

# 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 homes and properties.

Now in its eighth year, the magazine **targets owned homes with household income of \$100,000+** throughout the GTA and Ottawa regions via the **Globe and Mail**, **Toronto Star** and **Ottawa Citizen**; event sites **CNE**, **Metro Toronto Convention Centre**, **Evergreen Brick Works** and **Steam Whistle Roundhouse**; **Toronto Public Libraries** and; retail locations such as **The Big Carrot** and **Fiesta Farms** - for a total circulation of **250,000 copies**, including **7,500** at the **Cottage Life Show (Apr. 1-3)**, **Ottawa Cottage & Backyard Show (Apr. 8-10)** and **Green Living Show (Apr. 15-17)**.

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

Our Spring 2016 Issue is all about wood – furnishing, equipping and decorating with it inside our homes, planting and caring for trees in our community, and the expanded opportunities for timber under our new building code.

[www.ourgreenhome.ca](http://www.ourgreenhome.ca)

### Spring 2016

## Out of the Woods

### Circulation 250,000

- **95,000** in the *Globe & Mail* March 25th
  - **95,000** in the *Toronto Star* March 26th
  - **2,500** additional copies at selected distribution points and public libraries
    - **7,500** at three April Shows:
      - **50,000** in Ottawa area
- Ottawa Citizen* April 1<sup>st</sup>, *Globe & Mail* April 5th

**Also Posted Online to ISSUU**



## EDITORIAL LINE-UP

- **A Wood for all Reasons** – A guide to Ontario’s wealth of woods and their applications
- **Ontario Wood - Look for the Leaf** program supports woodcraft throughout the province
- **Producer Showcase** – Sensational furnishing, decorating and artisanal wood creations
- 50,000,000 Trees! Canada’s most ambitious tree planting program  
a progress report on trees planted and pledged - and their role in carbon sequestration
- **Building Higher** – Mid-rise wood construction: new building codes, new materials!
- **Easy EV** - Dispelling range anxiety, update on rebates and what makes a great low-carbon ride
- **The Healthy House** – tips to ensuring your family’s wellness begins at home
- **City Trees, Urban Resource Salvage Success Stories** – Reclaimed Wood's Routes to Market
- **Special Report** from Canada Green Building Council’s *Green Homes Summit*

## 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	\$3,950
Full Page	Live area: 5.25 x 8.25” Trim: 5.5 x 8.5” Bleed: 5.75 x 8.75”	FP	\$3,750
Half Page	5.25 x 4”	HP	\$1,975
Third Page	5.25 x 2.75”	TP	\$1,450
Quarter page	2.5 x 4”	QP	\$1,150

**Complete digital versions of Our Green Home are posted online to ISSUU.**

## DATES

- **Feb. 22<sup>nd</sup>** – Advertising Space Booking
- **Mar. 4<sup>th</sup>** – Ad Material Due
- **Mar. 14<sup>th</sup>** – Advertiser Copy Requests
- **Mar. 25<sup>th</sup>** – Southern Ontario Distribution Commences
- **Apr. 1<sup>st</sup>** – Ottawa Area Distribution Commences
- **Apr. 1-17** – Show Distribution

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