



The United Church of Canada
L'Église Unie du Canada

gathering and mandate

Magazine Media Kit

The United Church of Canada offers two of its popular magazines to advertisers, giving you an opportunity to communicate your message to targeted United Church audiences.

Gathering: Resources for Worship Planners

With 3,000 readers, *Gathering* features prayers, hymn suggestions, lectionary readings and commentary, and worship ideas. It is an excellent resource for music directors, worship leaders, and worship committees. *Gathering* also includes dramas, book reviews, and a comprehensive section for church musicians. Published three times a year.

Mandate: The United Church's Mission Magazine

Mandate reaches 8,000 subscribers and brings you stories of people and churches making a difference in their communities and around the world. It helps ministers and other church leaders become more aware of Canadian and global issues and what the United Church is saying about them. Ideal for personal information or for use in a group setting. Published three times a year, including a special edition.

Advertising Deadlines

Issue	Materials	Mail Date	Ad Sizes
Gathering	First week of	First week of	
Advent/Christmas/Epiphany	June	August	
Lent/Easter/Pentecost	September	November	
Summer/Autumn	January	March	
Mandate	March	May	
Mission Theme Special Edition	September	November	
November	December	February	
February			

Advertising Rates and Dimensions

Covers: non-cancellable, four-colour (*Mandate*) or black and white

IFC	\$1500 (colour)	\$1000 (B/W)
IBC	\$1500 (colour)	\$1000 (B/W)
OBC	\$1500 (colour)	\$1000 (B/W)

Interior: black and white only

Full page	\$600	1/4 page	\$200
1/2 page	\$375	1/6 page	\$150
1/3 page	\$275		

Dimensions (inches) Width Depth

Full Page (with bleed)	8.125	10.5
1/2 page horizontal	6.828	4.625
1/2 page vertical	3.218	9.203
1/3 page horizontal	6.828	3.067
1/3 page vertical	2.276	9.203
1/4 page horizontal	6.828	2.3
1/4 page vertical	3.218	4.609
1/6 page vertical	3.218	3.067



Dimensions (inches) Width Depth

Outside Back Cover (with bleed)	8.125	7.75
Full Page (with bleed)	8.125	10.5
1/2 page horizontal	7.125	4.687
1/2 page vertical	3.469	9.375
1/3 page horizontal	7.125	3.125
1/3 page vertical	2.375	9.375
1/4 page horizontal	7.125	2.344
1/4 page vertical	3.469	4.687
1/6 page vertical	2.375	4.687



Digital Requirements

Send artwork to Chris Dumas at:
cdumas@united-church.ca.

Binding: Saddle-stitched
Magazine trim size: 8.125 x 10.5

Resolution: 300 dpi

Digital Material: Zip disks, CD, or instructions on downloading from ftp site. For files larger than 2MB please contact Chris Dumas at:
cdumas@united-church.ca.

Mac Format: Quark Xpress and InDesign CS file with all imported images and fonts included, accompanied by a hard copy printout or PDF proof.

PDF Format: Print resolution PDF will be accepted. Please ensure that all images are hi-res and CMYK or greyscale and all fonts have been embedded when making the PDF.

Changes: Additional charges will be made for final art, modifications to existing art, photographs, and typesetting.

Storage: Artwork will be archived on CD.

For more information contact:

Patricia Serediuk, Marketing Manager

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Fax: 416-231-3103 **E-mail:** pserediuk@united-church.ca

Visit: www.united-church.ca/sales/magazines

