



# MASSAGE THERAPY MAGAZINE

## AD RATES & SPECIFICATIONS | Published by the RMTBC

**Circulation:** Newly designed digital publication distributed to over 3500 members of the Registered Massage Therapists Association of BC, in addition to associate organizations and members of the public across Canada. All issues are downloadable and will remain on our website for 6 months.



ISSUE	SPACE CLOSED	MATERIAL DUE	RELEASE
Spring 2019	March 8 2019	March 15 2019	April 2019
Fall 2019	September 14 2019	September 21 2019	October 2019

PLACEMENT	1X	2X
Outside Back Cover	\$1,350	\$1,210
Inside Cover(s)	\$1,145	\$1,080
Full Page	\$1,015	\$910
2/3 Page	\$910	\$860
1/2 Page Horiz/Vert	\$640	\$610
1/3 Page Square/Horiz/Vert	\$510	\$475
1/4 Page Square/Horiz/Vert	\$370	\$355

## DEMOGRAPHICS

Registered Massage Therapists of BC are educated, active in continuing education and engaged in current research.

- 100%** have post-secondary education
- 70%** are between the ages of **20** and **49**
- 83%** female / **18%** male
- 80%** earn more than \$40 000 annually
- 75%** live in the Lower Mainland or Vancouver Island

SIZE	W in.	H in.
Full Page	8 3/8	11 1/6
2/3 Vertical	4 11/16	9 7/8
1/2 Horizontal	7 1/8	4 13/16
1/2 Vertical	3 1/2	10
1/3 Horizontal	7.6	5
1/3 Square	4 11/16	4 13/16
1/3 Vertical	2 1/4	9 7/8
1/4 Square	3 1/2	4 13/16
1/4 Horizontal	7 1/8	2 5/16
2 page spread	16 1/2	11 1/16

### POLICY

- Custom spot colour matched in process
- All rates are net and in Canadian dollars
- Rates do not include GST
- Advertising non-cancellable after closing date
- Production charges are included

### SPECIFICATIONS

**Distribution:** Digital with print copies by request  
**Images:** 300 DPI  
**Binding Method:** Saddle-Stitched  
**Submission Guidelines:** Please provide PDF file with all fonts as outlines, all images 300 DPI. If file size is too large, consider sending via [www.wetransfer.com](http://www.wetransfer.com). Please keep all critical elements 1/2" from the trim line  
 To advertise, email: [maureen@rmtbc.ca](mailto:maureen@rmtbc.ca)