U of T Magazine

2011-12 Media Kit

Vision

U of T Magazine is the official magazine of the University of Toronto, reaching 300,000 highly educated, affluent and engaged readers

Each quarterly issue of *U of T Magazine* features stories about groundbreaking ideas and innovations, written by leading Canadian journalists. We chronicle the often untold stories of alumni who have taken leadership roles in Canadian business, politics and culture. We document the trends affecting post-secondary education in Canada and the country's largest university campus.

We engage readers with compelling ideas, intelligent and thought-provoking articles, dynamic photos and illustrations and enticing display copy. We don't tell readers how U of T is making a difference; we show them – by capturing in well-written stories just how vibrant and innovative this university is.

The University of Toronto is Canada's leading post-secondary institution, with the country's largest and most diverse alumni community. By advertising in *U of T Magazine*, you'll reach the influential thought leaders of today – and tomorrow.

FOR MORE INFORMATION ABOUT ADVERTISING IN *U OF T MAGAZINE* CALL SUZANNA CHANG AT (416) 978-0838, OR EMAIL SUZANNA.CHANG@UTORONTO.CA

Facts

You've got several great reasons to advertise in *U of T Magazine*

DESIRABLE DEMOGRAPHICS AND ENGAGED READERS

U of T Magazine readers are highly educated and affluent thought-leaders, two-thirds of whom spend 30 minutes or more with each issue of the magazine.*

Although alumni and friends of the university receive *U of T Magazine* for free, thousands of readers make a voluntary contribution to the magazine every year, signalling their commitment to the publication. In 2010, donations to the magazine totalled more than $150,000.

*online readership survey, Oct-Nov 2010, 530 respondents

SUPERB VALUE FOR YOU ADVERTISING DOLLAR

Reach the readers you want, for less. *U of T Magazine* delivers desirable reader demographics at a fraction of the cost of other national publications.

	FULL PAGE AD COST (COLOUR, 1X RATE)	CIRCULATION	COST PER M
Maclean's	$37,430	363,000	$103.11
Report on Business	$25,325	254,000	$99.70
Zoomer	$14,675	196,000	$74.87
Toronto Life	$12,395	86,000	$144.13
The Walrus	$8,695	60,000	$144.92
U of T Magazine	$8,570	301,000	$28.47

AWARD-WINNING DESIGN AND EDITORIAL

U of T Magazine is recognized for excellence both within and outside the educational community. In the past two years, the magazine has been nominated for four National Magazine Awards.

Since 2005, *U of T Magazine* has received 30 awards in writing, photography, illustration and design from the U.S.-based Council for the Support and Advancement of Education and the Canadian Council for the Advancement of Education. In 2009, the Canadian Council named *U of T Magazine* Best University Magazine.

What Our Advertisers Say

"The advertisement opportunities in ***U of T Magazine*** provide Manulife Financial with a relevant and targeted medium through which to increase the awareness of insurance products available to University of Toronto alumni. A presence in the magazine is integral to delivering this message."

Kristy Ryan,
Marketing Manager,
Affinity Markets
Manulife Financial

"For many years, *U of T Magazine* has been an important vehicle for promoting the benefits of the TD Insurance Meloche Monnex home and auto insurance program to University of Toronto alumni. It has consistently delivered a message that strengthens our partnership as we strive to provide outstanding service."

Paul Douglas
Vice president,
Affinity Market Group
TD Insurance Meloche Monnex

Reader Profile

A Prizm profile* of ***U of T Magazine*** readers' postal codes found that they tend to be concentrated in urban groups that rank high for income, education and MOPEs**. Together, these five desirable groups represent 55% of ***U of T Magazine*** readers

NEIGHBOURHOOD GROUP	% OF ALUMNI	INDEX	AVG AGE	AVG HHI	INDEX
URBAN ELITE	14.6	447	50	$221,588	331
Older university-educated executives and professionals who live in fashionable homes in big-city neighbourhoods. They buy expensive clothes, luxury cars, financial products and travel services					
URBAN YOUNG	8.5	422	45	$102,729	153
Upscale, university-educated singles and couples who hold white collar jobs, live in older apartments and lead hip, progressive lifestyles. They frequent bars, health clubs, theatres and art galleries, and purchase the latest electronics and designer clothes					
URBAN UPSCALE ETHNIC	10.8	348	42	$85,155	127
Middle-aged Italian, Portuguese and Greek couples with large families and children in their late teens and twenties. They attend the theatre and opera, frequent restaurants and food shows and shop at boutiques					
SUBURBAN UPSCALE ETHNIC	11.8	173	38	$97,511	145
Upper-middle-class, younger and middle-aged families — many from China, India, Pakistan and the Philippines — who hold white-collar and service-sector jobs. Their children of varying ages play outdoor sports, own a lot of computer and electronic gear and frequent rock concerts and amusement parks					
EXURBAN ELITE	9.7	154	44	$120,409	180
Large families of teens and tweens in comfortable households, they have high rates for going camping and playing organized sports, visiting amusement parks and ski resorts, and playing video games and watching TV. They frequently purchase $30,000 SUVs and sporty luxury cars					

