

fair trade magazine

2017 MEDIA KIT



Photo by Dustin Leader

fair trade magazine

BY THE NUMBERS

20K

HARD COPIES IN CIRCULATION

Fair Trade Magazine provides the most relevant information on social sustainability for consumers, advocates, businesses, and institutional stakeholders. Featuring some of the leading voices in the movement, the magazine covers a range of topics that include on-the-ground impacts, product research, and developments from within the Canadian fair trade movement.

32

FULL-COLOUR PAGES

Published twice a year in print and online, our magazine unpacks supply chains, looks at unique challenges facing producers, and delivers key perspectives on fair trade to provide a premier tool for stakeholder engagement and movement building.

175

DISTRIBUTION POINTS ACROSS CANADA

- Over 175 direct distribution points
- 40 college, university, and trade school campuses
- 30 fair trade community groups
- 20 non-profit organizations
- 25 retail networks
- 15 product distributors, brokers, and food service providers



Photo by Pozzo Di Borgo Thomas / Shutterstock.com

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ON SOCIAL MEDIA

2,436

LIKES ON FACEBOOK

1,674

NEWSLETTER RECIPIENTS

1,561

FOLLOWERS ON TWITTER



EACH ISSUE RECEIVES ITS OWN WEBPAGE

Through Issuu, online versions of *Fair Trade Magazine* have been viewed almost 5,000 times since our launch in 2013

Editorial content is promoted on CFTN's homepage

Every story appears as a future blog post


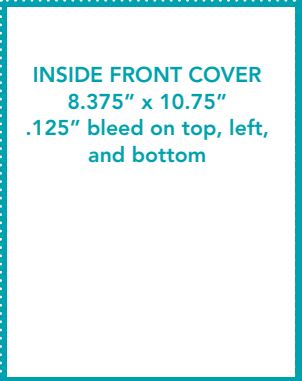
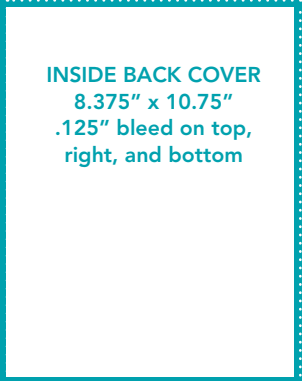
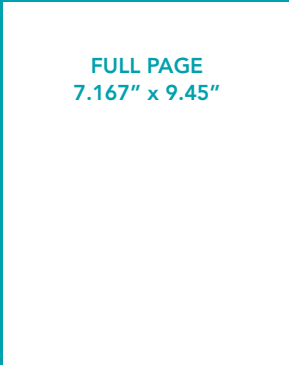


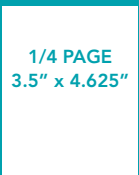

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GROWING THE MOVEMENT

Fair Trade Magazine has proven to be a valuable tool for businesses and advocates in promoting fair trade in Canada. It provides a key tool for education and engagement in fostering ongoing dialogue across the country. As the movement grows, *Fair Trade Magazine* has helped encourage the formation of community groups and sustained the efforts of others.

AD RATES AND SPECS

All ad reservations include both print and online versions. Online advertisements have clickable domains to directly connect readers with advertiser websites.

 <p>BACK COVER 8.375" x 10.75" .125" bleed on all sides</p>	 <p>INSIDE FRONT COVER 8.375" x 10.75" .125" bleed on top, left, and bottom</p>	 <p>INSIDE BACK COVER 8.375" x 10.75" .125" bleed on top, right, and bottom</p>	BACK COVER \$1,400
			INSIDE FRONT \$1,250
			INSIDE BACK \$1,150
			FULL PAGE \$1,050
 <p>FULL PAGE 7.167" x 9.45"</p>	 <p>1/2 PAGE 3.5" x 9.45"</p>	 <p>1/8 PAGE 3.5" x 2.25"</p>	1/2 PAGE \$625
	 <p>1/4 PAGE 3.5" x 4.625"</p>	 <p>1/3 PAGE 2.275" x 9.45"</p>	1/3 PAGE \$475
			1/4 PAGE \$350
			1/8 PAGE \$250

Please size full-colour ads to the dimensions listed above.
The preferred file format is a press-ready PDF.

If submitting Adobe files (Illustrator, InDesign, or Photoshop)

- include all font and graphic files
- convert all fonts to outlines
- convert RGB and Pantone colours to CMYK
- ensure any EPS, TIFF, or PSD files are formatted to 300 dpi

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DISTRIBUTION AND ORDERING

Fair Trade Magazine provides a valuable opportunity to educate and engage your business and consumer networks. It helps connect the purchase of your products to the impacts they have in producer communities around the world.



HELP US MEET OUR TARGETS

We want to have 250,000 copies in circulation by 2020!

As the audience for *Fair Trade Magazine* grows, so will discussions on ethical business and procurement. We distribute through an extensive network of partners—and your support will help ensure growth.

Please consider ordering extra copies to share with your network—at retail and point-of-sale locations, through broker and distribution partners, and at tradeshow.

Distribution fees help cover costs for shipping and production. Advertisers receive a special rate of \$30 per case (1 case = 160 copies). Non-advertiser rate is \$60 per case.

AD PURCHASE SCHEDULE

ISSUE	AD RESERVATIONS DUE	AD FILES DUE
Winter/Spring 2017	November 10, 2016	November 25, 2016
Summer/Fall 2017	May 12, 2017	May 26, 2017

HARD COPY ORDERING SCHEDULE

ISSUE	ORDERS DUE	EXPECTED DELIVERY
Winter/Spring 2017	November 25, 2017	January 20, 2017
Summer/Fall 2017	May 26, 2017	July 17, 2017



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ABOUT THE CFTN

The Canadian Fair Trade Network (CFTN) is a non-profit organization that works with civil society and industry stakeholders to advance awareness and support for fair trade in Canada. It supports collaboration and best practices within the fair trade movement to increase Canadian commitments to international social responsibility.

WHAT WE DO

Demand for fair trade products continues to lag behind supply. Producers sell only a portion of their products on fair trade terms, which limits benefit. To increase demand, we need to ensure that fair trade products are made available, visible, and desirable among Canadian consumers. *Fair Trade Magazine* is a key resource for informing, educating, and connecting consumers to the growing trends in international fair trade.

HOW WE DO IT

Together, joining the work already being done by community and campus groups, schools, public institutions, businesses, certifiers, and other key stakeholders, we can make *Fair Trade Magazine* a resource that unlocks the great potential of consumer buying power in alleviating global social inequalities.

WHAT YOU'RE SUPPORTING

Funds raised from advertising and distribution of *Fair Trade Magazine* help inform and support the extensive advocacy work being done in the interests of fair trade. This is good for both developing communities and the viability of ethical business in Canada.