



# Birthing

## 2019 Advertising Media Kit



### Print Circulation and Readership

*Birthing Magazine* distributes 10,000 print copies across Canada and North America.

We have a very high—**95%**—pick up rate.

*Birthing Magazine* enjoys a committed readership that passes their magazine along to others, increasing your exposure through secondary readership.

Digital readership is expanding steadily.

Our online community is highly engaged across multiple platforms. Our devoted Facebook fan base is very active. Our new Pinterest page is quickly becoming popular and we have a strong following on both Instagram and Twitter.

**Resourceful parents are seeking us out and looking for YOUR INFORMATION in our pages.**

### Did you know?

Advertisements in magazines and on TV are the most trusted form of paid advertising. Unpaid marketing such as past experience, recommendations, online reviews and your website are still by far the winners when it comes to marketing, but print advertising is a great way to build brand awareness and consumer trust to back up your unpaid marketing efforts.<sup>1</sup>

75% of magazine readers report getting ideas from advertisements in magazines and 84% said they use links to websites found in magazines.<sup>2</sup>

Magazine ads are more likely than any other media aside from TV to trigger someone to search the advertiser online. While 36% of people say they are triggered by magazine advertising to search online, only 17% say the same of social media.<sup>3</sup>

Sources: **1.** Consumers Distrust Advertising: Trad Media Fares Better Than Digital, Mediapost, <http://bit.ly/1K11Nw5> **2.** Print. The link to online, Sanoma Uitgevers, March 19, 2010. **3.** Meredith expands program guaranteeing sales lift for big advertisers, Advertising Age, April 29, 2013

**CIRCULATION:** 10,000

**FREQUENCY:** 3 times annually

**LOCATIONS:** Over 200 distribution points including: doctors' and chiropractors' offices, midwifery clinics, hospitals, post-secondary institutions and community centres, bookstores, health and natural food stores, grocery stores, fitness facilities and coffee shops. For a complete listing of our distribution points, contact our distribution department at: [distribution@birthingmagazine.ca](mailto:distribution@birthingmagazine.ca)

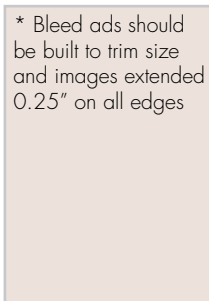
### CONTACT

Advertising Sales Department  
[adinfo@birthingmagazine.ca](mailto:adinfo@birthingmagazine.ca)

AD SIZE AND LOCATION	1 X ANNUAL RATE	3 X ANNUAL RATE
Back Cover	\$1659	\$1410
Inside Cover	\$1425	\$1210
Full page	\$1349	\$1150
1/2 page	\$675	\$575
1/3 page	\$425	\$360
1/4 page	\$310	\$265
Business Card	\$210	\$179

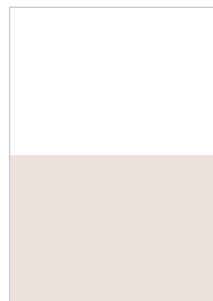
2019 DEADLINES		
<b>SPRING</b> Published on: <b>March 15</b>  Commitment due: <b>January 22</b>  Ad materials and payment in full due: <b>January 29</b>	<b>SUMMER/AUTUMN</b> Published on: <b>July 15</b>  Commitment due: <b>May 12</b>  Ad materials and payment in full due: <b>May 19</b>	<b>WINTER</b> Published on: <b>November 15</b>  Commitment due: <b>September 16</b>  Ad materials and payment in full due: <b>September 23</b>

## AD SIZES (W x H, INCHES)

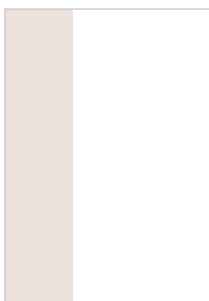


\* Bleed ads should be built to trim size and images extended 0.25" on all edges

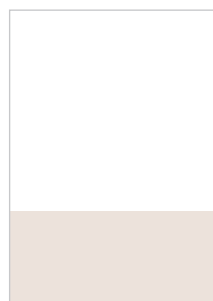
FULL PAGE  
8 x 10.65\*



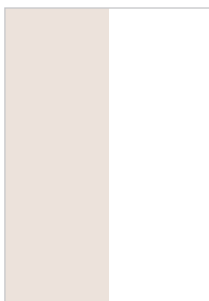
1/2 PAGE HORIZONTAL  
7 x 4.75



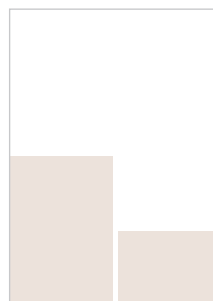
1/3 PAGE VERTICAL  
2.22 x 9.75



1/3 PAGE HORIZONTAL  
7 x 3.07



1/2 PAGE VERTICAL  
3.375 x 9.75



1/4 PAGE BUSINESS CARD  
3.375 x 4.75  
3.375 x 2.25

Advertising must comply to *Birthing Magazine* technical specifications.

