

2023 media planner



renaissance

 RTOERO Magazine

renaissance

The official RTOERO magazine

Better & Bolder

Ontario's retired teachers look to us for ways to reinvent retirement.

81%

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

Home delivered + available digitally to every member*



Circulation

Print 69,097*

English 66,285 | French 2,812

Digital 55,290*

English 53,543 | French 1,747

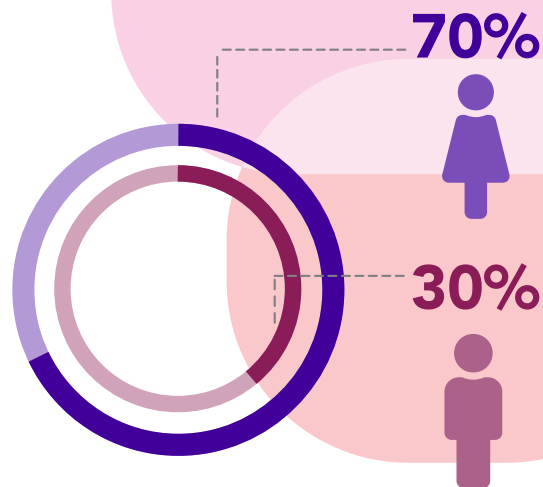
Readers per copy 1.6**

Total audience: 165,845

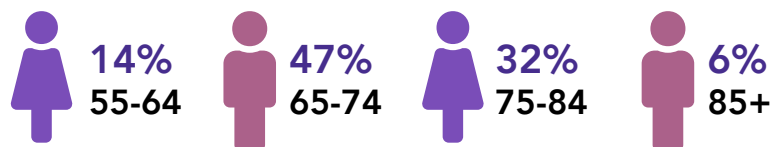
Published 4x annually
in English & French

A readership of retirees with big aspirations

They are...



Over 99% are within the in-demand 55+ demographic



Readers spend on average
73 minutes
reading their issue

Renaissance is a part of their lives



83% agree

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

75% agree

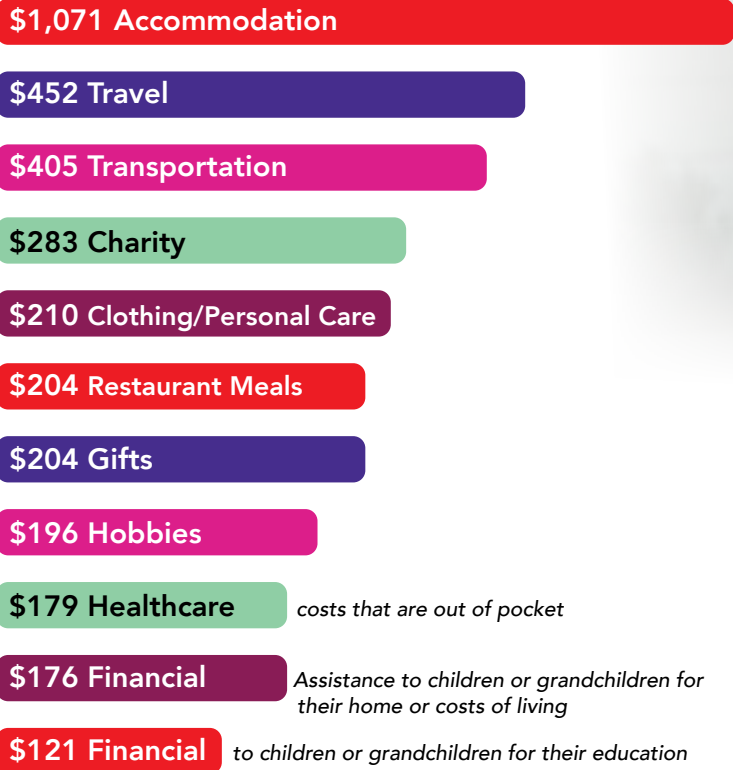
"*Renaissance* keeps me up-to-date/well informed on topics of interest"



Our readers are invested in their vibrant lifestyles



Average monthly spending



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

83% agree, "Renaissance magazine encourages Healthy active living and a happy retirement."

Ads they want to see:

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



HEALTH

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

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



TRAVEL

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

40% of readers wish to travel more

Ads they want to see:

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



AUTO

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

- Car payments
- Maintenance
- Gas
- Insurance

Ads they want to see:

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



Content They Can't Wait to Read

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.

2023 Editorial Calendar



Spring 2023

Space Closing: January 13
Material Due: January 20
Theme: Passages



Fall 2023

Space Closing: June 23
Material Due: June 30
Theme: The Wellness Issue



Summer 2023

Space Closing: April 7
Material Due: April 14
Theme: Savour Summer



Winter 2024

Space Closing: October 3
Material Due: October 10
Theme: I'm Listening

*Inserts/outserts available

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

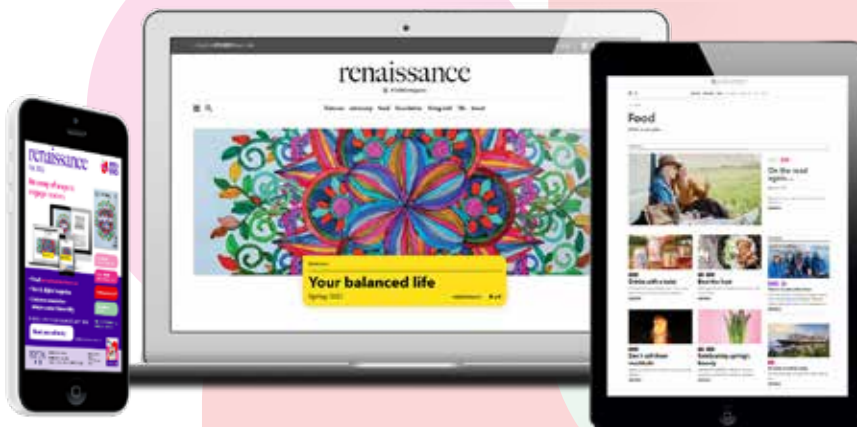
Source: Renaissance Readership Survey 2020

Surfable, Swipe-able, Sharable Experiences

Introducing eRenaissance

erennaissance.rtoero.ca

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.



Interactive Content

browsable | searchable | shareable

Soft Launch Success*

Average monthly pageviews: 6,500

Average time on page: > 3 minutes

Our Readers are Social

🐦 Followers: 2,238

📘 Followers: 6,171

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

Liaison E-Newsletter

Sent directly to the inboxes of, on average, 52,971 English and 1,689 French subscribers.



Our high open rate exceeds industry standards:

59% Liaison French***

56% Liaison English***

22% Media & Publishing Industry Average**

Sources: * Google Analytics, May-June 2022, ** Mailchimp, 2022 Email Marketing Statistics and Benchmarks by Industry ***January 2022-July 2022 Issues

2023 Liaison Editorial Calendar

Issue	Reservation	Material
February	January 9	January 16
April	March 9	March 16
June	May 8	May 15
August	July 7	July 14
October	September 8	September 15
December	November 12	November 19

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

2023 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: 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/905.886.6640 ext. 326

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

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: 905.866.6640

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 SALES

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🐦 @dvtailmags

🌐 @DovetailCommunicationsInc

Senior Account Executive

Marlene Mignardi

mmignardi@dvtail.com

905.886.6640 ext 326

"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!"