

# CANADIAN MENNONITE

## Media Kit 2023



**Canadian Mennonite is here to educate, inform and inspire Mennonites in Canada, fostering dialogue on important matters, and sharing the good news of Jesus Christ from an Anabaptist perspective. We do this through a print publication and through other media, working with our church partners.**

**Canadian Mennonite offers paid space in three vehicles:**

- *Canadian Mennonite* magazine (26 issues per year including 4 digital-only)
- *CM Now*, free e-newsletter (26 emails per year)
- [www.canadianmennonite.org](http://www.canadianmennonite.org)

For ad packages or to book your ad, contact:

**Ben Thiessen**

Advertising Representative  
1-800-378-2524 ext. 3  
1-519-884-3810 ext. 3  
[advert@canadianmennonite.org](mailto:advert@canadianmennonite.org)  
[www.canadianmennonite.org](http://www.canadianmennonite.org)

Discounts are available for charities and non-profit organizations.  
Submission deadlines can be found at <https://canadianmennonite.org/editorialcalendar>

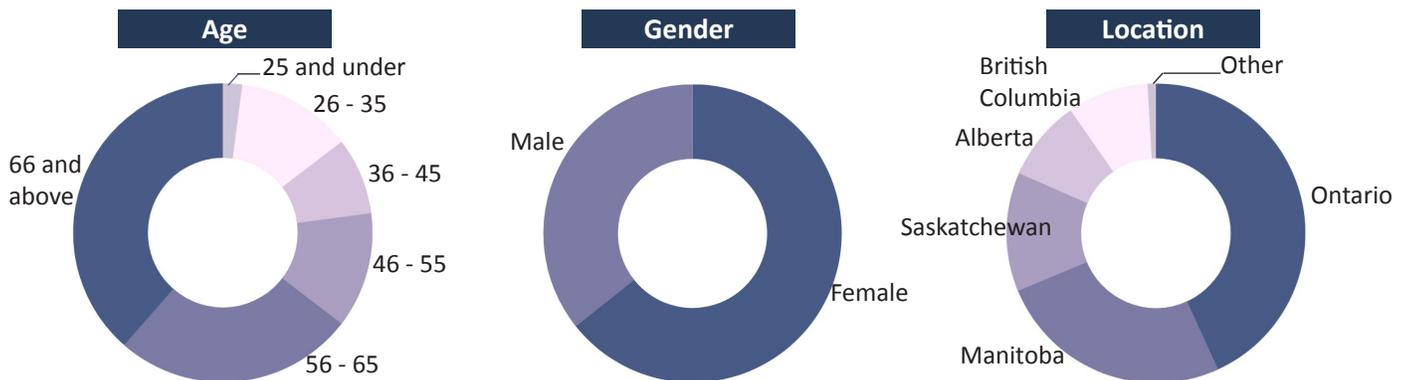
**8,500**  
Subscribers

**5,900**  
Social media followers

**600**  
*CM Now* email subscribers

**28,000**  
Average monthly website visitors

**203,000**  
Annual unique website visitors



*Canadian Mennonite* serves primarily the people and churches of Mennonite Church Canada.

*Canadian Mennonite* is owned and operated by *Canadian Mennonite Publishing Service, Inc. (CMPS)*, a Canadian non-profit corporation established in 1971 to publish the magazine. CMPS is a registered Canadian charity.

## Digital Advertising

### Website

The ad appears on web pages alongside editorial content. Ads rotate positions as the browser changes web pages and are linked to the advertisers preferred URL. Prices are a flat rate, based on a two-week cycle. Two sizes are available as listed below.

Submit the ad in JPG format as specified below.

Ad type*	Cost
<b>Sidebar</b> 285px x 590px	\$120
<b>In-content</b> 360px x 360px	\$180

### Email

Canadian Mennonite offers a three types of email advertisements. Banner ads can appear in our bi-weekly *CM Now* e-newsletter (26 per year) or in *Canadian Mennonite* digital-only issues emailed to subscribers (4 per year). Both have an open rate of 60%. Sponsored E-blasts help you reach your target audience with a direct email message. You provide the text, graphics and links. We'll lay it out and send it off.

Ad type	Cost
<b>CM Now</b> 280px x 534px	\$88
<b>Digital Issues</b> 280px x 534px	\$122
<b>Sponsored E-blast</b>	\$200

## Discounts

Canadian Mennonite offers discounts to charitable organizations, or to clients who run an advertisement at least 3 times. Please contact the Advertising Representative for more information.

## Print Advertising

### Display

Size*	1 time	3 - 5 times
<b>1/6 page</b>	\$323	\$307
<b>1/4 page</b>	\$478	\$454
<b>1/3 page</b>	\$633	\$601
<b>1/2 page</b>	\$895	\$851
<b>Full page</b>	\$1,688	\$1,603
<b>Back cover</b>	\$2,127	\$2,020

### Classified

This is *Canadian Mennonite's* lowest-cost option. The ad appears in a single column with graphic elements (logo or colour). This ad is often used to sell items, rent cottages, promote travel opportunities, and publicize support groups.

