

Bring your message home, advertise in Canadian Mennonite.

- Get your message through the front door of thousands of Christian homes across Canada!
- Be invited into the home of every Mennonite Church Canada member!
- Put your message on the kitchen table of Mennonite church leaders.

“TourMagination advertises in Canadian Mennonite because it assists us in fulfilling our mission... and reaches the Mennonite community from coast to coast.”

**Wilmer Martin, President
TourMagination**

Advertising with us gets your important message into people’s homes AND it puts your company or organization side by side with the most important news, faith stories, current issues and events of the Mennonite Church Canada today.

With 24 issues annually, we have the flexibility to get your message out at the most effective time for your business. We also offer a wide range of advertising options to meet the needs of every budget. Use your advertising dollars wisely for targeted impact.

Our every home plan means Canadian Mennonite is mailed directly to the homes of Mennonite Church Canada members across the country.



Deliver your message to reader’s homes!

| Province | Subscribers | Percentage |
|------------------|---------------|------------|
| British Columbia | 1,059 | 7.2% |
| Alberta | 917 | 6.3% |
| Saskatchewan | 1,594 | 10.9% |
| Manitoba | 4,397 | 30% |
| Ontario | 6,345 | 43.4% |
| Quebec and East | 108 | 0.7% |
| United States | 140 | 1% |
| Overseas | 64 | 0.4% |
| Total: | 14,624 | |

Almost 15,000 subscribers across Canada and an average of 2.5 people per household (Statistics Canada, 2006 Census), translates into well over 30,000 readers nation-wide.

Award Winning Publication

The Canadian Church Press (CCP) has honoured Canadian Mennonite with 22 awards over the past five years. The CCP has more than 70 members encompassing church magazines, newspapers and newsletters.

In 2009, Canadian Mennonite Managing Editor, Ross Muir earned first place in the long feature category at the The Word Guild’s Christian Writing Awards. The Word Guild is an association that promotes the work of Christian writers and editors.

ADVERTISING SOLUTIONS

DISPLAY ADS

We offer display ads in a range of sizes to meet your needs. All sizes are available in full colour or black and white. If you have a fantastic new product, or an event that you want to be seen by Mennonites across Canada – why not book a full colour ad on the back cover? Our publication goes directly to nearly 15,000 Mennonite homes – an ad on the back cover guarantees visibility before the publication is even opened.

YELLOW PAGES DIRECTORY

Get the news out about your business with this cost effective advertising. These ads appear monthly, increasing the chance that your message will reach readers when they need to hear it. Keep your name and information available when readers want to access your services.

Establish your business as a resource for Mennonites across Canada. We currently have categories for financial services, health, education resources, insurance, legal services, real estate, travel and accommodations but we are always open to adding more.

Why not look at our Ad Planning Essentials schedule to find a Focus On... feature with a good fit for your business and supplement your directory listing with a display ad?

SCHOOLS DIRECTORY

This Directory is an excellent way to tell the Mennonite community across Canada about your school. Help us show potential students and their parents all the options. Don't assume that they know the benefits of attending your school. This directory is published in nine issues from October to July, increasing the likelihood of your message reaching your target audience at decision time.

PLUS you can supplement your directory ad by submitting newsworthy stories and booking display ads in our Focus On... education issues in October, January and February.

SUPPLEMENTS

Do you have a story that you want to tell? Supplements are available for material other than advertising copy and are printed on pages of the magazine. For example, reports on special events, or highlights of graduating students at a school. You provide the copy and the layout for the pages. We can provide the design for an additional fee.



EMPLOYMENT ADS

Join the many churches and organizations that successfully make Canadian Mennonite employment ads a standard step in their employee recruitment process.

CLASSIFIED ADS

This section is a great way to advertise things like rental properties, student housing and family reunions.

INSERTS

A Canadian Mennonite insert is a great way to reach a select group of readers with your message. For example, if you only do business in western Canada, you can limit your advertising to those readers. Talk to us about how we can help you reach your audience.

You provide the printed materials according to our specifications and we take care of getting it to our readership in the locations that make sense for you. Inserts can be bound into the publication or just placed in as a loose sheet – you decide what works for you.

FOCUS ON ...

In many of our issues we include Focus On ... sections to highlight topics of importance in Christian life today. These sections enable you to feature advertising for your organization, product or service alongside related articles and information. You can also submit news releases to be included in the appropriate section. While we can't promise coverage for your story, we are always looking for items of interest to include in our Focus On ... sections. See the advertising essentials schedule for a list of topics.

ONLINE ADS

This is a great way to link our online readers to your website and increase your online presence. On average, our site receives over 3,000 viewers each month. Our Internet advertising is based on shared placement. We simply rotate through the Internet ads booked for each issue.

BOOKING DISCOUNTS

Book your ads to run 3 or more times and you are eligible for multiple booking discounts. Plan ahead and save money in your advertising budget.

CONTACT US

Contact Canadian Mennonite today at 1-800-378-2524 x224 or advert@canadianmennonite.org to book your ad space or discuss how these advertising solutions can work for you.

ADVERTISING PLANNING ESSENTIALS

2010- 2011 DATES

| Issue Date | Focus On... | Directory | Copy Deadline |
|-------------------|-----------------------------------|-------------------|----------------------|
| September 6 | | Yellow Pages | August 24 |
| September 20 | | | September 7 |
| October 4 | <i>Education</i> | Yellow Pages | September 21 |
| October 18 | <i>Travel</i> | Schools Directory | October 5 |
| November 1 | <i>Books and Resources</i> | Yellow Pages | October 19 |
| November 15 | <i>Music</i> | Schools Directory | November 2 |
| November 29 | <i>Mission and Service</i> | Yellow Pages | November 16 |
| December 20 | | Schools Directory | December 7 |
| January 10 | <i>Elementary/Secondary Ed.</i> | Yellow Pages | December 21 |
| January 24 | <i>Finances</i> | | January 11 |
| February 7 | <i>Post Secondary Education</i> | Yellow Pages | January 25 |
| February 21 | | Schools Directory | February 8 |
| March 7 | <i>Camps & Christian Ed.</i> | Yellow Pages | February 22 |
| March 21 | | Schools Directory | March 8 |
| April 4 | <i>Summer Events & Travel</i> | Yellow Pages | March 22 |
| April 18 | <i>Fair Trade</i> | Schools Directory | April 5 |
| May 2 | <i>Books and Resources</i> | Yellow Pages | April 19 |
| May 16 | | Schools Directory | May 3 |
| May 30 | <i>Seniors</i> | Yellow Pages | May 17 |
| June 13 | <i>Environment/Health</i> | Schools Directory | May 31 |
| June 27 | | Yellow Pages | June 14 |
| July 11 | | Schools Directory | June 28 |
| August 1 | | Yellow Pages | July 19 |
| August 22 | | | August 9 |

CANADIAN MENNONITE

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