

DACOSTA



DACOSTAMAGAZINE.COM

Media Kit

2021



Who We Are

Mathieu Da Costa is considered by most historians as the first Black person to have arrived in Canada around 1609. Da Costa was a trailblazer whose ability to master different languages led him to accompany prominent European explorers on their early expeditions into North America, working as an interpreter between them and the Indigenous people of Canada. Despite Da Costa's many achievements very few Canadians know his name. Today, over one million people make up the Black population in Canada, many of whom are trailblazers in their chosen fields — law, finance, science, engineering, and education. Yet, like Da Costa, very few Canadians know their names or stories. We plan to change this by sharing their achievements and showcasing their triumphs. We'll celebrate the successes of Canadian professionals in the Black, Indigenous, people of colour (BIPOC) communities by providing them with a forum and a legacy. *We are Dacosta.*

Our Mission

Dacosta will spotlight BIPOC leaders who have risen to the c-suite and beyond by amplifying their voices and their stories. We'll celebrate the steps companies across the nation are taking to diversify their senior management and boardroom positions, and we'll share stories of entrepreneurs who have overcome hurdles to carve out a niche in industries in which the door was traditionally closed.

Audience/Reach

Gender

70% Male
30% Female

Majority Age

45–64

Audience

***Dacosta* will reach over 30,000 readers:**

Professional corporations, law firms, accounting firms, engineering firms, colleges and universities, c-suite executives, board members, partners, HR personnel, and leaders of various institutions across the nation. Our readership also includes a vast network of young professionals who work tirelessly to excel in their chosen fields and who welcome insight from the corporate leaders we showcase.



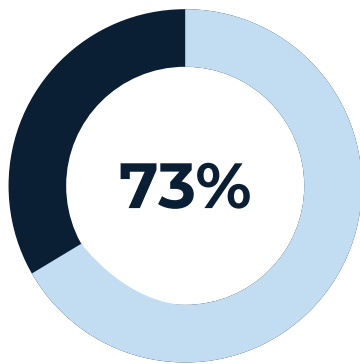
Industry Facts

Invested in
Anti-Racism Strategy
by federal government

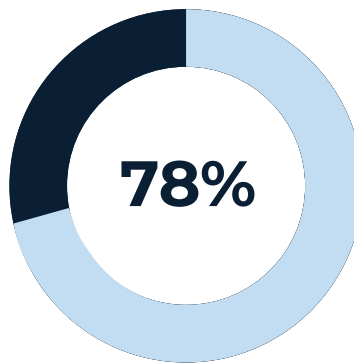
\$45M

\$4.6M

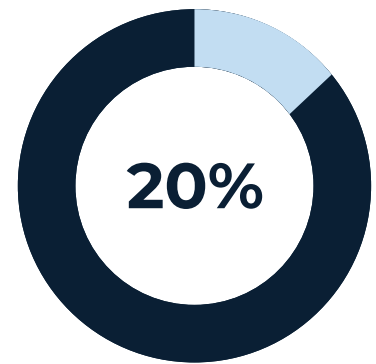
Invested by federal
government in establishing
Anti-Racism Secretariat



Consumers more likely
to support brands that
stand for social justice



Of visible minority
Canadians have experienced
racial discrimination



Percentage of Canada's
population that is from
the BIPOC community

19%
Increase

in revenue in companies
with more diverse
management teams

CBCA
Canada Business
Corporations Act 2020

amendment to include
diversity and inclusion
regulations make Canada
the first nation to mandate
diversity disclosure beyond
gender alone

200+
Organizations

200+ companies have
pledged to end systemic
racism, led by the Canadian
Council of Business Leaders
Against Anti-Black Systemic
Racism

Publishing Schedule

Circulation

Our magazines are distributed to Canada’s largest companies, professional corporations, law firms, accounting firms, engineering firms, and colleges and universities. We address our magazine to executives, including those in the c-suite, board members, partners, HR personnel, and leaders of other institutions.

Issue	Print Published	Themes
Winter 2021 – Inaugural Edition	Jan./Feb. 2021	Introducing extraordinary voices
Spring 2021	Apr./May 2021	Voices in media
Summer 2021	Jul./Aug. 2021	Voices in education
Fall 2021	Nov./Dec. 2021	Voices in healthcare

Facebook
@DACOSTAmagazine

Instagram
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Twitter
@DACOSTAmagazine

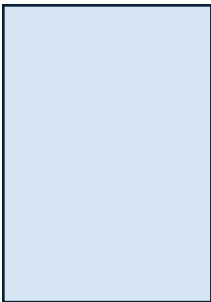
LinkedIn
DACOSTA Magazine



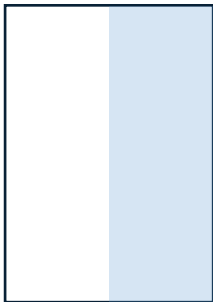
Ad Specs: **Print**

- Distributed via email to readers comprised of corporate leaders and decision-makers 4x per year.
- Resides on the homepage of DACOSTAMAGAZINE.COM
- Book now for premium pricing!

