



Photo: Andy Zav

HUMBER HAPPENINGS

A community magazine published by the Humber Bay Shores Condominium Association

MEDIA KIT 2017

www.hbsca.ca

**SUPPORT YOUR
COMMUNITY
& REACH
YOUR TARGET
AUDIENCE!**

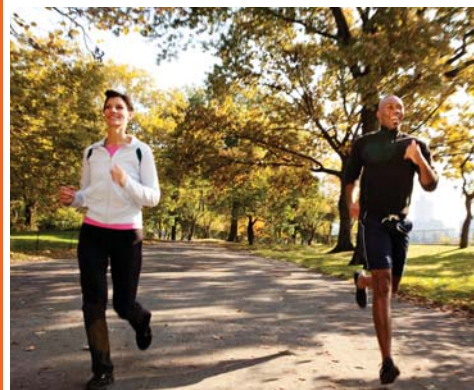




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ABOUT HBSCA AND HUMBER HAPPENINGS

The Humber Bay Shores Condominium Association (HBSCA) initiated Humber Happenings Magazine to support and build a sense of community among the residents of Humber Bay Shores.

HBSCA is a not-for-profit organization comprised of individuals who advocate for the community in matters of development, preservation and beautification of the vibrant and valued condominium community in which we live, work, and play.

HBSCA is the leading voice on community issues, news and events through its publication Humber Happenings Magazine. A publication which is 20 years strong and has become a reliable source for local information.

Humber Happenings Committee
Don Henderson/Jim Reekie
hbzca@rogers.com • Tel: 416-792-4964

HUMBER BAY'S PREMIER COMMUNITY QUARTERLY, HUMBER HAPPENINGS, IS THE BEST GO-TO GUIDE TO RETAILERS, LOCAL NEWS AND EVENTS.

For sales inquiries, please contact **Don Henderson** or **Jim Reekie**
Office: 416-792-4964, E-mail: humberhappeningsmagazine@gmail.com

HUMBER HAPPENINGS

PUBLISHING CALENDAR 2017

Issue	Ad Booking Deadline	Editorial Deadline	Ad Material & Payment Deadline**	Magazines Delivered*
Winter	January 4	December 21	January 11	February 15
Spring	March 20	March 6	April 3	May 1
Summer	July 20	May 31	June 30	August 1
Fall	October 4	September 20	October 18	November 15

* Dates are approximate, may change due to printing/ mailing times.

** Payment is due upon confirmed order.

Payment methods accepted: Visa/MasterCard/Interact or Cheque

CONTRACT AND COPY CONDITIONS

1. Publisher is not bound by any conditions, printed or otherwise, on contract or copy instructions when such conflict with policies covered by this rate card.
2. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims or costs arising against the Publisher (HBSCA).
3. Cancellations are not accepted on contracts or insertion orders for covers, special positions, special sections, special issues, special editions, copy split runs and inserts.
4. Contracts in force for six months or more may be upgraded, resulting in a space credit for the advertiser, not cash rebates. Such credits must be utilized within 60 days of the expiration of the old contract.
5. Advertisers and advertising agencies agree that the Publisher (HBSCA) shall be under no liability for its failure for any cause to publish any advertisement.
6. Publisher shall be entitled to payment as herein provided upon booking and signed agreement of the Ad Order form.
7. Acceptability of all advertising is at the discretion of the Publisher (HBSCA).
8. Any claim rendered by the advertiser or agency against this magazine, must be filed with the magazine in writing within 60 days following the expiration of the contract.
9. Verbal agreements are not recognized by the Publisher (HBSCA).
10. Prices are subject to the addition of 13% Harmonized Sales Tax (HST), where applicable.
11. Warranty: the publisher warrants that the deduction of advertising costs for advertising in this periodical is not restricted by section 19 of the Canadian Income Tax Act. Advertisers who file Canadian tax returns can claim the advertising costs of the publication as business expense.

DISTRIBUTION

10,000 copies distributed to residents of the 25 registered condominiums as well as retail locations within the Humber Bay Shores area.

In addition to our printed copy distribution, our magazine is also available to view on our website www.hbsca.ca, where visitors can browse and click to any of our clients websites for more information.

