



UofT Magazine

2013-14
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 NADIA VAN AT (416) 978-0838,
OR EMAIL NADIA.VAN@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 2012, donations to the magazine totalled more than \$130,000.

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

SUPERB VALUE FOR YOUR 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. Since 2009, the magazine has been nominated for four National Magazine Awards.

In the past five years, *U of T Magazine* has received 21 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
<i>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</i>					
URBAN YOUNG	8.5	422	45	\$102,729	153
<i>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</i>					
URBAN UPSCALE ETHNIC	10.8	348	42	\$85,155	127
<i>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</i>					
SUBURBAN UPSCALE ETHNIC	11.8	173	38	\$97,511	145
<i>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</i>					
EXURBAN ELITE	9.7	154	44	\$120,409	180
<i>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</i>					

*2010 estimates, modeled and compiled by Environics Analytics

**Managers, owners, professionals and executives

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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

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"

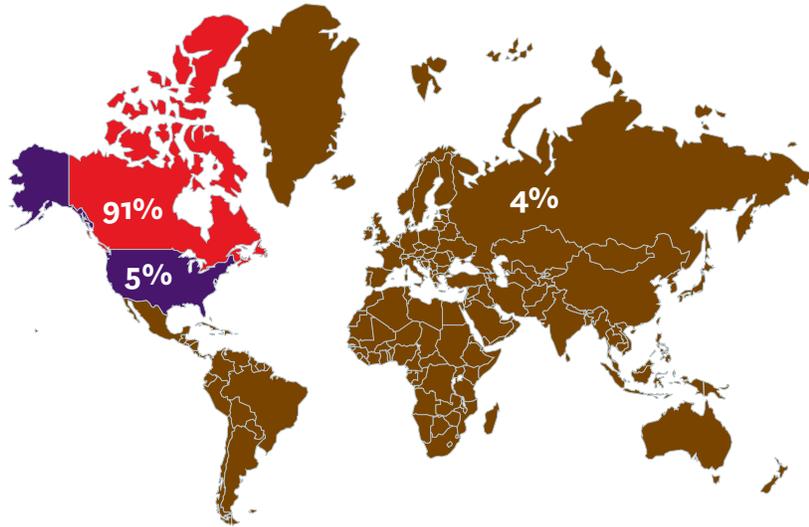
86% of readers "agree" or "strongly agree" with the statement "The cover of the magazine is attractive and makes me want to read something inside."

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

Distribution

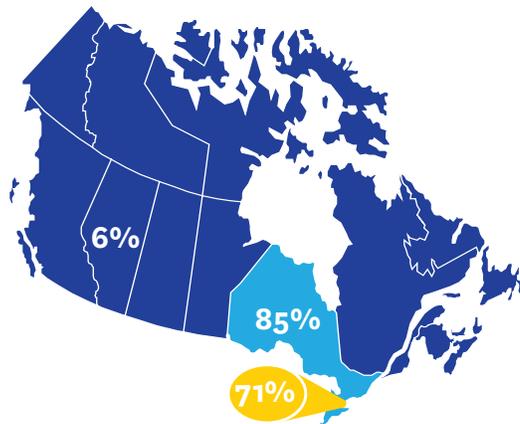
GEOGRAPHIC BREAKDOWN (JUNE 2013)

Canada	287,261
U.S.	14,516
International	13,161
Total	314,938



CANADIAN GEOGRAPHIC BREAKDOWN

Toronto (GTA)	223,995
Ontario	267,587
Rest of Canada	19,674



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

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2013/2014 Rate Card

EFFECTIVE WITH THE AUTUMN 2013 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.

ADVERTISING DEADLINES			
ISSUE	SPACE CLOSE	MATERIAL DUE	DISTRIBUTION
Autumn 2013	July 12, 2013	Aug. 9, 2013	Sept. 13, 2013
Winter 2014	Oct. 11, 2013	Nov. 8, 2013	Dec. 13, 2013
Spring 2014	Jan. 24, 2014	Feb. 14, 2014	Mar. 28, 2014
Summer 2014	April 18, 2014	May 9, 2014	June 20, 2014
Autumn 2014	July 11, 2014	Aug. 8, 2014	Sept. 19, 2014
Winter 2015	Oct. 10, 2014	Nov. 7, 2014	Dec. 12, 2014

Mechanical Advertising Specifications

ARTWORK REQUIREMENTS FOR ALL ADS:

- This publication is printed full-colour throughout on a web press to SWOP coated standards.
- PDF/X-1a is the only file format accepted.
- All fonts must be embedded or outlined.
- All ads are full-colour. Artwork must only use CMYK colours. If RGB, spot or Pantone colours are used, they will be automatically converted to CMYK. Some colour shifting may occur.
- Photos and bitmapped graphics (i.e. placed JPG, TIF or PSD images) should be 300 dpi at their final size.
- The artwork size should be exactly the size required. Do not leave extraneous space surrounding the artwork.
- Do not save artwork with cropmarks. This includes full bleed ads

Please send final PDF to Nadia Van at nadia.van@utoronto.ca by material deadline.

