ABOUT US

Renaissance is the trusted voice on healthy, active living in the retirement journey.
Our members have a zest for retirement living!

+ Geared to active retirees and boomers with relevant articles that speak to their interests
+ One of the only publications in Ontario whose entire readership has access to extended health benefits coverage
+ Home delivered to every member
+ also available digitally and mobile friendly

Circulation 104,014*

Circulation 104,014*

Readers per copy 1.3**

English 100,690*

French 3,324*

Total distribution 135,218

Published 4 x annually in French & English

SOURCES: *Publisher’s Claim; May 2018, **The Retired Teachers of Ontario Online Survey of Members Final Report, January 2016 rounding occurred

Published by The Retired Teachers of Ontario/Les enseignantes et enseignants retraités de l’Ontario (RTO/ERO)
READER PROFILE

Our readership is composed of retired educators and support staff, as well as spouses, active educators, and peers.

**Gender**

- **Female**: 69%
- **Male**: 31%

**Age**

- **Over 99%** of readers are over 55
  - 14% are 55–64
  - 47% are 65–74
  - 28% are 75–84
  - 10% are 85+

**Regions**

- **52%** live in urban communities
- **48%** live in non-urban communities

**Southern Ontario**

- 35%

**Golden Horseshoe**

- 57%

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Readers spend on average 21 minutes reading Renaissance the first week of its arrival and 27 minutes thereafter.***

**Regions**

- **89%** of readers are likely to recommend Renaissance advertisers to others

The aging of Canada’s population is only going to accelerate over the coming decades as more and more baby boomers march towards retirement****

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**Sources:**

* RTO Age Banding All Members, March 2018
** The Retired Teachers of Ontario Online Survey of Members Final Report, January 2016 rounding occurred
*** The Listening Post: Renaissance Readership Survey, 2017
**** Stats Canada, 2016 Census
OUR READERS

Active. Educated. Engaged.

Reading, socializing and travelling are among the top activities of Renaissance readers.
Travel, charity, dining and hobbies, amount to close to $2,000 per month or 35% of their total monthly spend.

Our readership enjoys working on their homes, which includes housework, gardening, and home improvement.

Renaissance readers are engaged in managing their retirement.
71% are interested in issues facing retirees today.
46% value lifestyle news for retirees.
42,645 want information about financial planning for pensioners.

67% of readers have purchased from Renaissance advertisers.

20,000+ READERS would like professional advice on whether to rent or buy in retirement.

Did You Know?
In Canada about three-quarters of men and women aged 65 and over engaged in active pursuits such as exercising, socializing and using technology, spending approximately 3.5 hours doing so on a typical day.

80% of our member readership has extended health care benefits and a thirst to learn more about the opportunities to use their benefits.

Readers’ extended health coverage includes:
- Prescription drugs
- Paramedical practitioners
- Vision care
- Aids & appliances
- Diagnostic services
- Private duty nursing
- Transportation/ambulance
- Educational programs
- Referral treatments outside Canada
- & more

84% place importance on the latest health news for those over 55.

84% highly value our “Health Matters” section.

RTO/ERO members spend an average of $170/month on their healthcare over and above their plan.

“RTO/ERO operates the largest Canadian retired educator health plan, covering members and their dependents”

2019 RENAISSANCE EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Space Closing</th>
<th>Material Due</th>
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</thead>
<tbody>
<tr>
<td>Spring</td>
<td>Live Better</td>
<td>January 17</td>
<td>January 24</td>
</tr>
<tr>
<td>Summer</td>
<td>Summer on the Go</td>
<td>April 18</td>
<td>April 25</td>
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<tr>
<td>Fall</td>
<td>Advocacy</td>
<td>July 16</td>
<td>July 23</td>
</tr>
<tr>
<td>Winter</td>
<td>Family</td>
<td>October 18</td>
<td>October 25</td>
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Dates are subject to change

Regular Columns

**Feature Stories:**
A variety of articles about enjoying a vibrant retirement.

**Health Matters:**
A dynamic look at nutrition, health and wellness for retirees including emotional well-being, new products and interviews.

**Lifestyle:**
Stories and information about leisure time and enjoying life.

**Bookshelf:**
Reviews of popular books and member-authored books.

**Living Memories:**
Telling the stories of RTO/ERO members who are 80+.

**Travel:**
Each issue features travel stories which may include low cost travel options, new products, health and insurance tips.

**Classified Ads:** Visit rto-ero.org/classified for more details.

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### E-Newsletter

**LIAISON**

**Circulation**
- English: **52,412**
- French: **1,497**

**Open Rates**
- English: **55%**
- French: **58%**

*December 2018 issue

**Liaison Dates**

<table>
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<tr>
<th>Issue</th>
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<tr>
<td>February '19</td>
<td>January 25</td>
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<tr>
<td>April '19</td>
<td>March 22</td>
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<td>June '19</td>
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<td>July 22</td>
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<td>October '19</td>
<td>September 20</td>
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<tr>
<td>December '19</td>
<td>November 22</td>
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**Ad specs:**
- **prime position (top)** 652 x 180 $750.00
- **second position** 564 x 300 $675.00
- **third position (bottom)** 652 x 180 $500.00

Delivered directly into their inboxes, Liaison connects members with relevant, timely articles and ads.
2019 RATES & DATA

Advertising Rates

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Covers

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Covers are non-cancellable, full-page, four-colour process

Special positions: 15% surcharge, space only

Inserts/outserts: Rates available on request

Mechanical Requirements

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 9 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. Publisher shall not be liable for any advertisements received without a colour proof.

File Transfer: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to chimes@dvtail.com.

FTP Site: Please send an email to ftp@dvtail.com for password information for the Renaissance. FTP site.

Design Services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Crystal Himes, chimes@dvtail.com, Tel: 905.886.6640

Terms & Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser’s contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Cancellations and space changes not accepted after closing date.

Mail or fax contracts/insertion orders and material to:

Dovetail Communications
30 East Beaver Creek Road, Suite 202, Richmond Hill, ON L4B 1J2
Tel: 905.886.6640 | Website: www.dvtail.com