OUR AUDIENCE

A recent survey conducted by HBSCA found:

AGE BRACKET

- 27% are 31-45 years
- 41% are 46-65 years
- 14% are over 65

INCOME

- 67% have household incomes over \$100,000
- 19% have household incomes over \$200,000

MARITAL STATUS

- 53% of the respondents are married, or in an equivalent relationship
- 47% are single

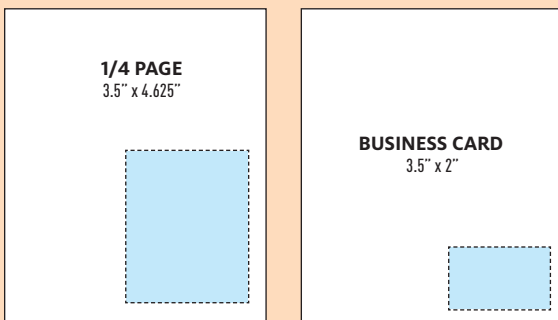
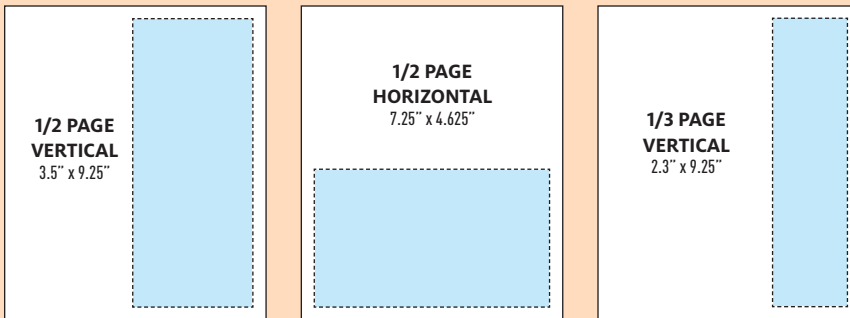
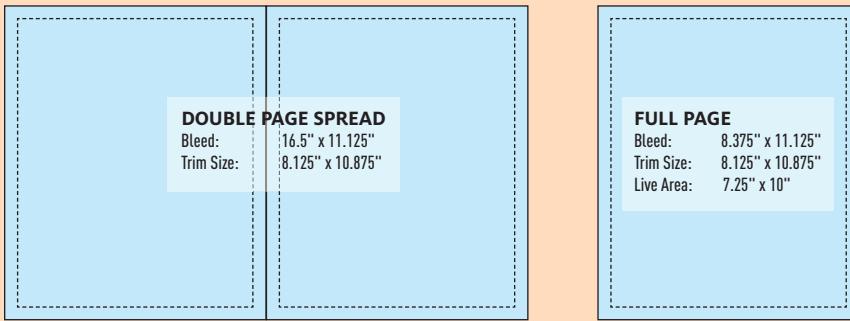
Targeted community members who have a keen interest in supporting local businesses.

Readers of community magazines are often interested and involved in community happenings. This keen interest in supporting local businesses results in an engaged audience and excellent readership.

AD DIMENSIONS

Magazine Trim Size: 8.125" X 10.875"

Bleeds are 0.125" — please add to double and full page ads to all sides.



ACCEPTABLE AD FORMATS

- PDF (PDF-X1a compliant)
- HI-RES TIFF, EPS
- QuarkXPress 2015*
- Adobe InDesign CC*
- Adobe Illustrator CC**
- * Please supply fonts and linked images
- ** All fonts outlined and images embedded

IMAGES

- RESOLUTION: 300 dpi at 100%
- COLOUR: CMYK

PRINTING

Web Offset

PUBLICATION

Quarterly

CANCELLATIONS

Not accepted after the Ad Material Deadline. Please see the 2016 Humber Happenings Publishing Calendar for details.

SPECIAL CLASSIFICATIONS:

The word "Advertisement" will be placed above copy which, in the opinion of the publisher, resembles editorial matter.

TRANSMISSION

Email ads to markintosh@markintoshdesign.com. Please contact for FTP information.

RATES & MECHANICAL SPECIFICATIONS

AD SIZE	WIDTH	HEIGHT	NET AD RATES
Full page with bleed	8.375"	11.125"	\$1,595
Full page without bleed	7.25"	10"	\$1,595
1/2 page horizontal	7.25"	4.625"	\$880
1/2 page vertical	3.5"	9.25"	\$880
1/3 page vertical	2.3"	9.25"	\$660
1/4 page	3.5"	4.625"	\$495
Business card	3.5"	2"	\$275
Outside Back Cover	8.375"	11.125"	\$1,995
Inside Front Cover	8.375"	11.125"	\$1,835
Inside Back Cover	8.375"	11.125"	\$1,755
Double page spread	16.5"	11.125"	\$2,395