



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

Worship ideas are generously shared in this grassroots resource from all provinces and territories and from church communities of all sizes, both rural and urban. The subscription base of 3,700 includes worship leaders in five countries outside Canada. Each issue focuses on a theme that explores issues of our times. Published four times a year.

Mandate: The United Church's Mission Magazine

Mandate reaches 6,000 readers—church leaders who are both ministers and active lay people. It provides these leaders with worship and Bible study materials, news about the United Church, successful ideas from other churches, and programs for all ages. Published four times a year.

Advertising Deadlines

Issue	Materials	Mail Date	Ad Sizes
Gathering	Last week of	Last week of	
Advent/Christmas/Epiphany	May	August	
Lent/Easter	August	October	
Pentecost 1	November	February	
Pentecost 2	March	June	
Mandate	First week of	First week of	
Mission Theme Special Edition	March	May	
M&S Special Edition	June	August	
November	September	November	
February	December	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

Resolution: 300 dpi

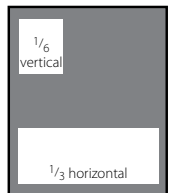
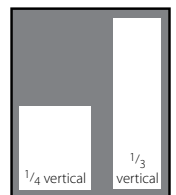
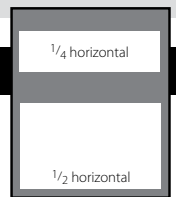
Send digital files to Chris Dumas at:
cdumas@united-church.ca.

InDesign CS: File with all imported images and fonts included, accompanied by a hard copy printout or PDF proof.

PDF: 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.



For more information contact:

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Visit: www.UCRDstore.ca/magazines