

ADVERTISING RATES AND READER PROFILE 2012

ON nature

ON NATURE
THE DEFINITIVE
MAGAZINE
FOR NATURE AND
THE ENVIRONMENT
IN ONTARIO



For decades, Ontario Nature has been the province's leading environmental voice. Its more than 30,000 members and supporters are well-educated, affluent and outspoken. More important, they are influential: year after year, Ontario Nature has demonstrated an unmatched record in persuading governments to adopt conservation measures designed to protect and enhance Ontario's natural legacy — from the Oak Ridges Moraine to 378 newly created protected areas under the Ontario Living Legacy initiative.

ON Nature magazine — the voice of Ontario Nature — is a dynamic, award-winning quarterly that provides its highly engaged readers with what really matters to them: penetrating analysis of environmental issues, vivid profiles of prominent naturalists and breaking conservation news not covered by any other media. And that's not all.

ON Nature's readers are constantly seeking to improve their knowledge of nature and enjoy all it has to offer. The magazine provides service features such as nature guides, natural history and consumer advice.

Our readers keep their copies for months and years and rely on the magazine as a source of reference and information. Such loyalty is the result of *ON Nature's* great content and top-notch design. Its contributors include award-winning journalists and photographers, experienced Ontario Nature staff and scientists recognized for their expertise in botany, ecology and other fields.

ON Nature brings readers closer to nature by exploring Ontario's natural areas and wildlife and providing insight into current environmental issues.

WWW.ONNATUREMAGAZINE.COM

Ontario
Nature 

READER PROFILE

ON Nature readers tend to be affluent, well-educated, aged 35 and older, who are dedicated naturalists with a keen interest in the pressing environmental and natural history issues of the day. Many of these people are long-term members of Ontario Nature (Federation of Ontario Naturalists) who enjoy hiking, gardening, bird watching, photography, boating and travel.

Fast Facts

Household Income Between \$65,000 and \$100,000	65%
Household Income Above \$100,000	22%
Male	45%
Female	55%
Ages 35-65	56%
No Dependents at Home	75%
College/University Educated	75%
Two or More Readers per Copy	70%

Conservation-Minded Means Engaged

ON Nature readers are actively engaged with the magazine, its advertisers and the parent organization, Ontario Nature. What's more, they act on what they read in the magazine:

- 75%** Discussed an *ON Nature* article or brought an article to someone's attention
- 48%** Purchased a product or service advertised in *ON Nature*
- 40%** Phoned or sent away for more information on an advertised product
- 40%** Made a financial donation to a cause or an organization after reading an article in *ON Nature*
- 32%** Took a trip to a destination advertised in *ON Nature*
- 25%** Participated in a conservation project or event mentioned in *ON Nature*

Naturalists Are Avid Consumers

ON Nature readers enjoy outdoor activities and tend to watch less than 10 hours of television per week. So their purchases are largely based on what they read. More than a quarter of them own a second home or vacation property. They purchase high value-added products such as cameras, outdoor apparel, binoculars, tour packages, canoes and kayaks, automobiles and gardening materials.

- 63%** Planning to buy a new car/truck within the next 12 months
- 81%** Planning a pleasure trip within the next 12 months
- 52%** Planning to travel abroad within the next 12 months
- 46%** Planning to travel within Canada in the next 12 months
- 31%** Planning to buy hiking boots within the next 12 months
- 22%** Planning to buy a camera within the next 12 months



Chris Wells, non-founder of Transition Ontario, and his partner Kelly Loring, recently show off the benefits of their urban farm.

OUR TOWN

Transition cities are sprouting up across the province as urban environmentalists prepare for the triple threat of rising energy costs, resource depletion and climate change.

When The Highland Companies announced plans to build one of North America's largest quarries on some of the richest soil in southern Ontario, farmers, citizens and local politicians dug in for a busters seen to be winning.

The BIG Pit

Sp... hum... play...

A

Neither a glamorous creature nor a pest, the playful tiger beetle is an understudied insect despite its fascinating ways.

By Jean Godawa

For hatching and a lifetime of hunting for prey, as well as the fascinating life cycle, the tiger beetle is a true marvel of nature. As a result of its unique appearance and its ability to fly, it has become a symbol of environmental conservation. In fact, it is one of the few insects that can fly over water. This is a unique ability that has allowed it to spread across the globe. In fact, it is one of the few insects that can fly over water. This is a unique ability that has allowed it to spread across the globe. In fact, it is one of the few insects that can fly over water. This is a unique ability that has allowed it to spread across the globe.

