



# 2021 MEDIA PLANNER





## CONSIDER THIS:

It is estimated that there are 140,000 LGBT+ owned businesses in Canada with an annual buying power of \$90 billion – numbers that will surely keep growing.\*

LGBT+ inclusion is closely tied to economic development in countries around the world, according to researchers at the Williams Institute at UCLA.

Supplier Diversity is the strategic process of corporations reaching out to groups not traditionally included in their supply chain.

*\*Source: The Walrus*



## ABOUT Q BIZ CANADA

*“Q Biz Canada* is a magazine dedicated to promoting LGBT+ businesses as well as offering advice and stories from LGBT+ business owners about their experiences.

As a national publication, we’re dedicated to telling your stories from across Canada. Whether you’re a business owner, looking to start your own business or about to start your career you’ll find something to relate to.

There are so many great success stories that have not been told that inspire and connect us all. Linking LGBT+ groups from around the country, we’re building a coalition to bring you these inspiring stories from all corners of our country.”

### Partners



# WHY ADVERTISE?

## DISTRIBUTION

- LGBT+ Businesses
- LGBT+ University Unions and Student Organizations
- Pride Committees
- Gay and Lesbian Provincial Chamber of Commerce

## INITIAL DISTRIBUTION

- 10,000 -15,000 copies
- Includes live digital link

## KEY EDITORIAL TOPICS

- Banking & Investments
- Business Profile Features
- Communications & Marketing
- Insurance
- Leadership
- Loans & Bursaries
- Management
- Networking
- Productivity
- Start-ups & Entrepreneurship
- Strategies
- Supplier Diversity
- Technology & Innovation



## PUBLISHING DATES

ISSUE	MATERIAL DUE	PUBLISH
Issue #1, 2021	May 2021	August 2021
Issue #2, 2021	November 2021	December 2021

# PREMIUM POSITIONS

## COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Inside Back Cover*	8.375"	10.875"	\$3,299.50	\$3,449.50
Inside Front Cover*	8.375"	10.875"	\$3,299.50	\$3,449.50
Outside Back Cover*	8.375"	10.875"	\$3,499.50	\$3,649.50

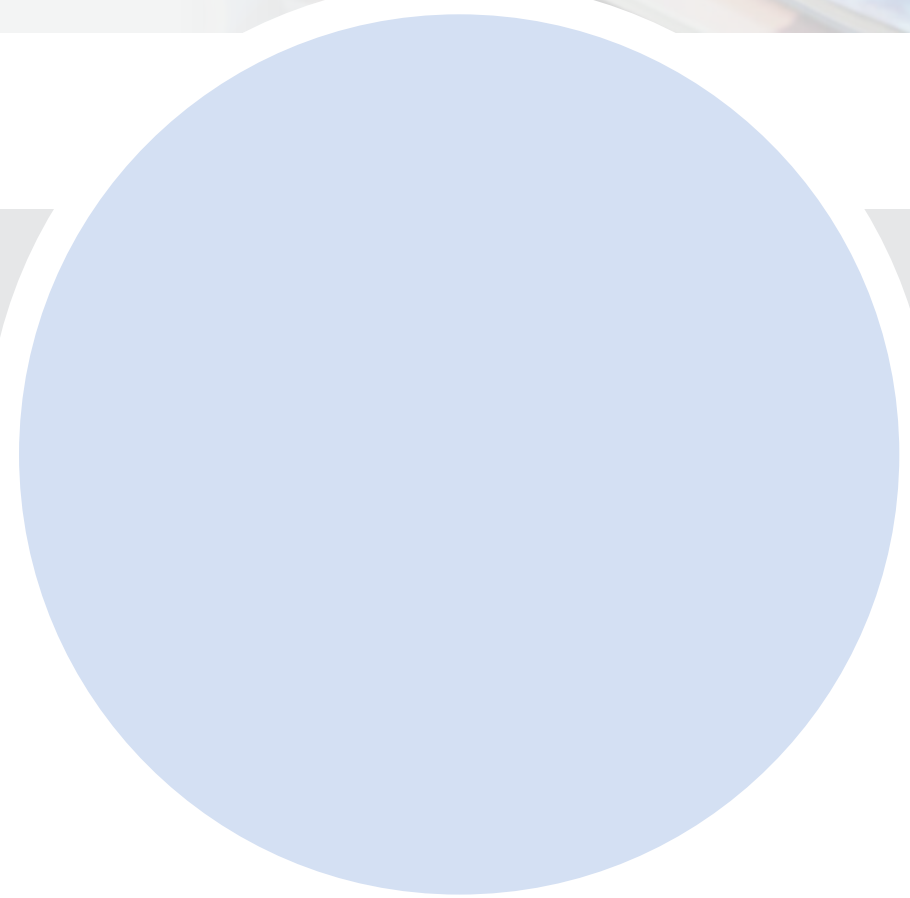
\* **MUST** have .125" of bleed

## DIGITAL EDITION SPONSORSHIP

Click [HERE](#) for information on digital advertising. If you have any questions or concerns about your digital advertising needs, please contact your MediaEdge Sales Representative.

