

# HUMBER HAPPENINGS

www.hbsca.ca

A community magazine published  
by the Humber Bay Shores  
Condominium Association

# MEDIA KIT 2021



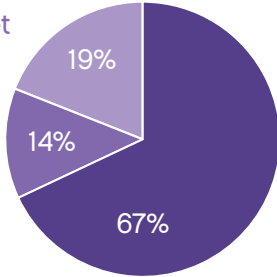
- In for 4 consecutive Issues **LOYALTY DISCOUNT** (15%)
- Local advertisers select our community **BUSINESS FEATURE OPTION**
- Both options above include an **EDITORIAL COMPONENT** (supplied by client)

TARGET THIS UNIQUE NICHE UPSCALE AUDIENCE TO SHOP LOCAL.

## OUR AUDIENCE

A recent survey conducted by HBSCA found:

Age Bracket



- 19% are working age 25-34
- 67% are working age 35-64
- 14% 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 plus range, our readers represent a worthy audience who enjoy their leisure time with such activities as going to the theatre, restaurants, and live concerts. They are also interested in renovating/decor, travel destinations, and the most updated information regarding auto purchases.

# TARGET THIS UNIQUE NICHE UPSCALE AUDIENCE. TARGET YOUR COMMUNITY.

## READERSHIP

Our magazine is distributed to the residents of the 30+ association member Humber Bay Condo buildings, and quickly growing!

In addition to our total adult readership of almost 20,000 via distribution to our up-scale member condo buildings, Humber Happenings Magazine is also distributed to our local business venues as well as to our advertisers to display and distribute to their customers. Our magazine is also available to view on our website [www.hbsca.ca](http://www.hbsca.ca), where visitors can browse and click on our advertiser's websites for additional information.

For sales inquiries, please contact **Jim Reekie**  
Office: 416-792-4964 E-mail: [HBSCA@rogers.com](mailto: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.



ISSUE	EDITORIAL DEADLINE	AD MATERIAL & PAYMENT DEADLINE**	MAGAZINES DELIVERED*
WINTER	February 4	February 18	March 18
SPRING	April 22	May 6	June 3
SUMMER	July 8	July 22	August 19
FALL	Sept 30	October 14	November 11

\* Dates are approximate, may change due to printing/distribution dates.

\*\* Payment is due upon confirmed order. Payment methods accepted: Visa/MasterCard/Interact or Cheque

**TRAVEL**

## IT'S WINTER - BUT FOR CRUISING IT'S WAVE SEASON

BY HEATHER HARRIS-ELCOTT

As we head to the Black Sea... It's winter, but for cruising it's wave season. The cruise industry is booming, and it's not just because of the weather. It's because of the service. The cruise industry is booming, and it's not just because of the weather. It's because of the service. The cruise industry is booming, and it's not just because of the weather. It's because of the service.

**WHY BOOK NOW?**

There are a lot of reasons to book now. The cruise industry is booming, and it's not just because of the weather. It's because of the service. The cruise industry is booming, and it's not just because of the weather. It's because of the service.

**BOOK NOW FOR LATER SPECIALS**

There are a lot of reasons to book now. The cruise industry is booming, and it's not just because of the weather. It's because of the service. The cruise industry is booming, and it's not just because of the weather. It's because of the service.

**COMMUNITY NEWS**

## HUMBER BAY SHORES FARMERS' MARKET ADAPTS TO A NEW REALITY

BY LUCAS BROWNE

As we head to the Black Sea... The market will not be the same. It's winter, but for cruising it's wave season. The market will not be the same. It's winter, but for cruising it's wave season. The market will not be the same. It's winter, but for cruising it's wave season.

**FARMERS' MARKET UPDATE:**

We are excited to announce that the market is still on! We are working to adapt our usual process to meet all the expanded safety guidelines as set out by Toronto Public Health. Things are changing every day but we look forward to updating you on all of the details very soon.

Follow the Humber Bay Shores Farmers' Market on Facebook for the latest updates and check our website: [www.hbsca.ca](http://www.hbsca.ca)

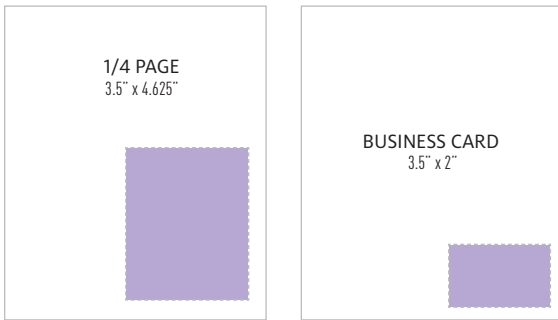
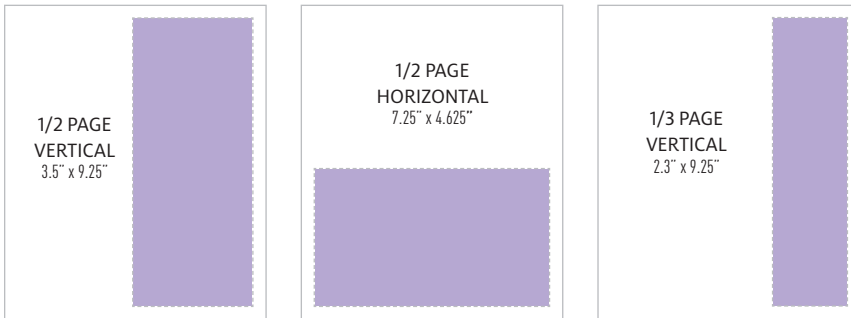
## CONTRACT AND COPY CONDITIONS

- The HBSCA, MJ Rochester Publishing Inc. or any member of the production team is not responsible for any errors, omissions, facts or representation in editorials or advertisements in this publication.
- MJ Rochester Publishing Inc. is hired by the HBSCA to produce and publish Humber Happenings Magazine. MJR Publishing acts on the direction of the HBSCA and is not responsible for any issues or conflicts that involve Humber Happenings Magazine or the HBSCA.
- Regarding Ad position, unless otherwise expressly provided in the Insertion Order, positioning of advertisements is at the sole discretion of the HBSCA.
- Publisher is not bound by any conditions, printed or otherwise, or contract or copy instructions when such conflict with policies covered by this rate card.
- 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).
- Cancellations are not accepted on contracts or insertion orders for covers, special positions, special sections, special issues, special editions, copy split runs and inserts, or for 8 weeks before the Delivery Date.
- 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 90 days of the expiration of the old contract.
- Advertisers and advertising agencies agree that the Publisher (HBSCA) shall be under no liability for its failure for any cause to publish any advertisement.
- Publisher shall be entitled to payment as herein provided upon booking and signed agreement of the Ad Order form.
- Acceptability of all advertising is at the discretion of the Publisher (HBSCA).
- 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.
- Verbal agreements are not recognized by the Publisher (HBSCA).
- Prices are subject to the addition of 13% Harmonized Sales Tax (HST), where applicable.
- Delinquent accounts are subject to 2% per month interest compounded as per the signed insertion agreement.

# 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\*
  - Adobe InDesign\*
  - Adobe Illustrator\*\*
- \* 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](mailto: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 4 consecutive issues and receive a 15% discount.

First issue of 2021 advertisers will receive a PDF file of the magazine to use on their website/social media.