DISTRIBUTION

Region	% of total circulation
Metropolitan Toronto	30%
Central Ontario <i>Thornhill, Oakville, Mississauga, Barrie, Oshawa, Niagara Falls, etc.</i>	27%
Eastern Ontario <i>Belleville, Ottawa, etc.</i>	15%
Southwestern Ontario <i>Brantford, Guelph, London, etc.</i>	23%
Northern Ontario <i>North Bay, Thunder Bay, etc.</i>	6%

ADVERTISING RATES 2012

Full Colour	1 time	2 times	3 times	4 times
Double page spread	\$4,395	\$4,179	\$3,961	\$3,746
Double half-page spread	\$2,916	\$2,774	\$2,632	\$2,487
Inside front or inside back cover	\$3,059	\$2,912	\$2,760	\$2,613
Back cover	\$3,253	\$3,095	\$2,936	\$2,776
One page	\$2,790	\$2,661	\$2,516	\$2,380
2/3 page	\$2,233	\$2,126	\$2,017	\$1,908
1/2 page	\$1,953	\$1,860	\$1,765	\$1,481
1/3 page	\$1,478	\$1,407	\$1,336	\$1,214
1/6 page*	\$420	\$400	\$380	\$360
1/12 page*	\$300	\$280	\$260	\$240

Black and White	1 time	2 times	3 times	4 times
Double page spread	\$2,902	\$2,760	\$2,619	\$2,474
One page	\$1,830	\$1,741	\$1,653	\$1,564
2/3 page	\$1,565	\$1,431	\$1,359	\$1,286
1/2 page	\$1,250	\$1,190	\$1,129	\$1,070
1/3 page	\$657	\$627	\$599	\$549
1/6 page*	\$332	\$313	\$299	\$235
1/12 page*	\$193	\$180	\$144	\$120

*Marketplace only (horizontal or vertical)

The Naturalist's Shop (Classified section)

- \$2.00 per word, \$85.00 minimum. Display ads: \$84.00 per column inch.
- Special positions: 15% extra.
- Spot colour: Rates on request.
- Inserts, Supplements and Special Units: Rates on request.
- On-line Banners and Links: Rates on request.
- Agency commission not applicable to Marketplace and the Naturalist's Shop.

Please ask about the advertising rates for our website.

ON Nature magazine (onnaturemagazine.com) is a micro-site linked to Ontario Nature's website (ontarionature.org). onnaturemagazine.com receives 116 visits/day and visitors spend an average of 1.4 minutes on site/visit.

www.ontarionature.org receives an average of 300 visits/day and visitors spend an average of 2.48 minutes/visit on the site.

AWARDS

2008

Gold Award and Silver Award at National Magazine Awards

2007

Two Honourable Mentions at National Magazine Awards

2006

Honourable Mention at National Magazine Awards

Finalist for two Canadian Newsstand Awards, Best Newsstand Issue Mid-size Magazine

2005

Two Honourable Mentions at National Magazine Awards

Finalist for two Canadian Newsstand Awards, Best Newsstand Issue Mid-size Magazine

2003

Gold Award and Honourable Mention at National Magazine Awards

2000

Gold Award and Honourable Mention at National Magazine Awards

CIRCULATION 2011

Member subscribers **7,506**

Average total readership **14,112***

* Source: Ontario Nature - Federation of Ontario Naturalists Survey, 2003; 2 readers per member copy on average.

SCHEDULES

2012	Closing	Material Due
Spring	January 13	January 20
Summer	April 6	April 13
Autumn	July 6	July 13
Winter	September 21	September 28

MECHANICAL SPECIFICATIONS

Printed: Offset, sheetfed, saddle stitched

Stock: Recycled (FSC Certified)

Ink: Vegetable based inks

Trim size: 8 1/8" x 10 7/8" (8.125" x 10.875")

Live area: 6 7/8" x 9 9/16" (6.875" x 9.562")

Bleed size: 8 3/8" x 11 1/8" (8.375" x 11.125")

FORMATS

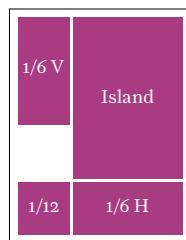
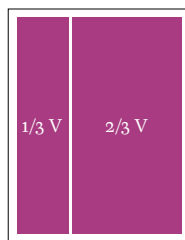
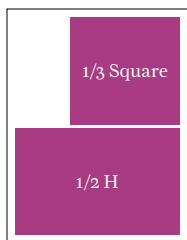
Non-bleed Ads

	Width	Depth
Full page	6.875" 41p3	9.375" 56p3
2/3 Vertical	4.514" 27p1	9.375" 56p3
1/2 Horizontal	6.875" 41p3	4.583" 27p6
1/2 Vertical	3.333" 20p	9.375" 56p3
Island	4.514" 27p1	7.25" 43p6
1/3 Vertical	2.153" 12p11	9.375" 56p3
1/3 Square	4.514" 27p1	4.583" 27p6
1/6 Vertical	2.153" 12p11	4.583" 27p6
1/6 Horizontal	4.514" 27p1	2.187" 13p1.5
1/12	2.153" 12p11	2.187" 13p1.5