*2010 estimates, modeled and compiled by Environics Analytics
**Managers, owners, professionals and executives

Neighbourhood Type

The Prizm profiles* further break down University of Toronto alumni postal codes into urban clusters. Together these six highly desirable clusters represent 26% of *U of T Magazine* readers (versus 3.8% of Canadian population)

CONTINENTAL CULTURE
Successful multi-ethnic urban households

U of T alumni index: 877

Average age: 45

Average HHI: $95,451 (Cdn. Average: $67,038)

Income Index 142

A mixture of Canadian families and first-generation European immigrants, these younger residents tend to have university degrees, white-collar jobs, cultured lifestyles, progressive social views, and high rates for attending theatre and opera.

COSMOPOLITAN ELITE
Very affluent middle-aged and older city dwellers

U of T alumni index: 876

Average age: 52

Average HHI: $442,680

Income index 660

Canada's wealthiest lifestyle: elegant homes, cottages, kids at private schools, luxury cars, and winter getaways. They support cultural, educational and environmental groups.

ASIAN AFFLUENCE
Established Chinese families in suburbia

U of T alumni index: 834

Average age: 40

Average HHI: $120,582

Income Index 180

Educated, middle-aged families, one third of whom speak a Chinese language. They drive luxury cars, are early adopters of fashion and technology, and are three times more likely than average Canadians to travel internationally with their children.

URBANE VILLAGERS
Wealthy middle-aged urban sophisticates

U of T alumni index: 612

Average age: 51

Average HHI: $221,919

Income Index 331

Second wealthiest cluster, characterized by stately homes, high-end cars, golf club memberships, designer clothes, cottages, and frequent trips abroad.

YOUNG DIGERATI
Young and well-off urban trendsetters

U of T alumni index: 591

Average age: 47

Average HHI: $119,181

Income Index 178

Tech-savvy singles and couples living in condos in fashionable city neighbourhoods. They are affluent, highly educated, ethnically mixed, and socially conscious consumers. They are big purchasers of the latest electronic devices, and they bank, shop and invest online.

FURS AND PHILANTHROPY
High-achieving cultured urban families

U of T alumni index: 512

Average age: 48

Average HHI: $147,076

Income Index 219

Educated, upscale and nearly two-thirds Jewish, this group consists of larger families and empty nests concentrated in a handful of big-city neighbourhoods. They tend to have late teens and older children at home, they travel to the U.S. and Caribbean, and are employed as professionals and executives.

*2010 estimates, modeled and compiled by Environics Analytics.

U of T Magazine Readers

PROFILE

Male: 51% | Female: 49% | Average age: 44

READING HABITS*

Overall, how satisfied would you say you are with *U of T Magazine*?
80% of survey respondents say they are highly satisfied with *U of T Magazine*, rating it 7 out of 10 or higher.
Average rating: 7.5

How much time would you say you spend reading an average issue of *U of T Magazine*?
64% spend more than 30 minutes reading each issue

On average, how long do you keep each copy of *U of T Magazine*?
47% hold on to *U of T Magazine* for three months or longer

What are you most likely to do with *U of T Magazine* after you've read it?
63% discuss an article with others, or forward it to them
23% share the entire magazine with others

*from an online readership survey conducted Oct-Nov 2010, 535 respondents

96% of readers "agree" or "strongly agree" with the statement, "I always find at least one interesting article to read in each issue of *U of T Magazine*

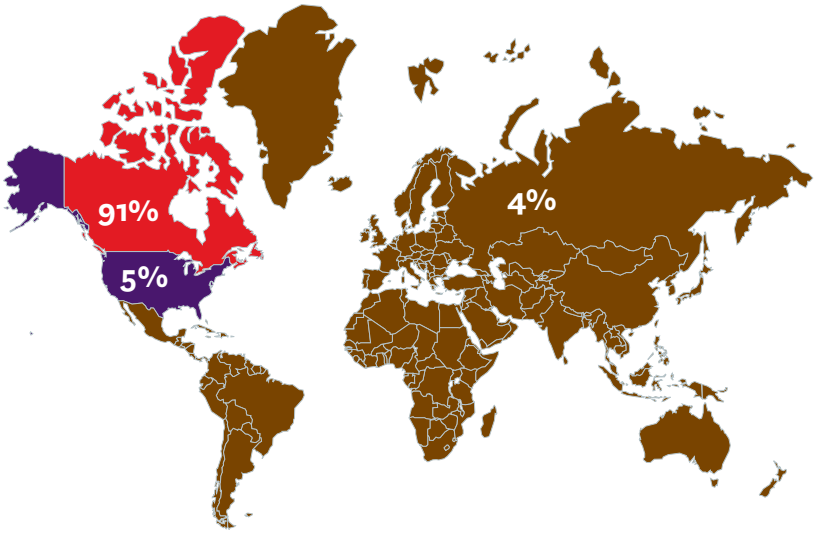
88% of readers "agree" or "strongly agree" with the statement "The magazine makes me feel connected to U of T"

86% of readers "agree" or "strongly agree" with the statement "The cover of the magazine is attractive and makes me want to read something inside."

