

OUR GREENHOME.CA

ECO-FRIENDLY HOME RESOURCE GUIDE

MEDIA KIT

Our Green Home provides Ontario residents with authoritative information and local resources in print and online to help them make sustainable choices in improving, managing and enjoying their residences and their properties.

Now in its 10th year, the magazine **targets homes with household income of \$100,000+** throughout the GTA and Ottawa regions via the **Globe and Mail, Toronto Star** and **Ottawa Citizen**. It's also available at the **Metro Toronto Convention Centre, Evergreen Brick Works, Steam Whistle Roundhouse** and **EV Discovery Centre** plus **retailers such as The Big Carrot and Fiesta Farms** for a total circulation of **200,000**.

Copies will also be distributed at the **Buildings Show (Nov.29 - Dec.1)** and **Interior Design Show (Jan.18-21)**.

Our mission is to provide practical, up-to-date information. From energy saving tactics and incentive programs, to eco-friendly renovating and decorating, **Our Green Home** aims to be a comprehensive resource for the sustainability motivated homeowner.

Our Fall 2017 Issue focuses on how citizens can support our climate action initiatives – from choices in building and furnishing materials, to home energy efficiency improvements, to electrified transportation, to planting and caring for trees in our communities, with a special focus on our low-carbon residential building frontiers: “Passive House” and “Net Zero Energy”.



Fall 2017

The Climate Issue

Circulation 200,000

70,000 in the *Globe and Mail* Nov. 17th

100,000 in the *Toronto Star* Nov. 18th

25,000 in the *Ottawa Citizen* Nov. 18th

3,000 at selected distribution points

2,000 at trade shows:

Buildings Show & Interior Design Show

Also Posted Online to ISSUU

NEW FORMAT!

8-1/8 x 10-1/2"

EDITORIAL LINE-UP

- **Passive House Gets Aggressive** – the race is on to "Net Zero Energy" homes
- **Ontario Wood Producer Showcase** – Ontario's furnishing and decorating wood artisans
- **Resilient Cities** – an exclusive interview with our new Chief Resiliency Officer
- **EVs are for EVeryone** – welcome to the world's first Electric Vehicle Discovery Centre!
- **Home Retrofits** - energy saving technologies, resources and incentive programs
- **Treetops!** Ontario's tree planting achievements, initiatives and Heritage Trees
- **Renewable Energy Rises** – our micro-fit, net metering and investment opportunities
- **Urban Agriculture** – innovative growth in home farming technologies

ADVERTISING RATECARD

FOUR COLOUR DISPLAY AD	ACTUAL SIZE	CODE	PRICE
Outside Back Cover	As Full Page	OBC	\$6,500
Inside Front Cover	As Full Page	IFC	\$4,750
Inside Back Cover	As Full Page	IBC	\$3,975
Full Page	Live area: 7-5/8 x 10-3/8" Trim: 8-1/8 x 10-1/2" Bleed: 8-3/8 x 10-3/4"	FP	\$3,750
Half Page	7-5/8 x 4-7/8"	HP	\$1,995
Third Page	7-5/8 x 3-1/4"	TP	\$1,475
Quarter page	3-3/4 x 4-7/8"	QP	\$1,250

The complete digital version of Our Green Home is posted online to ISSUU.

DATES

- **Sept. 29th** Cover Booking Deadline
- **Oct. 6th** Ad Space Booking Deadline
- **Oct. 13th** Advertising Art Due
- **Nov. 17th-18th** Newspaper Distribution
- **Nov. 29th-Dec. 1st** IIDEX/Buildings Show Distribution
- **Jan. 18th-21st** Interior Design Show Distribution