## COMING SOON

Click on the magazine to view the latest issue of **Q BIZ CANADA** in your browser for free!

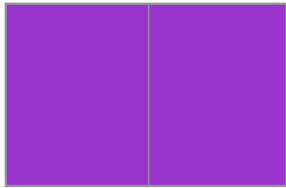


# ADVERTISING RATES

Please Note: AD Rates are Price Per Issue

Guaranteed Position: Add 15%

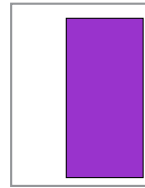
Black & White Rates: 25% discount



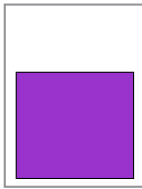
Double page spread (DPS)



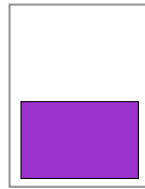
Full page



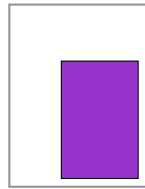
2/3 Vertical



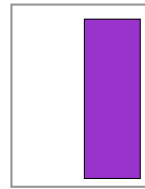
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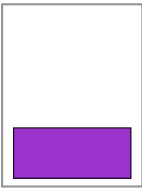
1/2 Horizontal



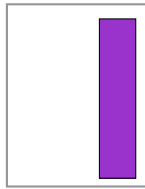
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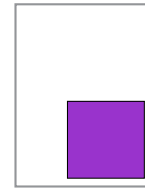
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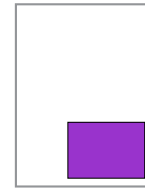
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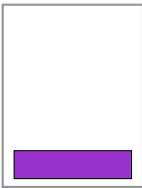
1/3 Vertical



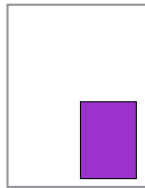
1/3 Square



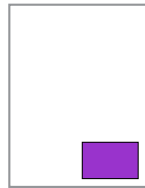
1/4 Horizontal



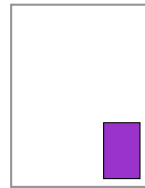
1/4 Banner



1/4 Vertical



1/8 Horizontal



1/8 Vertical

## MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH	DEPTH
LIVE AREA:	7"	9.5"
TRIM SIZE:	8.375"	10.875"
BLEED SIZE:	8.625"	11.125"

## PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
DPS trim*	16.75"	10.875"	\$3,919.50	\$4,019.50
Full Page trim*	8.375"	10.875"	\$2,869.50	\$2,969.50
2/3 Vertical	4.583"	9.5"	\$2,239.50	\$2,339.50
2/3 Horizontal	7"	6.333"	\$2,239.50	\$2,339.50
1/2 Horizontal	7"	4.583"	\$1,819.50	\$1,919.50
1/2 Vertical	4.583"	7"	\$1,819.50	\$1,919.50
1/2 Long Vertical	3.333"	9.5"	\$1,819.50	\$1,919.50
1/3 Horizontal	7"	3"	\$1,499.50	\$1,599.50
1/3 Vertical	2.1667"	9.5"	\$1,499.50	\$1,599.50
1/3 Square	4.583"	4.583"	\$1,499.50	\$1,599.50
1/4 Horizontal	4.583"	3.333"	\$1,229.50	\$1,329.50
1/4 Banner	7"	2.1667"	\$1,229.50	\$1,329.50
1/4 Vertical	3.333"	4.583"	\$1,229.50	\$1,329.50
1/8 Horizontal	3.333"	2.1667"	\$799.50	\$899.50
1/8 Vertical	2.1667"	3.333"	\$799.50	\$899.50

\* MUST have .125" of bleed

INSERTS & BELLY BANDS: Available upon request

ADVERTISING AGENCIES: Please add 15%

AD PROOF CHARGE: \$25.00



*It's Your Message.  
Give it the **EDGE.***

For additional information contact

Nancie Prive

Toll Free: 866.201.3096 ext. 402

[nanciep@mediaedgepublishing.com](mailto:nanciep@mediaedgepublishing.com)

QBiz Canada Online