

MEDIA KIT 2018

www.hbsca.ca

HUMBER HAPPENINGS

A community magazine published
by the Humber Bay Shores
Condominium Association



NEW FOR 2018

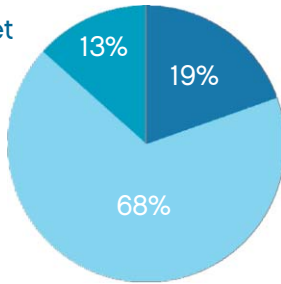
- In for 4 consecutive Issues **LOYALTY DISCOUNT**
- Our new **SPOTLIGHT TORONTO** section to feature our Toronto advertisers
- Local advertisers select our community **BUSINESS FEATURE OPTION**
- All options above include an **EDITORIAL COMPONENT**

TARGET THIS UNIQUE NICHE UPSCALE AUDIENCE

OUR AUDIENCE

A recent survey conducted by HBSCA found:

Age Bracket



- 19% are working age 25-30
- 68% are working age 31-69
- 13% are over 65

Average annual **leisure spending** ranges between \$35,000-\$75,000

Humber Happenings is owned by the member association; this guarantees excellent readership, credibility and advertiser awareness.

With average condo prices in the million dollar range, our readers represent a worthy audience who enjoy their leisure time which such activities as going to the theatre, restaurants, and live concerts. They are also interested in renovating/decor and travel destinations.

TARGET THIS UNIQUE NICHE UPSCALE AUDIENCE

READERSHIP

Our printed magazine is distributed to the residents of 30 association member condominiums AND QUICKLY GROWING!

In addition to our readership of close to 22,500, our publication is delivered to our local businesses/venues as well as to our advertisers who receive copies to display and distribute. Our magazine is also available to view on our website www.hbsca.com, where visitors can browse and click to any of our client's websites for more information.

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

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, it has developed not only as a source for important local information but a genuine lifestyle guide for interesting venues and events both locally and in Toronto.

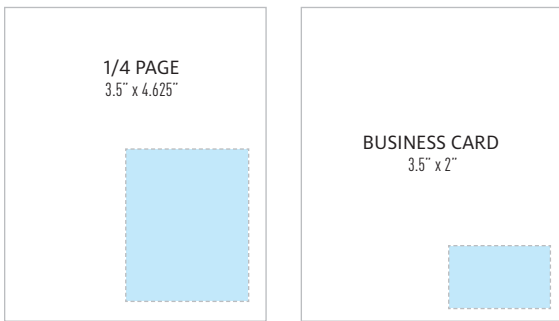
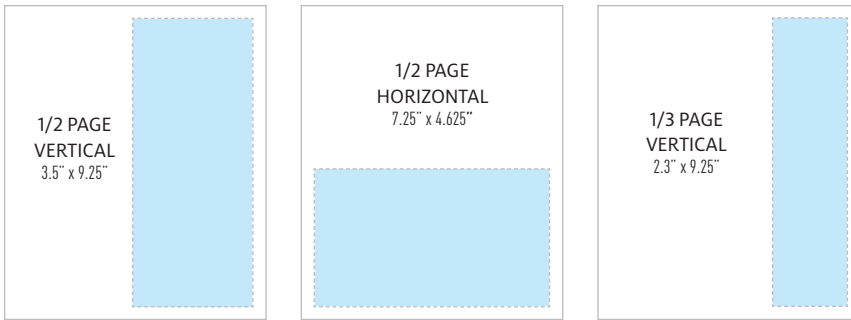
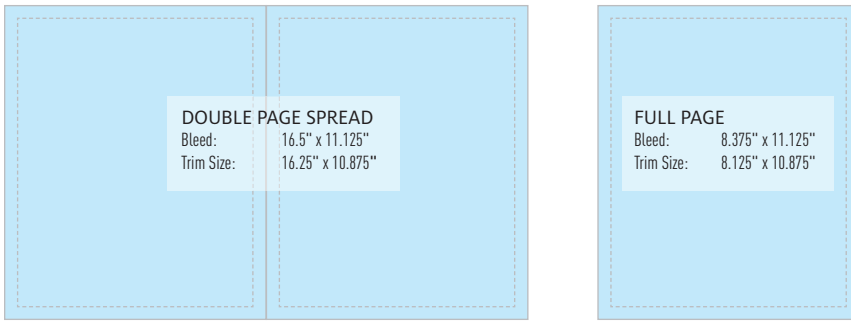
Humber Happenings Committee
 Don Henderson/Jim Reekie
hbsca@rogers.com • Tel: 416-792-4964



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 8 weeks before the Delivery Date.
Please see the 2018 Humber Happenings
Publishing Calendar for details.

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/Feature section option	16.5"	11.125"	\$2,395

LOYALTY DISCOUNT: Book all 4 issues & receive a 10% discount.