



**THE VOICE OF CANADA'S
ENVIRONMENTAL
COMMUNITY**

NEW Online AJ
Podcast, video, exclusive content

2018 Magazine Themes
Support & build content for:
Our North
Invest in Change
Climate Refugees – Adapting to new challenges
Building Solidarity / Education

Advertising
New integrated print & digital options

The Media Kit

All the ways you can engage with our readers

+ ANNUAL EDUCATION DIRECTORY
PARTNERSHIPS MAKE US ALL STRONGER
CONNECTING COMMUNITIES, JOBS AND GRADUATES

AJ has been building communication capacity for Canada's environmental community since 1971.



FROM ALTERNATIVES 35.5 (2009) – BROKEN CITY LAB

ALTERNATIVES JOURNAL – AJ is Canada’s national environmental magazine. **AJ** began in academia in 1971. That same year, founder Robert Paehlke registered Alternatives Inc. as an independent charity. We continue our mandate to:

- provide critical and informed analysis of environmental issues,
- promote the broadest understanding of environment in all of its ecological, social and political dimensions.
- stimulate dialogue and exchange of environmental information, and
- create a publishing opportunity for the environmental community.

AJ’s roots in the environmental community are nourished by environmental leaders – people who have engaged in their communities and in their studies – trail blazers in renewable energy, air and water pollution control, resource management, smart planning, human and planetary health, ecological economics, education ... the list goes on. You are a part of the environmental community and these roots. As deep as our roots go, our potential to branch out is strengthened by the many Canadians like you who in their own way are working to keep their community healthy, vital and sustainable.

We have never been so excited in the evolution of environmental thought and action as this juncture in time. On one hand, there are extremely urgent environmental matters to contend with in our nation from energy, resources, food, and clean water. On the other hand, the urgency of these issues is being recognized among the nested webs of municipal, national, and global economies as the impacts of climate change become increasingly difficult to ignore. There are daunting challenges in front of us, but in our 46 years of production, we at **AJ** have never seen the kind of force that the environmental movement is backed with today.

Humans are resilient. And we, your friends at **AJ**, are steadfast as always, reporting the news, providing you with the tools, offering the analysis, sharing the stories that shine the guiding light to lead us together along the path toward sustainability.

AJ is empowered to do this by Canada’s environmental community. This includes ✓the growing numbers of environmental education programs in our colleges and universities; ✓the large and small businesses that are embracing sustainability (many through the help of environmental studies grads!); ✓and the large and small environmental organizations who are cleaning up riversides, engaging everyday Canadians, and keeping a watchful eye on the health of their piece of the planet.

The most exciting news that we want to share with you is the launching of our new website “AJ Online”. It’s opening so many more doors to mutually beneficial partnerships, sponsorships and advertising opportunities. We’ll have an unprecedented number of mechanisms for those in educational institutions, businesses, organizations, or communities to share their message – tell their stories.

Read on to explore the many ways you can engage with **AJ** as we work together to support Canada’s environmental movement.

– Sincerely, the leadership team of AJ: Marcia Ruby, Katie Kish & Leah Gerber

A\J Online Has More for You

THE LAST TIME we redesigned alternativesjournal.ca we saw a tenfold increase in our online traffic. Since then, we have established a strong social media following and learned how *to decouple the print journal content from our online content*. This has helped us to see many more possibilities.

Now, we're revamping our website again to *multiply our impact and utility to the environmental community*. As part of the process outside of the online architecture, we have developed partnerships with eNGOs and environmental research organizations across Canada to quadruple the amount of content regularly posted on our website. This will increase our traffic from 10,000 to at least 40,000 unique visitors per week.

The new **alternativesjournal.ca** will be easier to use, easier to navigate and easier to support advertising and sponsorships.

What does A\J's revitalized website mean for you?

MORE stories = MORE readers = MORE engagement

Advertisers

With the new **A\J Online**, your ads will see 30,000 additional eyes to our last website. Your ads will be optimized for the audience, ensuring you get the most bang for your buck.

Social Media

On any given day, we reach 30,000 views on social media. All sponsored content, special issues, and newsletters will be shared with our followers. That means more eyes on you!

Online Newsletter

A\J recently revived our online newsletter. E-mailed newsletters are proven to attract the attention of individuals more successfully than anything else. If you buy a spot in our newsletter, it will be sent directly to 6000 of A\J's most loyal members.

Sponsors

Sponsored content is a growing force in online advertising. If you want to promote an event, product, or company you write a post about it with compelling information, with a link at the end to send people to your site.

Special Issues

Our new platform will allow us to publish above and beyond our quarterly print schedule. Special issues give you the opportunity to tell a complete story about your topic or area of interest. Include special advertisements, impact assessments regarding your work, and compelling stories.

