



fair trade magazine 2019 MEDIA KIT

20,000 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.

24 FULL-COLOUR PAGES + ONLINE EDITION

Published twice a year in print and online, *Fair Trade Magazine* unpacks supply chains, looks at unique challenges facing producers, and delivers key perspectives on fair trade. Each issue receives its own webpage, and online editions have been viewed thousands of times.

NEW FOR 2019: INDIVIDUAL STORY PAGES

Each story now appears as a permanent webpage at cftn.ca with in-story ads linked directly to advertisers' webpages. This makes it easy to find and share individual stories. Stories in the July 2018 Issue received 100+ shares and likes—and over 10,000 total impressions.

180 DISTRIBUTION POINTS ACROSS CANADA

- Over 180 direct distribution points
- 50+ post-secondary institutions
- 30 grassroots fair trade community groups
- 20 non-profit organizations
- 25 retailers
- 15 product distributors, brokers, and food service providers
- Plus federal and municipal leaders

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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>	<p>BACK COVER \$1,400</p>
			<p>INSIDE FRONT \$1,250</p>
			<p>INSIDE BACK \$1,150</p>
			<p>FULL PAGE \$1,050</p>
<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>	<p>1/2 PAGE \$625</p>
	<p>1/4 PAGE 3.5" x 4.625"</p>	<p>1/3 PAGE 2.275" x 9.45"</p>	<p>1/3 PAGE \$475</p>
			<p>1/4 PAGE \$350</p>
			<p>1/8 PAGE \$250</p>

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

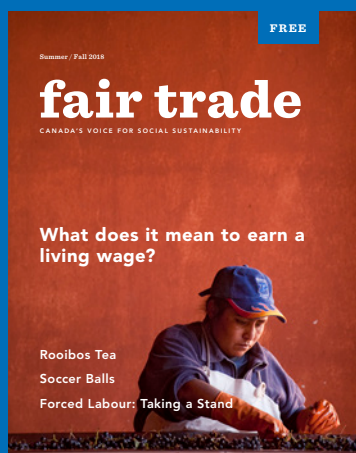
If submitting Adobe files (Illustrator, InDesign, or Photoshop)

- 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 communities around the world.



HELP US SPREAD THE WORD!

As the audience for *Fair Trade Magazine* grows, so too will discussions on ethical business and procurement. The magazine distributes through an extensive network of partners—and your support will help spread the word about fair trade.

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

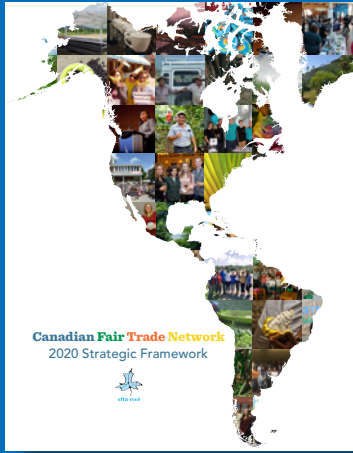
Distribution fees help cover costs for shipping and production. Advertisers receive a special rate of \$30 per case (1 case = 160 copies). Non-advertiser rate is \$60 per case.

AD PURCHASE SCHEDULE

ISSUE	AD RESERVATIONS DUE	AD FILES DUE
Winter/Spring 2019	November 16, 2018	November 24, 2018
Summer/Fall 2019	May 31, 2019	June 14, 2019

HARD COPY ORDERING SCHEDULE

ISSUE	ORDERS DUE	EXPECTED DELIVERY
Winter/Spring 2019	November 30, 2018	January 18, 2019
Summer/Fall 2019	June 14, 2019	July 12, 2019



CFTN's Strategic Framework

ABOUT THE CFTN

The Canadian Fair Trade Network (CFTN) is a non-profit organization that aims to empower Canadians to take action and make a positive global impact. The CFTN's strategic plan encompasses four specific areas, or core pillars: the grassroots fair trade movement, organizational integrity, the fair trade business community, and federal policy change. Check out our **2020 Strategic Framework** to learn more.

IT'S TIME FOR SOMETHING NEW AND BETTER

Ending poverty, confronting climate change, and securing human rights for everyone are incredible challenges. But achieving these goals is possible. Canada has an opportunity to lead the way and initiate change. As individuals, we can learn about trade, alter our buying habits to reflect a global mindset, and seek fair trade products whenever possible. We can also work together and lobby our public institutions and municipal, provincial, and federal governments to adopt policies that can lead to a fair, sustainable world.

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.

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.

2,812

LIKES ON FACEBOOK

1,853

NEWSLETTER RECIPIENTS

3,863

CONTACTS IN CFTN DATABASE

1,798

FOLLOWERS ON TWITTER