\$1.09 / word based on Microsoft Word's count.

### Employment

This two-column ad (3.5 inches wide) allows for the use of a logo and colour. In addition to the job title and description, consider including the submission deadline, the start date, a URL for more information, and the name of a person to contact.

\$88 / column inch (3.5 inches wide)

### Sponsored Content

Supplements allow church-related organizations to promote their work and vision. The camera-ready supplement is provided by the advertiser and printed on the pages of *Canadian Mennonite*.

## Inserts

The advertiser supplies the insert, based on *Canadian Mennonite's* specifications. There may be additional costs if the weight of the insert puts the publication over Canada Post weight limits. Please contact us for details.

## Digital Ad Sizes



An e-news update from *Canadian Mennonite*

### Following brutalities of 2017, Congolese churches build a new future

Ever since survivors of brutal fighting in the Kasai region of the Democratic Republic of Congo fled to the city of Kikwit in 2017, the Mennonite Brethren Church has been ministering to them with faith and action.

[read more](#)

Email Banner  
534px x 280px



CANADIAN MENNONITE

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"I think at the gallery and as a curator and in my art as well, it's always been about making space to listen to everyone [and] to hear other people's stories, whether we have the same viewpoints or not," says the married mother of three. "That's really what attracted me to the gallery—it had this reputation of working with artists of all faiths or no faith, and making this a place where we can make space for each other's stories and listen to each other."

Hodges-Kolinsky stood out when the gallery was hiring a new director because of her many strengths, along with her commitment to both the church and the visual arts community, says Sue Sorensen, an English professor at CMU who sits on the gallery's advisory committee.

"She's sort of stunningly competent in all sorts of areas," Sorensen says, naming Hodges-Kolinsky's strong planning and organizational capabilities, her calm demeanour and her "beautiful artistic eye." "I'm just basically impressed overall by her... There's a real kindness in the way she approaches people and allows them to approach her."

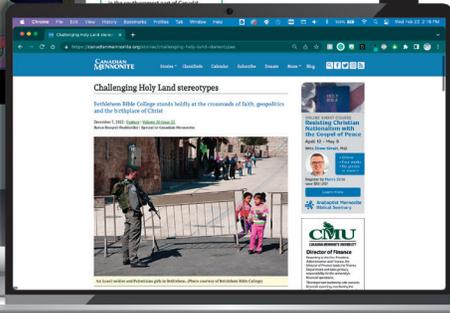
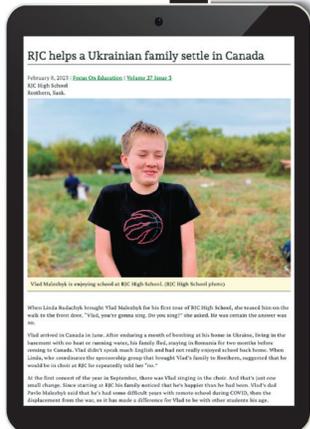
In-content  
360px x 360px

Sidebar  
285px x 590px

The most gallery is currently displaying work by Ksenia Spivak, a proven artist from Winnipeg. In the summer, Hodges-Kolinsky will mount exhibits featuring quilts by Textile and Fibre Artists Manitoba and landscape paintings and drawings by John Blosser, emeritus art professor at Goshen College in Indiana.

The gallery's fall exhibit will focus on settler-Indigenous relations in Paragway's Chaco region, with work by Paraguayan-born Winnipegger Miriam Rudolph and a collective of Indigenous Chaco artists. The final exhibit of the year will explore gendered identity, featuring the work of the Drawn Together artist collective and Tom Lovatt.

The gallery last wrapped up its call for proposals for 2024, which garnered a record number of applications, and Hodges-Kolinsky and the advisory committee are making plans to commemorate the gallery's 25th anniversary.



## Print - Display Ads

**1/4 Page Horizontal  
7.25" x 2.29"**

**1/2 Page Standard  
7.25" x 4.5"**

**1/4 Page Standard**  
**3.625" x 4.5"**

**1/3 Standard**  
**4.75" x 4.5"**

**1/6 Page Vertical**  
**2.25" x 4.5"**

**Full Page  
7.25" x 9.5"**

**Bleed**

Offset printing is unfortunately not 100% accurate. Please add 0.25" beyond the printed area to each edge of the page. This would make the total document size 0.5" wider and 0.5" taller, in the case of a full page ad that means 8.625"x11.125".

**Safe area**

Text, logos and other important graphics should be placed in the area within the safe area to make sure that they do not get cut off when pages are being printed and trimmed. The safe area is 0.25" from each edge of the page. In the case of a full page ad, the safe area would be 7.625"x10.125".