



We are an intersection between consumers (Women 50+) and industry (tourism operators, destination organizations, municipalities and cultural attractions) and we want you to join us.

ADVERTISER GUIDELINES

NORTHOF50MAG.CA

CONTACT

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Co-founder/Publisher



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Your support keeps North of 50 FREE to read!



Advertising & Partnership Guidelines

Women 50+ are curious, capable, loyal, influential, and still becoming. The Queen B's of bookings, budgets, ballots and brands with a \$1.3 Trillion economic footprint making 80% of household decisions.

Their stories, spending power, wisdom, and cultural leadership have been underestimated and can no longer be ignored.

We offer deeply human storytelling that blends travel, purpose, power, wellbeing, and legacy without apology or dilution.

Editorial Policy

North of 50 maintains a strict separation between editorial content and advertising. Editorial decisions are made independently and are never influenced by commercial partnerships. Any sponsored or advertorial content is clearly and plainly labelled so readers always know what they are reading and why it appears in our pages.

All editorial content is subject to basic fact-checking appropriate to the story. Writers are expected to verify claims, sources, and data, particularly in matters related to health, finances, public policy, and safety. Opinions and personal narratives are clearly presented as such.

We handle sensitive subjects including health, mental wellbeing, finance, faith, Indigenous issues, and geopolitics with care, accuracy, and respect. We avoid sensationalism, fear-based framing, and false certainty, and we recognize the real-world impact these topics can have on readers and communities.

Where artificial intelligence tools are used in research, drafting, editing, or visual creation, that use is disclosed in a clear and transparent manner. Human editorial judgment remains responsible for all published content.

Our standard is simple:

**Readers should always understand what they are reading,
why it is there, and whether it serves them.**

Our Network

North of 50 is the editorial flagship of a larger, values-driven platform built by Secord Strategies, a Canadian strategic consultancy firm with deep experience at the intersection of tourism, government, economic development, and community engagement.

At the heart of this ecosystem is a Wandering Women: North of 50 national, highly engaged community that inspired the creation of **North of 50 Magazine** which has a distribution of **70,000+** and growing daily.

- **North of 50 Magazine (print and digital)**
- **The Wandering Women public Facebook page**
- **The Wandering Women Facebook Group**
- **Amplification through the founders' personal social channels across multiple platforms**
- **Strategic oversight and amplification through our partners**

Collectively, this network represents a substantial and growing Canadian reach that extends well beyond traditional media channels.

Why Sharing Matters

Social platforms reward content that is shared by connected, like-minded audiences. When your brand shares content created with **North of 50**, algorithms recognize the overlap between our audiences and yours. This increases organic visibility for both the shared content and future posts. Simply put: sharing helps your investment travel farther and work harder over time.

More Than Advertising

Partnering with **North of 50** is not simply a media buy. It is participation in a positive, Canadian-led movement that:

- **Respects and uplifts women over 50**
- **Strengthens tourism, hospitality, and cultural ecosystems**
- **Supports informed public dialogue and better policy thinking**
- **Contributes to Canadian businesses and jobs**

Together, we are filling the public square with intelligent, confident, and constructive narratives — and ensuring this influential audience is seen, heard, and better served.

Technical Specifications

Digital Advertising

File formats: PNG OR **FLATTENED** PDF

Colour mode: RGB

Resolution: 72 DPI

Standard placements:

- Full page: 8 ½ X 11
- ½ Page horizontal: 5.5 X 8.5
- 1/4 page vertical 4.25X5.75