Bleed Ads*

	Width	Depth
Full page	8.125" 48p9	10.875" 65p3
2/3 Vertical	5.264" 31p7	10.875" 65p3
1/2 Horizontal	8.125" 48p9	5.458" 32p9
1/2 Vertical	4.083" 24p6	10.875" 65p3

*Add .125" bleed on all edges



MATERIAL REQUIREMENTS

Digital Files Accepted Only

- Mac or PC in QuarkXPress, Adobe Illustrator, Adobe InDesign, Adobe Acrobat (see PDF specifications below). Any other file formats may be liable to extra processing charges. Use Postscript fonts only (not TrueType).
- Any colour elements must be CMYK.
- Please name your ad file with your/client's name and the issue (eg: name_spring_2010). Identify program and format on your cd or proof.
- Send all screen and printer fonts including embedded eps file fonts, and all support files (high res eps/tif files).

E-mail

Total file size e-mailed must not exceed 6 MB.

E-mail: levi@biohazarddesign.ca

FTP

Host: biohazarddesign.ca

User Name: biohazard

Password: lo!a1979

Extra Charges

Extra charges may apply for making colour proofs, pdfs, resizing, converting file formats, correcting file errors, type changes, colour corrections, or any changes involving additional computer work.

Creative Services

We can tailor your ad to our readers with complete creative services including design, copywriting, scans and final ad preparation. An estimate will be prepared for approval prior to commencement of work. A pdf proof will be submitted for approval.

Contract Regulations

Ads are accepted at the discretion of the publisher. The publisher will not be responsible for errors in advertising beyond the cost of the space occupied by the error. The advertiser and the advertising agency assume full liability for all advertising submitted, printed, or published. Advertisers are invoiced after publication. Payment is due on receipt of invoice.

Where to Send Material

Send advertising material to *ON Nature*, Ontario Nature, 214 King Street West, Suite 612, Toronto, ON M5H 3S6



ON-LINE RATE CARD

The *ON Nature* Advertising Policy (see below) applies to all advertising on www.onnaturemagazine.com. Advertising will be placed on all pages on the website. Advertising is posted quarterly. Please contact Jeffrey Yamaguchi for details and a personalized quote: promedcomm@aol.com; 905 796-7931, ext. 23.

SPECIFICATIONS

Unit Specifications	Unit Size (pixels)	Gif/jpeg limit	Animation	Location
Skyscraper	120 x 600	15k maximum	n/a	Right side
Vertical Banner	120 x 240	15k maximum	n/a	Right side
Button #1	120 x 90	15k maximum	n/a	Right side
Button #2	120 x 60	15k maximum	n/a	Right side or Bottom
Banner	468 x 60	15k maximum	n/a	Bottom

We do not accept Flash files at this time.

POSTING SCHEDULE

Term	Date Posted On-line	Posted Until
Spring 2012	March 1, 2012	May 31, 2012
Summer 2012	May 31, 2012	August 30, 2012
Autumn 2012	August 30, 2012	November 29, 2012
Winter 2012/2013	November 29, 2012	February 29, 2013

COST PER TERM (THREE MONTHS)

Skyscraper	\$ 2160
Vertical Banner	\$ 1080
Button #1	\$ 540
Button #2	\$ 378
Banner	\$ 1080

ADVERTISING POLICY

1. Advertisers accept all responsibility for the accuracy and content of their advertisements.
2. Acceptance of advertisements does not constitute endorsement by Ontario Nature of any advertiser or product.
3. All advertisements will be reviewed by the editor.
4. Advertisements are not accepted for firearms, snowmobiles, motor boats, all-terrain vehicles, trail bikes, nor for products or activities considered antithetical to the conservation objectives of Ontario Nature.
5. Fundraising advertisements are not accepted from other organizations. However, in cases where Ontario Nature is a member of another organization or coalition, or where a request comes from one of Ontario Nature's affiliated clubs, fundraising ads will be considered on a case-by-case basis.
6. In general, advertisements from other organizations soliciting members will not be accepted. However, exchange ads will be accepted at the discretion of the director of development and the editor, providing that the policies and objectives of the organization are not in conflict with those of Ontario Nature.
7. Advertisements are accepted from trip and tour operators, providing that they are not in conflict with those of Ontario Nature.
8. Ontario Nature reserves the right to reject any advertisement that it deems as misleading, libelous or otherwise unacceptable.