Distribution

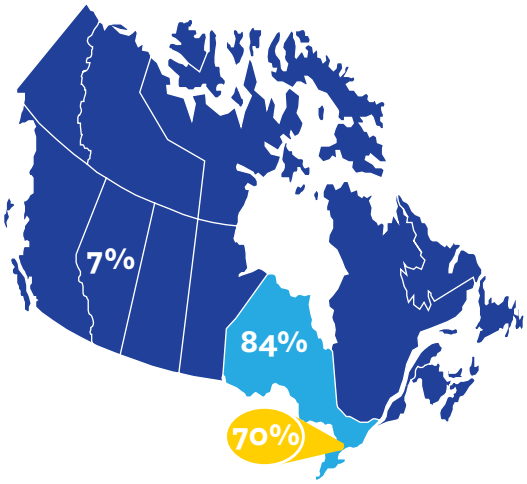
GEOGRAPHIC BREAKDOWN (OCTOBER 2010)

Canada	274,051
U.S.	14,597
International	12,821
Total	301,469



CANADIAN GEOGRAPHIC BREAKDOWN

Toronto (GTA)	210,316
Ontario	254,263
Rest of Canada	19,788



Inside U of T Magazine

LIFE ON CAMPUS
Profiles of successful and interesting students and articles about campus life that keep alumni connected to what's going on at today's U of T.

LEADING EDGE
Highlights U of T's world-class researchers and their groundbreaking research across a variety of academic disciplines. Demonstrates that U of T research is making a positive difference in society and is a crucial source of ideas and innovation.

ALL ABOUT ALUMNI
Profiles of U of T's diverse and successful alumni in Canada and around the world.

TIME CAPSULE
Features an intriguing event or person from the university's 185-year history and underscores U of T's long tradition of excellence.

The December issue includes a list of all U of T donors who gave more than $5,000 in the previous year.

FEATURE STORIES

- In-depth profiles of alumni in arts, politics, business and other fields
- Clear and compelling articles about how U of T research is making a difference in the lives of Canadians
- Historical pieces that illustrate the university's impact over the decades
- Extensive coverage of the students, faculty and staff who make U of T Canada's leading university

2011/2012 Rate Card

EFFECTIVE WITH THE SUMMER 2011 ISSUE, UNTIL FURTHER NOTICE

4 COLOUR PROCESS	1X	2-3X	4X
Full Page	$8,570	$8,140	$7,285
½ Page	$5,740	$5,450	$4,880
¼ Page Banner	$3,430	$3,260	$2,915
Double Page Spread	$15,425	$14,650	$13,110
IFC	$10,710	$10,175	$9,105
IBC	$10,280	$9,640	$8,740
2-Page Gatefold	$16,970	$16,115	$14,420

Black and White: 10% discount
Mixed Units: Advertisers in 4 or more consecutive issues may vary the sizes of their ads according to the standard units shown and obtain the multiple-issue rate for each unit.
Taxes: Rates are not subject to GST or HST.

POLYBAGGING INSERTS*	
Up to 25 grams:	$330/M
26 to 50:	$365/M
51 to 75:	$400/M
76 to 100:	$435/M
101 to 125:	$475/M

INSERTS	
Blow-ins	$12/M
Bind-ins	$13/M
Tip-ins	$68/M

*Minimum fee $3,600

DEADLINES ISSUE	SPACE CLOSE	MATERIAL DUE	DISTRIBUTION
Summer 2011	April 21, 2011	May 13, 2011	June 24, 2011
Autumn 2011	July 15, 2011	August 12, 2011	Sept. 16, 2011
Winter 2012	Oct. 7, 2011	Nov. 4, 2011	Dec. 9, 2011
Spring 2012	Jan. 27, 2012	Feb. 17, 2012	Mar. 23, 2012
Summer 2012	April 19, 2012	May 11, 2012	June 22, 2012
Autumn 2012	July 13, 2012	August 10, 2012	Sept. 14, 2012
Winter 2013	Oct. 12, 2012	Nov. 9, 2012	Dec. 14, 2012