Display	Specs	One Month (per issue)	Four Months (per year)
Full Page	w10.340" x h20.500"	\$4,000	\$3,600
Half Page	w5.095" x h20.500" w10.340" x h10.214"	\$2,300	\$2,070
Quarterly Page	w5.095" x h10.214" w10.340" x h5.071"	\$1,100	\$990
Inside Front/Back Cover	w10.340" x h20.500"	\$4,600	\$4,100
Outside Back Cover	w10.340" x h20.500"	\$5,000	\$4,500



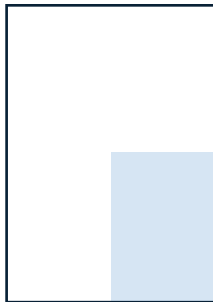
Full Page



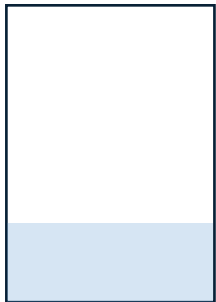
Half Page
(Vertical)



Half Page
(Horizontal)



Quarter Page
(Vertical)



Quarter Page
(Horizontal)

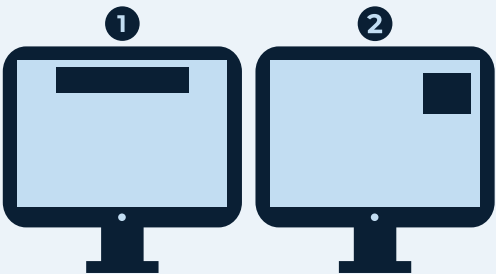
Ad Specs: Digital

To create consistency across our brands and to simplify campaign booking we have standardized our ad units. This allows our clients to develop innovative creative, while ensuring a superior user-experience for our readers

Impressions	Price	Cost Per 1,000 Impression
10,000	\$200	\$20.00
20,000	\$380	\$19.00
30,000	\$540	\$18.00
40,000	\$600	\$15.00
50,000	\$800	\$16.00

Impressions	Price	Cost Per 1,000 Impression
60,000	\$1,000	\$16.67
75,000	\$1,125	\$15.00
100,000	\$1,400	\$14.00
250,000	\$3,250	\$13.00
500,000	\$6,000	\$12.00

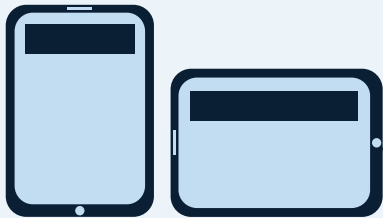
Web



- 1 Leaderboard Banner**
728x90 px
A traditional digital ad placement located at the top of our website for excellent brand exposure.

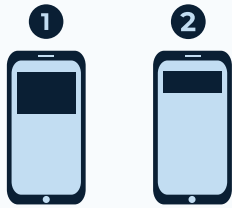
- 2 Big Box**
300x250 px
A digital ad placement located on the right rail of our website with increased height to enhance brand exposure.

Tablet



- Leaderboard Banner**
728x90 px
A standard digital ad placed near the top of a screen or tablet app (portrait and landscape.)

Mobile



1 Big Box

300x250 px

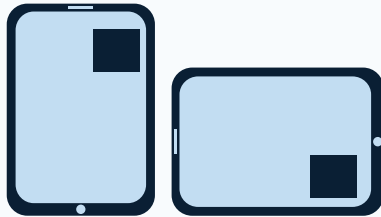
A traditional digital ad placement located in the content stream in the mobile optimized website.

2 Mobile Banner

320x50 px

A mobile digital ad placed near the top of the phone screen.

Tablet



Big Box

300x250 px

A digital ad placement located in the right content rail on the tablet app (portrait and landscape.)

File Submission Specifications:

Files

The preferred file submission is a print-ready PDF, but we can accept native files created in Adobe Illustrator CS6 (Mac) and Adobe Photoshop CS6 (Mac). Ad creation or modifications are not included in the provided rates but can be sourced separately through Cornelius Publishing. Files under 10 MB can be emailed. For files larger than 10 MB, please contact Shawn to discuss an alternate file submission route.

Fonts

All fonts and images must be supplied or embedded in the PDF file and meet print specifications (CMYK or grayscale, 300 dpi). If providing native files, a low-resolution PDF proof must also be provided. Full-colour included in pricing.

Advertise **with us**

We are committed to developing true partnerships. Please be aware that our marketing/advertising packages are customizable to best meet your business objectives to help maximize your brand presence.



Contact

For advertising questions, or to book your ad

Email: sales@corneliuspublishing.com



Cornelius
Publishing
Company

***Dacosta* is part of the
Cornelius Publishing Company**

DACOSTA

A smiling woman with long dark hair, wearing a yellow sleeveless top and a watch, is holding a white mug. She is sitting at a wooden table. In the background, there is a city building with windows. The overall mood is warm and positive.

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