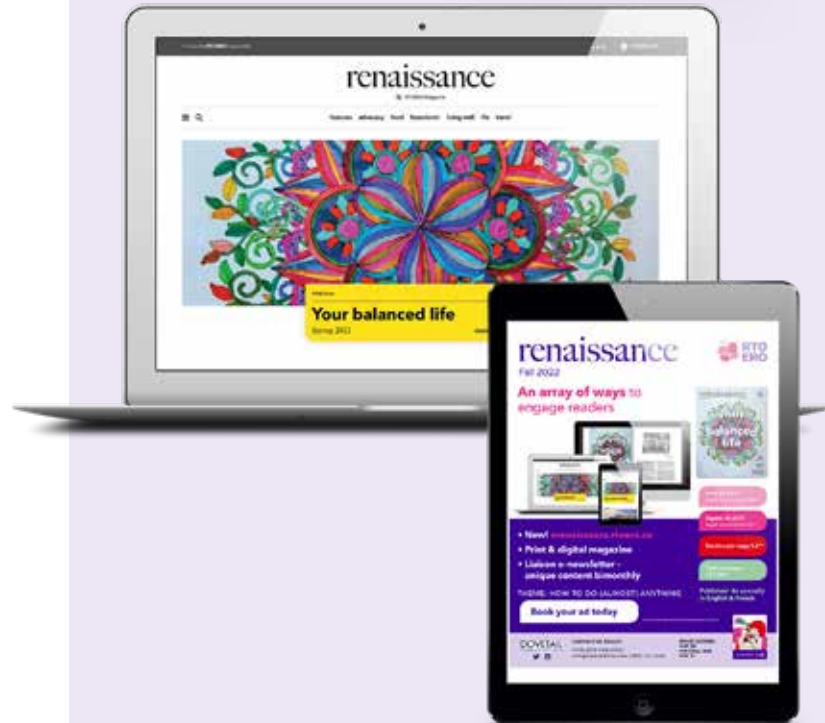
Engagement rate: .34%



Followers: 6,171

Engagement Rate: .45%

88% of Canadians aged 65+ use the Internet daily\*\*\*



A user-friendly digital version of our award-winning *Renaissance* magazine



# renaissance

RTOERO Magazine

## Our Readership is Educated, Active and Tech-Savvy

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



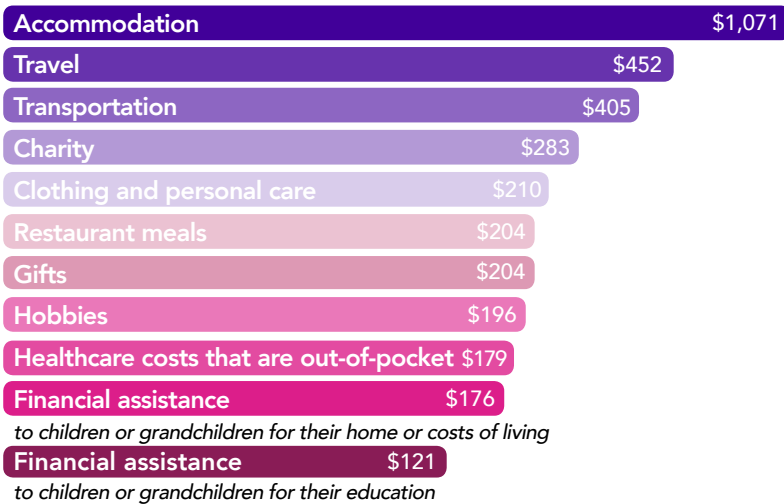
30% male



### They are...

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

### Average Monthly Spending



### Guiding readers across the stages of retirement

83% agree

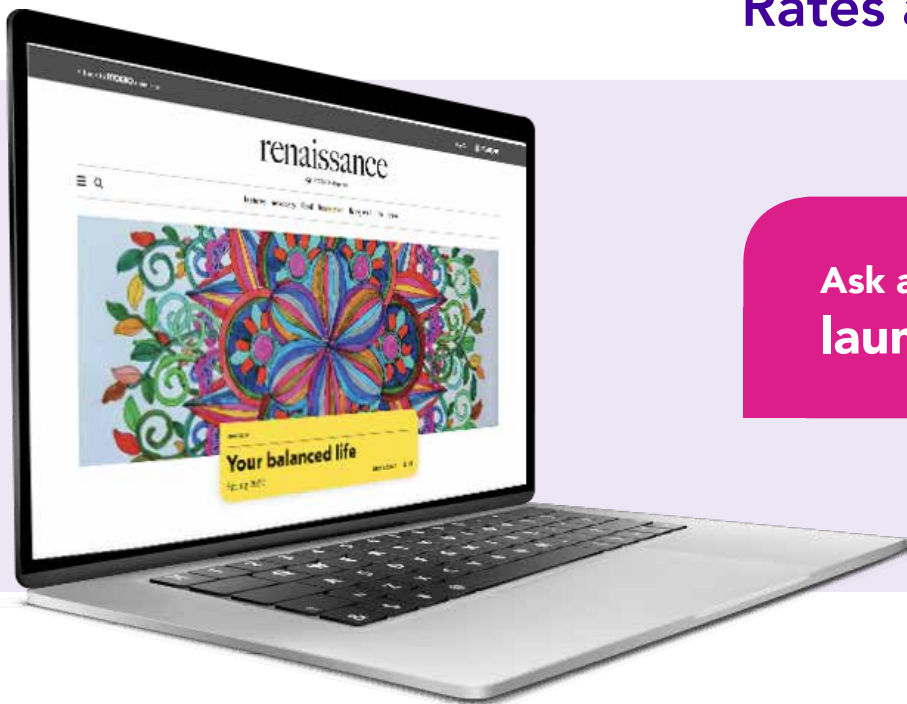
"Renaissance magazine supports the well-being of members and older Canadians throughout the healthy-aging journey."

75% agree

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



# Rates and Dimensions



Ask about our early bird launch phase offers!

## Rates and 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

## 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.**

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PUBLISHED BY



18 Spadina Road  
Toronto, ON M5R 2S7 CANADA

📞 416.962.9463

✉ advertising@rtoero.ca

🌐 rtoero.ca

🐦 rto\_ero

📘 facebook.com/rto.ero

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## ADVERTISING SALES

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COMMUNICATIONS

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

📞 905.886.6640

🌐 dvtail.com

🐦 @dvtailmags

🌐 @DovetailCommunicationsInc

### **Marlene Mignardi**

Senior Account Executive

mmignardi@dvtail.com

905.707.3526

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.