Accessibility: Legible type, sufficient contrast

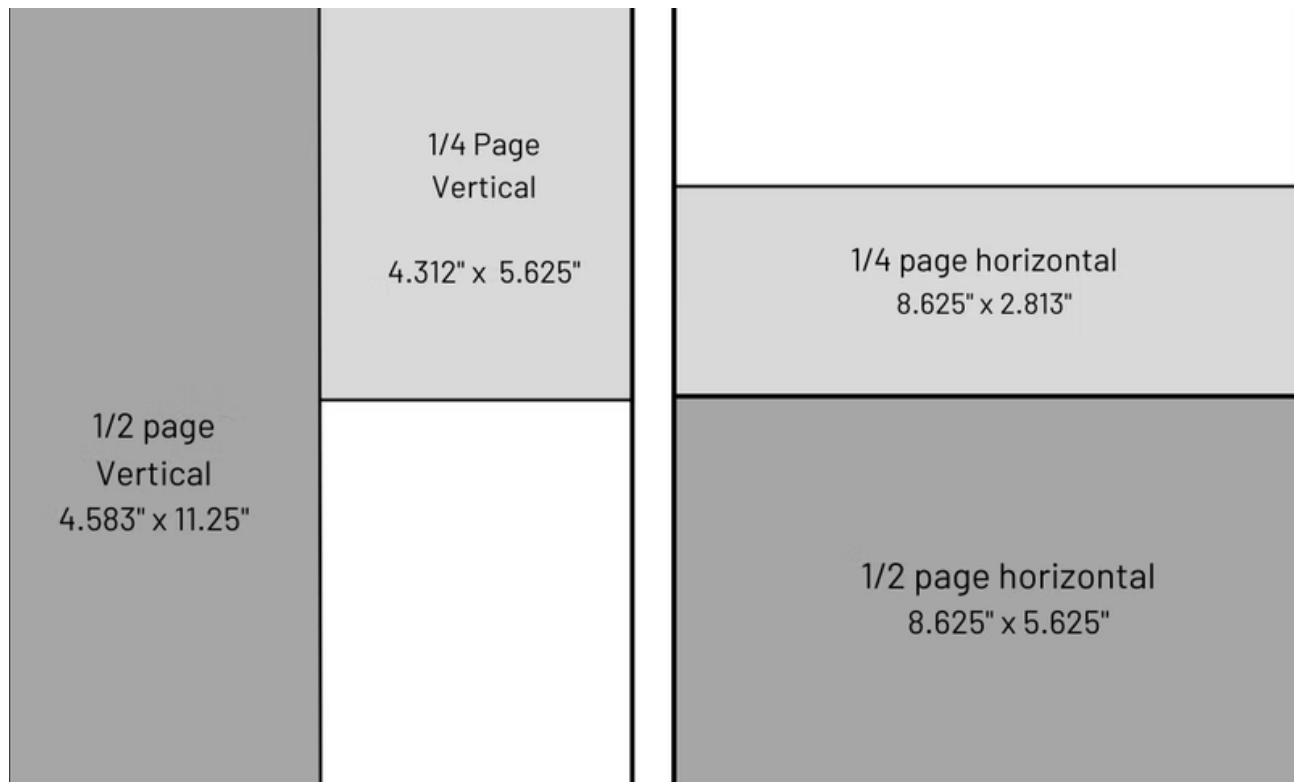
TIP: Aging eyes prefer bigger fonts! Our article copy is a size 12.

Sponsored Content

- Supplied in editable text format (Word or Google Docs)
- Images provided, high-resolution, with usage rights cleared
- Subject to editorial review for tone, clarity, and reader value
- Labeled using publication-standard partner language

Values Alignment & Right of Termination

We reserve the right to decline or discontinue advertising partnerships if, at any time, a misalignment with our values, audience, or editorial standards becomes apparent. If an agreement is terminated due to values misalignment, prepaid fees will be prorated and refunded for the unused portion of the contract.



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JOIN THE JOURNEY!

Official Launch Partner — starting at \$3,000

Host an official **North of 50 magazine** event and align your brand with a growing movement! This opportunity includes the hosted event itself plus full branding and recognition across event materials, select promotional touch-points, and a full page ad. **Limited availability.**

SEPTEMBER 2026 ISSUE RATE CARD

Full Page	\$1250	Banner Footer Ad On Website	\$500
Half Page	\$750	Inside Full page -Front or back cover	\$2000
Quarter Page	\$500	Advertorials	\$1800



B2B - Digital Directory - \$250 business card size ad

Ad Specifications & Dimensions

- Full Page: 8.5" × 11" + 0.125" bleed
- Half Page (Horizontal): 8.5" × 5.5"
- Half Page (Vertical): 4.25" × 11"
- Quarter Page: 4.25" × 5.5"
- Banner (Cover): 8.5" × 2"

Artwork Requirements

- Press-quality **FLATTENED** PDF or high-resolution JPG/PNG
- 300 dpi minimum
- Include 0.125" bleed | 0.25" safe margin

Payment Terms

- Full payment required at booking.
- Rates exclude HST.
- Cancellations not refundable
- All artwork is due 15 business days before print



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Northof50Mag.ca



Reserve Your Spot!

Susan Truppe: Susan@SecordStrategies.ca

Ask me about feature issue & special insert placements!

**If you love our magazine but want a printed copy,
PRINTED MAGAZINES ARE NOW AVAILABLE FOR PURCHASE!**

Prices include shipping within Ontario

5 copies -\$125 - 10 copies - \$200 - 25 copies - \$400