

OUR GREENHOME.CA

ECO-FRIENDLY HOME RESOURCE GUIDE

MEDIA KIT

Our Green Home is Toronto's Eco-Friendly Home Resource Guide

We provide Toronto residents with authoritative information and local resources to help them make sustainable choices in managing and improving their homes.

Now in its fifth year, Our Green Home has evolved into a complete resource for environmentally conscious homeowners. The magazine delivers three times annually, **targeting high-income homes** in mature neighbourhoods throughout the City of Toronto through the **Globe and Mail, Toronto Star, Exhibition Place, Evergreen Brickworks, Toronto Public Libraries, City of Toronto Live Green events** and a network of **selected retail locations** for a **total circulation of 110,000 copies**.

Our mission is to provide practical, up-to-date information to Toronto homeowners. From renewable energy options and eco-friendly renovating tips, to the research-based Green Grocery and Green Appliance guides, Our Green Home aims to be a comprehensive resource for Toronto homeowners.

To view the entire media kit, online guides, and back issues, please visit:
www.ourgreenhome.ca.



2012 Line-Up

Spring 2012:

Cover Theme: Spring Greening

Green Appliance Guide: Cooking Appliances

Green Grocery Guide: Tuna, Tea

Sustainable Selections: Beer

Distribution: April

Summer 2012: tbd

Distribution: June

Fall 2012: tbd

Distribution: October



MEDIA KIT FALL 2012

Special Print/Online Package deals available - please contact your sales representative.

ADVERTISING RATECARD

FOUR COLOUR DISPLAY ADVERTISING	ACTUAL SIZE (w x h)	1x	2x	3x
Quarter Page Square	4.5 x 4.5"	\$1,250	\$1,125	\$1,000
Quarter Page (Horizontal)	9 x 2.25"	\$1,250	\$1,125	\$1,000
Quarter Page (Vertical)	2.25 X 9.125"	\$1,250	\$1,125	\$1,000
Half Page (Horizontal)	9 x 4.5"	\$2,000	\$1,800	\$1,600
Half Page (Vertical)	4.5 x 9.125"	\$2,000	\$1,800	\$1,600
Full Page	9 x 9.125"	\$3,000	\$2,700	\$2,400

Add 25% premium for the outside back cover.

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ONLINE ADVERTISING RATECARD

Displaying on www.ourgreenhome.ca	ACTUAL SIZE	Per Week	6 Weeks	12 Weeks
Leaderboard <i>Throughout Entire Site</i>	730 x 120 pixels (728 x90 alternate)	\$200	\$900	\$1,350
Skyscraper <i>Throughout Entire Site</i>	160 x 600 pixels	\$200	\$900	\$1,350
Home Improvement Leaderboard <i>Excludes guides</i>	730 x 120 pixels (728 x90 alternate)	\$150	\$750	\$1,000
Guide Leaderboard <i>Throughout One Guide</i>	730 x 120 pixels (728 x90 alternate)	\$100	\$500	\$750
Category Leaderboard <i>Specific Category within Guide</i>	730 x 120 pixels (728 x90 alternate)	\$50	\$250	\$375
Big Box <i>Fixed Position, Article Specific</i>	300 x 250 pixels	\$50	\$250	\$375
Graphical Resource Listing <i>Available Categories: Community, Home Services, Retailers and Travel</i>	Supply Logo and Copy <i>Max. 30 words Logo linked to supplied URL</i>	\$200		

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