



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

# Advertising

Helping you engage with our  
growing readership

## 2019 Magazine Themes

Our North

Invest in Change

Climate Refugees

Building Solidarity / Education

# 2019 Media Kit

Canada's most respected environmental media source



**ANNUAL EDUCATION DIRECTORY**

**PARTNERSHIPS MAKE US ALL STRONGER**

**CONNECTING COMMUNITIES, JOBS AND GRADUATES**

*AJ is a registered charity and 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. Since 1971, our mandate is:

- to provide critical and informed analysis of environmental issues,
- to promote the broadest understanding of environment in all of its ecological, social and political dimensions.
- to stimulate dialogue and exchange of environmental information, and
- to 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. We've worked with and profiled 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. 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 47 years of publishing, 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.

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*



# AJ Themes 2019

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	<b>Our North</b>	2/30/19	2/15/19	3/30/19
44:2 Spring	<b>Invest in Change</b>	4/30/19	3/12/19	5/30/19
44:3 Summer	<b>Climate Refugees</b>	7/30/19	6/14/19	8/30/19
44:4 Fall	<b>Solidarity+EDU</b>	9/30/19	8/17/19	10/30/19

\*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? A/J 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

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