Mechanical Advertising Specifications

SIZES		WIDTH	HEIGHT
Full-page Bleed	TRIM SIZE	7.875”	10.5”
	LIVE AREA	7.125”	9.75”
	BLEED	8.125”	10.75”
Full-page Non Bleed	TRIM SIZE	7.875”	10.5”
	LIVE AREA	7”	9.462”
	BLEED	N/A	N/A
1/2 Page Horizontal	AD SIZE	7”	4.637”
	BLEED	N/A	N/A
1/2 Page Vertical	AD SIZE	3.408”	9.462”
	BLEED	N/A	N/A
1/4 Page Horizontal	AD SIZE	7”	2.229”
	BLEED	N/A	N/A
Double Page Bleed	TRIM SIZE	15.75”	10.5”
	LIVE AREA	15”	9.75”
	BLEED	16.25”	11”

The trim size of the magazine is 7.076” x 10.6”

DEADLINES	BOOKING DEADLINE	MATERIAL DEADLINE	CIRCULATION DATE
SUMMER 2011	APR 29 2011	MAY 20, 2011	JUNE 24, 2011
AUTUMN 2011	JULY 22, 2011	AUG 12, 2011	SEPT 16, 2011
WINTER 2012	OCT 14, 2011	NOV 4, 2011	DEC 9, 2011
SPRING 2012	JAN 27, 2012	FEB 17, 2012	MAR 23, 2012

Additional notes

- Images must be in CMYK
- Full bleed allowances
- 1/8 bleed allowances
- Crop marks at 18 pt for all ads
- Effective resolution for colour continuous tone images should be 300 ppi resolution
- B/W lineart images should be a minimhum of 800 ppi effective resolution and be saved in TIFF bitmap format
- Coted stocks:
  - 25 micron stochastic sreening
  - UCR
  - 20% dot gain
  - 85% black limit
  - 300% maximum total ink coverage
  - 2%-5% in highlight
- Supply colour and grayscale images as composite EPS or TIFF format.
- Do not use compression

FORMAT

CD, DVD or email
(Please do not email files larger than 6mb)

PLATFORM

Macintosh

PRINTING

U of T Magazine is printed by high-speed web offset on Future Connect coated 150 lpi traditional screening and saddle stitched.

DELIVERY

Advertising materials should be sent to:
U of T Magazine
21 King’s College Circle,
Toronto, ON M5S 3J3
Attn: Advertising Sales
or emailed to (if smaller than 6mb):
ads.uoftmagazine@utoronto.ca

PROOFS

- A hardcopy proof must be provided with the artwork
- A calibrated, digital proof with stock & press gain simulations must be submitted if the printer is to match colour on digital files
- Proofs should conform to SWOP standards

SOFTWARE

QuarkXpress:
Please include all fint files, image files, logos and graphics.
All logos and graphics must be saved at 300 dpi TIFF or EPS files

PDF-X/1A:
Please send high res PDF files (PDF-X/1A) with embedded fonts.

InDesign or Illustrtor
Please supply an EPS file at a minimum of 300 dpi.

PhotoShop
Please supply a TIFF file at a minimum of 300 dpi.

Terms and Conditions

Acceptance of any advertisement in *U of T Magazine* is at the sole discretion of the publisher. All copy and graphics are subject to approval by the publisher.

CONTRACTS

The publisher is not bound by any conditions, printed or otherwise, when such conditions conflict with the rate card or the publisher's policies. Contracts cover any 24 months, starting with the first insertion.

The advertiser and/or advertising agency assume liability for all content (including text, representation and illustration) of advertisement printed and also assume responsibility for any claim arising therefrom against the publisher. The advertiser and/or its advertising agency agree that *U of T Magazine* shall be under no liability for its failure, for any cause, to publish any advertisement.

TERMS

Advertisers and their agencies have dual liability to the publisher in the event of non-payment for advertising. The agency is responsible for the client, and vice versa, notwithstanding any statements to the contrary on agency or advertiser insertion orders or contracts.

RATE REVISIONS

The publisher reserves the right to change these rates at any time. Existing contract rates are guaranteed only for the next four issues from the date of acceptance of contract.

PAYMENT

Publisher is entitled to payment as herein provided, upon having completed the printing and taken reasonable steps to distribute the publication. Payment is due in Canadian funds at space closing date at *U of T Magazine*'s office unless credit has been granted.

CREDIT

Where credit has been granted by the publisher, payment is due 30 days from the date of invoice. If the advertiser has excess credit owing to the publisher, the publisher retains the right to cancel any additional advertisements.

AGENCY COMMISSION

15 % of gross billing to recognized advertising agencies.

CANCELLATION

All magazine ads must be cancelled at least 5 business days prior to ad closing date. Failure to do so will result in a 25% cancellation fee.