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

The trim size of the magazine is 7.875" x 10.5"

ADVERTISING DEADLINES	BOOKING DEADLINE	MATERIAL DEADLINE	CIRCULATION DATE
AUTUMN 2013	JULY 12, 2013	AUG 9, 2013	SEPT 13, 2013
WINTER 2014	OCT 11, 2013	NOV 8, 2013	DEC 13, 2013
SPRING 2014	JAN 24, 2014	FEB 14, 2014	MAR 28, 2014
SUMMER 2014	APR 18, 2014	MAY 9, 2014	JUNE 20, 2014

Inserts

WHAT IS POLYBAGGING?

Polybagging is co-mailing your titles with a copy of *U of T Magazine*. It is a cost-efficient alternative to mailing your publication on its own. This does require you to align your publication's printing schedule to ours (*U of T Magazine* is typically published in March, June, September and December).

U of T Magazine's polybagging services also allow our clients to zone by geographical location; choose an audience based on factors such as age, gender, degree, field of study; and even target mailing through the Prizm segmentation system, which groups readers according to consumer behaviour such as shared demographics, lifestyles, values, household income, marital status, education and dwelling type.

With *U of T Magazine* polybagging, campus clients also enjoy:

- **Greater Postal Discounts:** The cost of mailing a magazine or newsletter up to 25g in a company envelope is over \$1.00 per piece for Canadian addresses, and publications mailing can range between 43¢ to 82¢ per piece. Our rates start as low as 38¢ per piece when co-mailed with *U of T Magazine*—this includes mailing to Canada, U.S. and International recipients. Rates are not subject to HST.
- **Access to Our Audience:** By polybagging with *U of T Magazine*, your piece will be targeted towards our highly educated, affluent and engaged readers
- **Environmentally Friendly Option:** Our poly (wrap) material is biodegradable and designed to be completely recyclable.

WHAT IS THE DIFFERENCE BETWEEN AN OUTSERT AND AN INSERT?

Capture the attention of our readers by including your outsert on top of *U of T Magazine* within the polybag—this can range from magazines and newsletters to catalogues and brochures.

Postcard-sized inserts can be placed inside the magazine as a blow-in (loose-leaf), tip-in (glue/tape) or bind-in (saddle-stitched).

Polybagging

POLYBAG DEADLINES*

Materials are supplied by advertiser directly to our mailing houses. Pieces need to be ready to polybag (i.e. all folding and trimming need to be completed beforehand by your supplier). Estimated weights must be provided to *U of T Magazine* by mailing house deadline.

ISSUE DATE	RESERVE BY	DELIVER TO MAILING HOUSES NO LATER THAN	MAGAZINE CIRCULATION
Autumn 2013	Friday, July 5, 2013	Friday, Aug 30, 2013	Friday, Sept 13, 2013
Winter 2014	Friday, Sept 27, 2013	Friday, Nov 29, 2013	Friday, Dec 13, 2013
Spring 2014	Friday, Dec 20, 2013	Friday, Mar 7, 2014	Friday, Mar 28, 2014
Summer 2014	Friday, April 4, 2014	Friday, June 6, 2014	Friday, June 20, 2014
Autumn 2014	Friday, July 4, 2014	Friday, Aug 29, 2014	Friday, Sept 19, 2014
Winter 2015	Friday, Sept 26, 2014	Friday, Nov 28, 2014	Friday, Dec 12, 2014

*Dates are subject to change. Please contact us for the latest polybagging info.

POLYBAGGING RATES

OUTSERTS WEIGHT	COST
Up to 25 grams	\$380/M
26 to 50 grams	\$420/M
51 to 75 grams	\$460/M
76 to 100 grams	\$500/M
101 to 125 grams	\$545/M
More than 125 grams*	

INSERTS

Blow-ins	\$13/M
Bind-ins	\$14/M
Tip-ins	\$71/M

Taxes: Rates are not subject to GST or PST

*Minimum fee: \$3900.00

**Prices must be quoted individually on items exceeding 125 grams

MECHANICAL REQUIREMENTS

OUTSERT

Paper – 75lb. Postal Offset or 60lb Offset or 80 lb Coated
Minimum size – 4" x 6"
Maximum size – 7-7/8" x 10-1/2"

INSERT (BLOW-IN, BIND-IN, TIP-IN)

Maximum size – 6"x6"
Please inquire regarding multi-layered blow-ins or blow-ins exceeding single-leaf format

**FOR MORE INFORMATION AND TO BOOK POLYBAGGING SERVICES,
PLEASE CONTACT NADIA VAN AT (416) 978-0838,
OR EMAIL NADIA.VAN@UTORONTO.CA**

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Terms and Conditions

Acceptance of any advertisement or insert 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 space closing. Failure to do so will result in a 25% cancellation fee.