Content may be asked to meet certain visual standards. Graphic design assistance is available at a rate of \$65/hr in addition to the listed ad rate. Contact [adinfo@birthingmagazine.ca](mailto:adinfo@birthingmagazine.ca) for more information.

Rates are for space only, are on a per issue basis, and are subject to change without notice.

**Full payment is due at time of ad submission. Failure to pay at this time will result in your ad not being published.**

No cancellations will be accepted after the ad commitment deadline.

Advertising prices do not include GST.

*Birthing Magazine* endorses the World Health Organization's *International Code of Marketing of Breastmilk Substitutes*, and chooses not to accept advertising, editorial, or photography that does not comply.

### FILE SPECIFICATIONS FOR PRINT ADS:

300 dpi (min.) | TIFF, JPEG or press-optimized PDF | CMYK colour space


- No spot or Pantone colours.
- All ads must be supplied electronically via online file sharing (i.e., Dropbox, Google Drive, etc.), e-mail ([adinfo@birthingmagazine.ca](mailto:adinfo@birthingmagazine.ca)—6 MB max. file size) or disk.
- Colour cannot be guaranteed on ads supplied without a colour match print.

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**GET 10% OFF**  
when you  
commit to a  
full year!

AD SIZE	MONTHLY RATE	BUNDLE IT!
Ribbon (rotating) 468x60px	\$60	Get \$50 off your print ad contract when you advertise online with a 4-month commitment.
Banner (rotating) 300x250px	\$100	
Tower (rotating) 90x728px	\$100	



**WHY CHOOSE THE WEB?**

1. Web exclusive content, contests and web directed links from the magazine keep our readers coming back.
2. Our new monthly rates make your online presence affordable.
3. It's a great option for date sensitive promotions like seminars, classes and limited offers.

Ad commitment is the first of the month prior to the advertising month.  
Materials are due two weeks prior to the advertising month.  
Advertising prices do not include GST.  
No cancellations will be accepted after the ad commitment deadline.  
All online advertisements will link to the advertiser's external website in a separate window.  
Advertising must comply to *Birthing Magazine* technical specifications.  
Content may be asked to meet certain visual standards. Graphic design assistance is available at a rate of \$60/hr in addition to the listed ad rate. Contact [adinfo@birthingmagazine.ca](mailto:adinfo@birthingmagazine.ca) for more information.  
Rates are for space only, are on a per-month basis, and are subject to change without notice.  
Web advertisers automatically receive a Resource Guide Standard Listing.  
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**FILE SPECIFICATIONS FOR WEB ADS & RESOURCE GUIDE FEATURE LISTINGS:**  
72 dpi | web-optimized JPEG | RGB colour space | Ads with transparency may be supplied in PNG format

## Online Resource Guide Advertising

**LIST FOR FREE**  
when you  
purchase a Print  
or Web ad!

LISTING	RATE	SET UP
<b>Feature</b> (rotating) 407 x 130 px <i>Two Category Limit</i>	\$100/yr	Contact <a href="mailto:adinfo@birthingmagazine.ca">adinfo@birthingmagazine.ca</a> to submit your order.
<b>Standard</b> 407 x 130 px <i>Three Category Limit</i>	\$50/yr Free for current print and web advertisers	Visit <a href="http://birthingmagazine.ca">birthingmagazine.ca</a> and use the "self-serve" option to submit your order.



**WHY BUY A LISTING?**

1. It's a cost-effective option that can be used on its own or to complement other advertising.
2. Our readers use *The Resource Guide* to find local products and services that meet their needs right now.
3. So simple! Set up your account and create your own listing in minutes. Changes and edits are quick and easy. Your listing will be approved within 48 hours.

**Feature Listings** must be arranged through the advertising department. Contact [adinfo@birthingmagazine.ca](mailto:adinfo@birthingmagazine.ca).  
Standard Listings are booked online using the "self-serve" option. Visit [www.birthingunlimited.ca/advertise/resource-directory.html](http://www.birthingunlimited.ca/advertise/resource-directory.html).  
Early renewal notices are generated automatically via email.  
Advertising prices do not include GST.  
No cancellations will be accepted after the ad commitment.  
All online advertisements will link to the advertiser's external website in a separate window.  
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