Academic / Professional

The new **A\J Online** will help professors and students do more and learn more from Canada's oldest and most respected environmental media charity. And many of A\J's readers are change-agents, be they working in environmental organizations or in a Corporate Social Responsibility role, allowing more organizations and institutions to share their important outcomes to build capacity for Canada's environmental community as a whole.

Social Media Impact

A strong current foundation to build growth in 2018

30,000 views through Facebook, Twitter and Instagram.

78 percent of our readers surveyed, interestingly, prefer to get their A\J news through Facebook. The new **A\J Online** will more proactively influence this media.

10,000 visitors per week on our current website. This will quadruple with the new **A\J Online**.

MORE unique content bloggers – five have already signed up to provide regular exclusive content for **A\J Online**.



New A\J Podcast

YOU SPOKE, we listened! In our Reader's Survey, 97 percent of respondents said they would like to listen to A\J podcasts. In collaboration with Sustainable Societies Consulting Group (sscg.org), A\J is developing a new podcast: "**A\J Outloud**." Produced six times per year, the podcast will loosely follow the same editorial themes as the print magazine. The podcasts will be posted on A\J's website and on other channels (environmental, community partners, itunes ...).

You can rest assured that **A\J Outloud** will delve deeper into the stories covered in the magazine, and share insights to fire your imagination.

AJ Themes 2018

AJ issues are available in print and digital editions. We are looking for sponsors and supporters for each issue. We are also open to technological innovations and experimentation in advertising strategies or your new ideas.

Issue	Theme	Booking by*	Art by*	Distribution by*
44:1 Winter	Our North	Jan. 31	Feb 15	Mar 5, 2018
44:2 Spring	Invest in Change	Mar 9	Apr 6	May 14, 2018
44:3 Summer	Climate Refugees	May 18	Jun 8	July 23 2018
44:4 Fall	Solidarity+EDU	Sept 27	Aug 17	Oct 1, 2018

*Estimated latest approximate dates. Distribution across Canada occurs within a 2-week period.

44:1 Our North

This issue has been made possible with the support of the Government of the Northwest Territories. Climate change is impacting Canada's North. Sea ice is melting, opening up the Arctic Ocean to potential economic exploitation, from shipping and transportation to deep-water oil drilling. Certain species are increasingly at risk, as former habitats disappear and southern species migrate in search of food and living space.

And then there are the people who call the North their home. Many Indigenous communities are trying to balance the economic opportunities implicit with the "opening up of the North" with the tangible threats to traditional wisdom and practices. Government, business officials and community leaders are seeking new ideas and tools to manage change, which is occurring at unprecedented rates. This issue shares – in their own voices – the stories of the people at the heart of this rapidly changing part of Canada.

44:2 Invest in Change

Money matters to all of us. This issue aims to review how money and investing can and should be harnessed to fund positive environmental change. We'll look at the burgeoning mechanism of "green bonds" and how the "pay-for-success" models can be the catalyst to fuel new solutions. We'll examine how foundations are using the "impact investing" credo of "integrity on returns" to benefit their bottom-line and the charities and groups that they support. We'll discuss the logic of taking small but meaningful steps as opposed to awaiting the next great "moonshot". And, most importantly, we'll examine ways that you and I, as consumers and citizens, can make smarter and more ethical decisions in how we invest and how we spend our money to support our environmental aspirations.

44:3 Climate Refugees

The Lancet recently published a study that warns there will be one billion climate refugees by the year 2050. The water is getting higher, hurricanes more ferocious, and droughts longer. Because of climate change, people's homes are no longer suitable for living. Where will they go? What is our duty as Canadians? AJ asks some difficult questions and looks at the reality of climate refugees in Canada.

44:4 Building Solidarity / Education

Canada has tens of thousands of environmental activists, students, researchers, writers, business leaders and politicians – and yet it seems that we haven't managed to truly come together to speak with one voice. Why? Canadians, as a whole, appreciate the importance of nature. But most Canadians don't allocate their dollars to the greenest products. To achieve a positive environmental legacy for future generations, we'll need to become stronger and more collaborative. This issue will explore the sociological theories behind community-building as well as how the environmental community can continue the important work in their focus areas *and* act in solidarity with one voice.



AGE

83 percent of AJ readers are in the coveted 18-39 demographic.

GENDER

57 percent of our readers are female.

EDUCATION

Over 80 percent of our readers have a post-secondary education.

66 Advertising in AJ helped spread Our Horizon's message to 'Think Global. Act Municipal.' across the country ... because they heard our message through AJ and decided to take action."

– Robert Shirkey, Executive Director Our Horizon

For more on pricing and specifications, go to

AJmag.ca/advertise