



THE ONTARIO BROKER MAGAZINE

2023 MEDIA KIT



ibao
INSURANCE BROKERS
ASSOCIATION OF ONTARIO

AUDIENCE

TOB STATS

20,000+

DIGITAL DISTRIBUTION REACH

15,000+

PRINT DISTRIBUTION REACH

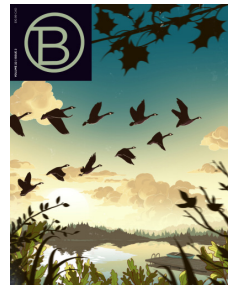
100,000+

UNIQUE VISITORS TO
WWW.IBAO.ORG

"I have been a long-time reader of The Ontario Brokers magazine and have always found the content to be informative, engaging and of high quality. I always look forward to getting my hands on the latest issue."

"As an industry expert, I have found The Ontario Brokers magazine to be a valuable resource for staying up-to-date on the latest trends and insights. The magazine's audience is well-informed and engaged, making it a great choice for businesses looking to reach this market."

"We have been advertising in The Ontario Brokers magazine for a number of years now and have always been impressed by the results. The magazine's audience is highly engaged and attentive, making it the perfect place to promote our brand."



IBAO DIGITAL DEMOGRAPHICS

53%

MALE

47%

FEMALE

47%

SENIOR MANAGEMENT

28%

ENTRY/JUNIOR

21%

MIDDLE MANAGEMENT

4%

OTHER

SOCIAL MEDIA

12,000+

LINKEDIN

4,750+

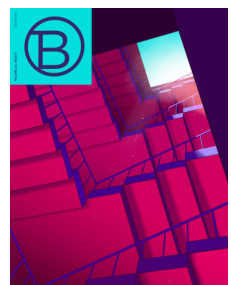
TWITTER

4,600+

FACEBOOK

1,750+

INSTAGRAM



EDITORIAL CALENDAR



ISSUE	EDITORIAL THEME	PRINT AD CLOSE	RELEASE
Volume 23 Issue 1	Forging a New Path A look at the people, ideas, groups and organizations driving our industry in new and exciting directions.	February 13	March 2023
Volume 23 Issue 2	Customer Service A lot of client communication has become digital, but what's stayed in-person? And how are brokers giving digital interactions the human touch while continuing to offer top levels of service?	April 14	May 2023
Volume 23 Issue 3	The National Issue The insurance industry is becoming increasingly nationalized. In this issue we dive into the conversations that are happening from coast-to-coast—new national regulations, license harmonization and the rise of national brokerages.	July 7	Summer 2023
Volume 23 Issue 4 (Convention Issue)	Data Driven Decisions There's more data available to brokers than ever before, but is any of it getting used? Are brokers collecting the right data to steer their decision making? Hear what others are doing with data and how to make the data you have work harder for you.	Sept 22	October 2023
Volume 23 Issue 5	Business Evolution Beyond implementing new software, what other types of innovations are happening at brokerages and what impact are they having? From grassroots ideas to the most sophisticated executions, we look at what our forward-thinking members are doing to evolve.	December 1	December 2023

PRINT ADVERTISING

FULL-COLOUR RATES

PER ISSUE

Multi-Page Ad Feature (Consecutive full pages, 1 available per issue)	Ask for pricing
Double Page Spread	\$9,820
Full Page Outside Back Cover	\$7,150
Full Page (15% premium for inside front or back covers)	\$5,710
1/2 Page	\$3,650
1/4 Page	\$2,770
Graphic Design Service	\$150/hr

SAVE UP TO 30% FOR ALL 5 ISSUES

* HST NOT INCLUDED

* RATES FOR PRINT AND FLIPBOOK

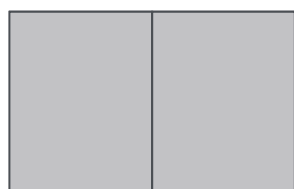
RECOMMENDED SPECIFICATIONS

- Images 300 dpi
- Images/graphics should not use any form of compression
- CMYK format
- Bleed must extend 1/8" on each side for double or full page spreads
- Place live area 1/2" in from the trim size

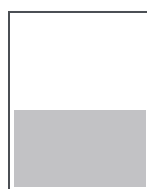
GRAPHIC DESIGN SERVICE

- Full ad package provided with working files
- Complete design creation
- 2-4 business days turnaround
- 3 revisions included
- Must provide logo and/or high res images, text and other requested assets

PRINT ADVERTISING SPECIFICATIONS



DOUBLE PAGE SPREAD
16.75" x 10.875"
(Add 0.125" bleed)



