

2021 media kit



renaissance



renaissance

The official RTOERO magazine

A trusted voice on healthy, active living on the retirement journey.

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 French & English**



Home delivered + available digitally
to every member*

An exclusive readership:
educated, active, with extended health benefits coverage

81%

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

55+ and More Vibrant Than Ever.

Our readers are retired educators, support staff, spouses, active educators & peers



70%
female



30%
male

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+

Relevant to readers

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"

79%

are satisfied with *Renaissance* magazine's overall quality



Readers spend on average **73 minutes** reading their issue of *Renaissance*

Renaissance has an exclusive reach with an active, educated, engaged consumer demographic with high purchasing power.

Average Monthly Spending

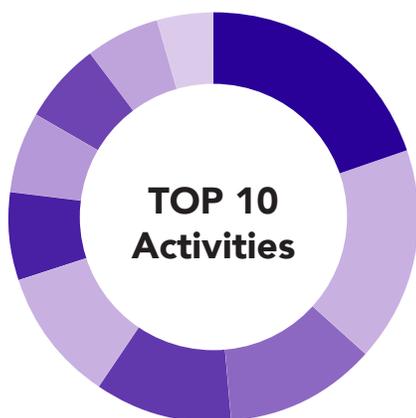


Health Purchases

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



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

Our readership spends over \$20 Million per month on their healthcare over and above their Plan

Our content speaks directly to readers' interests.

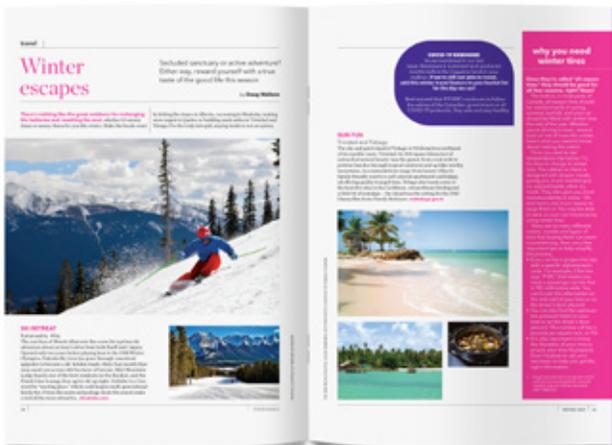


Health Matters

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

83% agree that *Renaissance* supports well-being and encourages healthy-active living among Members

"I was encouraged to take some vitamins and supplements and to try harder to live a more active lifestyle."



Travel

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

40% of readers wish to travel more

91% want to see advertisements for Canadian travel, 75% want to see advertisements for European travel, and 59% want to see advertisements for other travel

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



Features

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

83% agree "*Renaissance* magazine encourages healthy-active living and a happy retirement journey"

63% of respondents want to see ads for retirement community living

"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!"

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



Spring

Space Closing: January 4
Material Due: January 18

Theme: Brave New World



Summer

Space Closing: April 6
Material Due: April 19

Theme: I Am Canadian



Fall

Space Closing: July 5
Material Due: July 19

Theme: Prime Time



Winter

Space Closing: September 20
Material Due: October 12

Theme: Challenge Yourself

Liaison E-Newsletter

Send your message straight to your target

It's easy to keep in touch with our subscribers, in our highly opened e-newsletter, *Liaison*.

Relevant content that gets read

Our high open rate exceeds industry standards:

22%
Media & Publishing
Industry Average*

58%
Liaison French**

55%
Liaison English**



Issue	Reservation	Material
February	January 13	January 20
April	March 16	March 23
June	May 11	May 18
August	July 13	July 20
October	September 14	September 21
December	November 9	November 16

Ad Specs

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

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

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

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

Inserts/outserts: Rates available on request

Dimensions

Full page	trim: 9" w x 11.5" h
	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
2/3 back cover	trim: 9" w x 7.75" h
	bleed: 9.125" w x 7.875" h
	live area: 7.625" w x 7.25" h
2/3 square	5.03" w x 5.125" h
1/2 island	5.03" w x 7.8" h
1/2 horizontal	7.625" w x 5.125" h
1/2 vertical	3.73" w x 10.375" h
1/3 vertical	2.43" w x 10.375" h
1/6 page	2.43" w x 5.125" h
1/4 vertical	3.73" w x 5.25" h
Double page spread	trim: 18" w x 11.5" h
	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.

FTP Site: Please send an email to 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, 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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