

A wide-angle, high-angle photograph of a fjord. In the foreground, a person stands on a curved wooden walkway with a metal railing, looking out over the water. The fjord is surrounded by steep, rocky mountains. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The water is calm and reflects the light from the sky.

RESONANCE

JOURNAL

MEDIA KIT 2020





Welcome to the Resonance Journal

A portfolio of meaningful people,
spaces and ideas

The Resonance Journal is a magazine and a portfolio of meaningful people, spaces and ideas that are shaping the future of place.

Through deep analysis, award-winning storytelling, authoritative opinion and a commitment to insights and perspectives about the power of places, their optimization, activation and co-creation, our audience is inspired and delighted.

The Journal is an escape to inspiration and the company of the people, spaces and ideas that are shaping the future of places around the world.

Published by Resonance Consultancy, a leading advisor in real estate, tourism and economic development, the Journal is aimed at developers, architects, destination marketers and other stewards of place.



Designed to inspire

It's a keepable book, meant for resonating on a coffee table in a corner office. As such, the canvas for telling a story is wide open: sparse, subtle, and an experience of leaning back, slowing down, and learning at one's speed of comfort.

Containing between 10 and 12 stories per issue (at approximately 160 pages), reading is done in glorious stolen moments of engrossing oneself in a story, then coming back to another at a later time. There is no regimented packaging per se, as each issue's cadence will be driven by a story order that minimizes friction.

A refined, influential audience; a global curiosity

The Journal will be mailed directly to an audience of senior, sophisticated and curious real estate developers, planners, architects, city leaders and mayors.



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ISSUE 01

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PEOPLE—SPACES—IDEAS



Sample Editorial

ISSUE 01

Collective Wisdom

Libraries around the world have become central to the lives of their communities in ways that would have been unimaginable a few decades ago, when a public bathroom was considered a perk. These are the new vanguards that are turning the page on the past.

You Don't Know Shinola from Detroit

Few brands represent the Motor City's resurgence like Shinola. And the creator of watches, bikes and leather goods has its crafty eye on hospitality and placemaking, Detroit-style.

Canvas On Sand

A stroll down Dubai's new design district.

Luxury's Baja Moment

The Cabo Corridor and the East Cape of Mexico's Baja may be an hour's drive from each other, but they tell two different stories of tourism, real estate development and the pursuit of the good life.

Patron Saint of the City

For decades, Jane Jacobs has been shorthand for "livable neighborhoods." But as her friend Joe Berridge observes in this excerpt from his new book *Perfect City: An Urban Fixer's Global Search for Magic in the Modern Metropolis*, today's ambitious cities need to re-examine their devotion to the late city visionary.

London Has the Market Cornered

From Covent Garden to Boxpark, Londoners have been reinventing the market form pretty much since people began gathering to exchange goods and gossip. Today, the ancient and ever-evolving ecosystem of markets is proving to be a savior of retail and a revitalizer of restaurants, giving Londoners and visitors new ways to be together that go far beyond the transactional.

Natural Selection

Canadian-born, Norwegian-based architect Todd Saunders has always pursued distinction of place in his projects. His design of the Fogo Island Inn, on the remote corner of Newfoundland, redefined the luxury of exclusivity. It also defined him as an architect.



Ad Size Requirements

UNIT	TRIM SIZE	LIVE AREA	BLEED SIZE
2-PAGE SPREAD	16.5" X 10.75"	15.5" X 9.75"	16.75" X 11"
FULL PAGE	8.25" X 10.75"	7" X 9.75"	8.5" X 11"

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File Requirements

- Ensure that all images are a minimum of 300dpi at 100% of final size
- Convert all spot/special colors to four-color process. Please provide CMYK files and images only. Do not submit files in RGB, or files containing additional channels.

Production Notes:

- PDF files must contain only 4-color process images (CMYK).
- Resonance Journal is not responsible for PDF files prepared incorrectly.
- All artwork must be designed per the specified dimensions. If they are not, the artwork will be resized to fit the designated space.
- All ads submitted should be suitable to print as is. Resonance Journal is not responsible for any errors in content.

Submitting Final Files

Prepare your ad file(s) and upload finals to WeTransfer. Send a download link to tomg@resonanceco.com.

If you have any questions about the digital requirements, contact our Design Department at +1.604.681.0804 ext.405



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