



THE ONTARIO BROKER MAGAZINE

2025 MEDIA KIT

TOB STATS



17,000+

IBAO UPDATE SUBSCRIBERS

64%

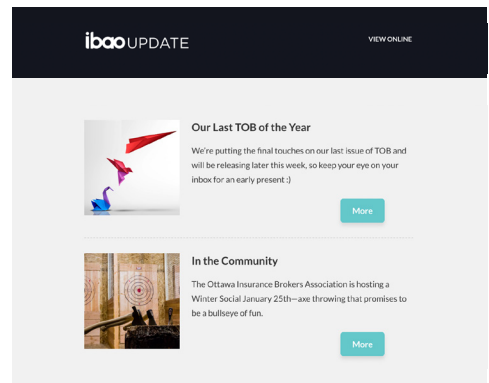
HIGHEST OPEN RATE

4x

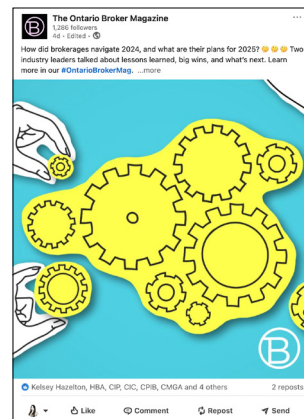
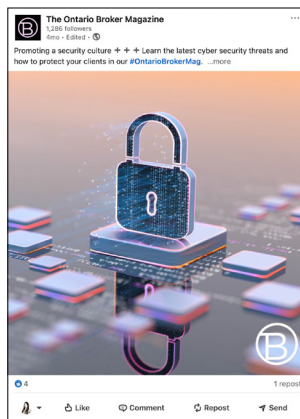
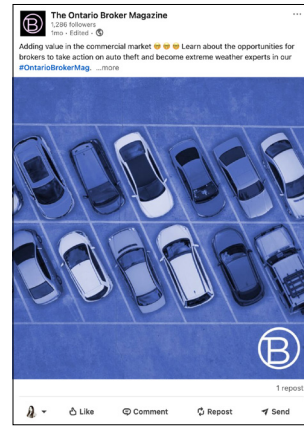
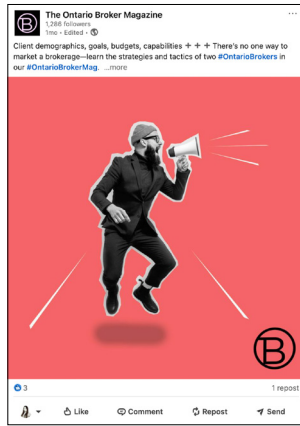
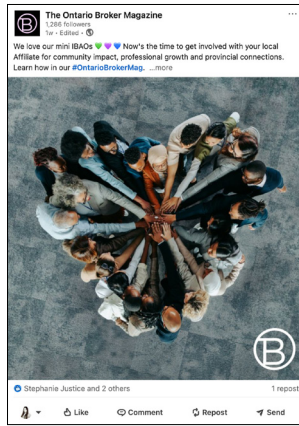
PROMOTIONS PER MONTH IN
IBAO UPDATE