1/2 PAGE HORIZONTAL
7" x 4.583"
(Bleed not required)



1/4 PAGE VERTICAL
3.333" x 4.583"
(Bleed not required)



FULL PAGE SPREAD
8.375" x 10.875"
(Add 0.125" bleed)



1/2 PAGE LONG VERTICAL
3.333" x 9.5"
(Bleed not required)



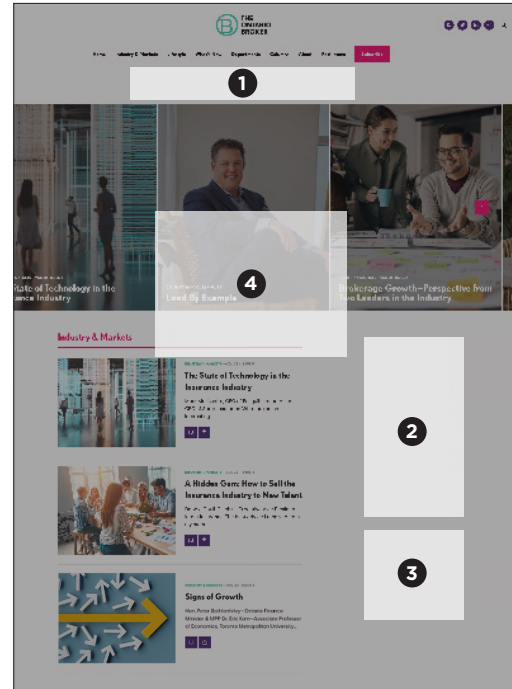
1/4 PAGE HORIZONTAL
4.583" x 3.333"
(Bleed not required)

DIGITAL ADVERTISING

TOB DIGITAL PLATFORM

Various website banner opportunities are available. Starting rates for article pages. 30% premium for home page, 20% premium for landing pages. Annual pricing applies to home page and landing pages only. Monthly cycle runs approximately the 15th to the 15th of each month.

AD TYPE	PER MONTH	ANNUAL
1 Leaderboard 728(W) x 90(H) pixels	\$780	\$5,070
2 Half Page 300(W) x 600 (H) pixels	\$660	\$4,290
3 Big Box 300 (W) x 250 (H) pixels	\$440	\$2,860
4 Overlay (Available for article pages only) 640 (W) x 480 (H) pixels	\$820	n/a
Page Takeover (Leaderboard, Half Page & Big Box)	\$1650	\$10,725



* HST NOT INCLUDED
GRAPHIC DESIGN SERVICE AVAILABLE

DIGITAL AD CLOSE

By the first week of issue release month

DIGITAL AD RELEASE DATE

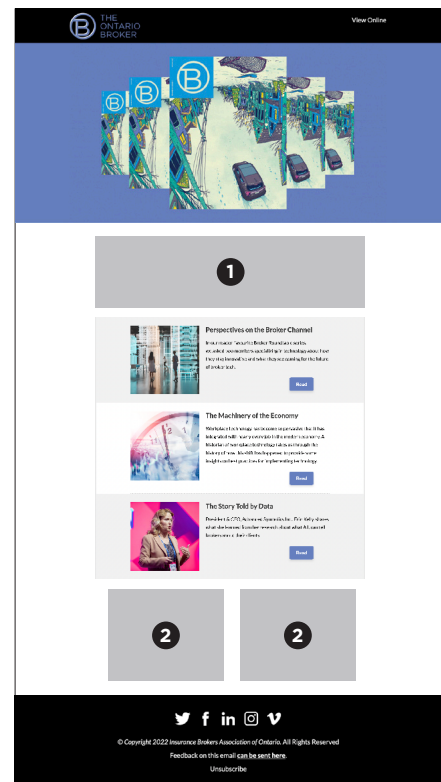
Middle of release month

TOB E-NEWSLETTER

Distributed to 16,000+ Ontario Brokers, Industry Professionals, Insurance Students.

AD TYPE	PER ISSUE
1 Billboard 728(W) x 250(H) pixels	\$980
2 Big Box (2 Available) 300 (W) x 250 (H) pixels	\$760

* HST NOT INCLUDED
GRAPHIC DESIGN SERVICE AVAILABLE



CONTACT

ADVERTISING SALES

ERIN KRUK
Interim VP, Marketing & Communications, IBAO
416.488.7422 x128
ekruk@ibao.on.ca

SUBSCRIPTION SERVICES

JEFF TOTH
Marketing & Communications Specialist, IBAO
416.488.7422 x112
jtoth@ibao.on.ca

DESIGN

SAMANTHA CHANG
Marketing Manager, IBAO
416.488.7422 x125
schang@ibao.on.ca