1x

PROMOTION PER MONTH IN
TOB ENEWSLETTER



TOB STATS



15,320+

LINKEDIN FOLLOWERS

2,830+

FACEBOOK FOLLOWERS

2,180+

INSTAGRAM FOLLOWERS

100,000+

UNIQUE VISITORS TO IBAO.ORG

10,000+

ACTIVE DIGITAL MAGAZINE READERS

2x

TOB POSTS PER WEEK

EDITORIAL CALENDAR



PRINT ISSUE

PRINT AD DUE

RELEASE

IBAOcon Issue

August 29

Fall 2025

DIGITAL ISSUE

EDITION

DIGITAL AD DUE

AD RELEASE

Uploads throughout the year

Ongoing News Reel

30th of every month

1st of every month

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

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

* HST NOT INCLUDED
* RATES FOR PRINT AND FLIPBOOK

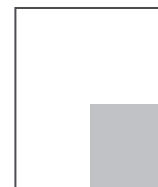
PRINT ADVERTISING SPECIFICATIONS



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

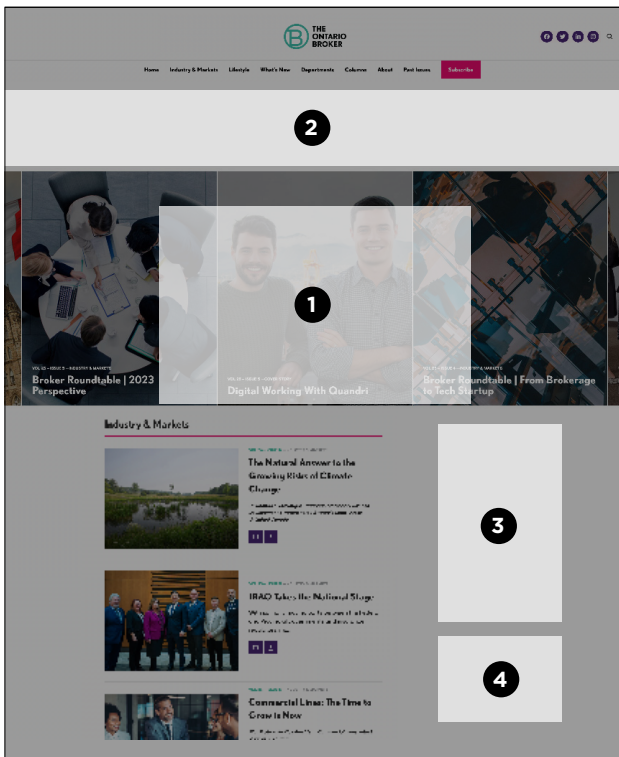
TOB WEBSITE

Various website advertising opportunities are available. Ad space is reserved on a first come first serve basis and subject to availability.

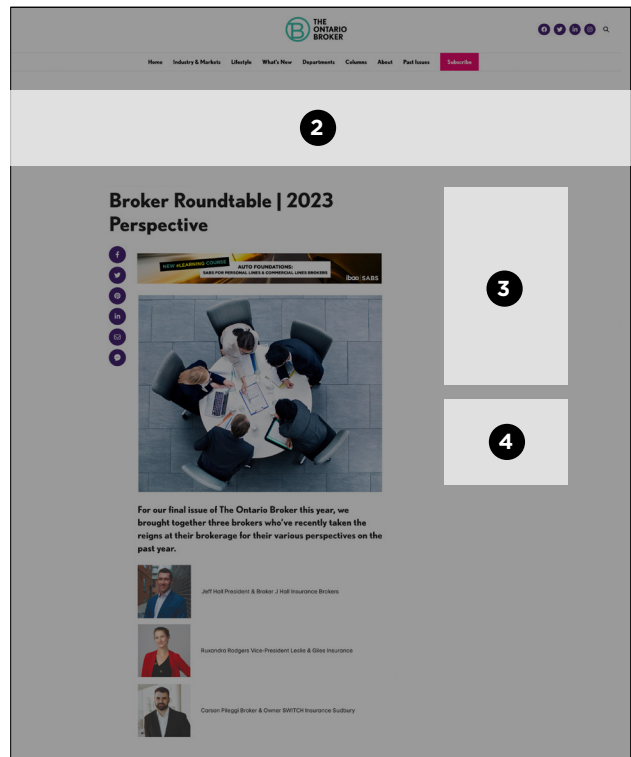
AD TYPE	HOME PAGE	LANDING OR ARTICLE PAGE	
	1 MONTH 1X FREQUENCY	1 MONTH 1X FREQUENCY	1 MONTH 3X FREQUENCY
1 Overlay 600 (W) x 400 (H) pixels	\$1200	\$480	\$840
2 Billboard 1200(W) x 150(H) pixels	\$780	\$310	\$465
3 Half Page 300(W) x 600 (H) pixels	\$660	\$240	\$360
4 Big Box 300 (W) x 250 (H) pixels	\$440	\$180	\$270

* HST NOT INCLUDED
GRAPHIC DESIGN SERVICE AVAILABLE

HOME PAGE



ARTICLE PAGE



CONTACT

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