U of T Magazine

2015-16 MEDIA KIT

Vision

U of T Magazine is the official magazine of the University of Toronto, reaching 315,000 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.

By Kelli Korducki
Illustration by Vicky Lam

Canada's Next Top Author

How a creative-writing program that admits just seven students a year is cultivating the country's next generation of literary giants

GHALIB ISLAM IS A SLIGHT 32-YEAR-OLD whose unassuming demeanour belies the brilliant literary career that likely awaits him. *Fire in the Unnameable Country*, the author's debut novel released this spring by Penguin, has become one of the year's most hotly debated works of Canadian fiction.

Islam's book is unconventional, to say the least: at one point, its narrator, who happened to have been born on a flying carpet, turns into an owl. The story takes readers on a dystopian journey through an unspecified, if vaguely Middle-Eastern, country under the grip of thought surveillance. The book's publisher has said that, upon receiving Islam's manuscript, there was a sense that they had found Canada's George Orwell.

But U of T found him first.

Though many years in the making, *Fire in the Unnameable Country* took shape in the university's two-year creative writing MA program. Islam, who earned his degree in 2006, was among the program's first graduates. It was during his studies that he completed the first draft of his novel. U of T is also where he befrien'ded fellow student and author Jonathan Garfinkel, who would connect Islam to both his literary agent and eventual publisher. Islam's academic advisor – and reason

For more information about advertising in *U of T Magazine*, please call Jessica Lay at (416) 978-0838 or email jessica.lay@utoronto.ca

The 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 2014, 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	$40,510	313,007	$129.42
Report on Business	$26,345	264,640	$99.55
Zoomer	$14,675	184,561	$79.51
Toronto Life	$13,005	86,128	$151.00
The Walrus	$9,700	60,000	$161.67
U of T Magazine	$8,570	315,000	$27.21

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 five National Magazine Awards.

In the past five years, *U of T Magazine* has also received 22 awards in writing, photography and illustration from the U.S.-based Council for the Support and Advancement of Education and the Canadian Council for the Advancement of Education. In 2014, 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

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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 highly for income, education and MOPEs**. Together, these five desirable groups represent 63% of **U of T Magazine** readers

NEIGHBOURHOOD GROUP	% OF ALUMNI	INDEX	AVG AGE	AVG HHI	INDEX
URBAN ELITE	**16.2**	**457**	**53**	**$240,158**	**457**
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	**9.2**	**311**	**46**	**$106,964**	**311**
Upscale, university-educated singles and couples who hold white a 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	**12.3**	**383**	**44**	**$91,205**	**110**
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	**13.9**	**224**	**39**	**$100,989**	**122**
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	**10.9**	**172**	**46**	**$125,675**	**172**
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					

*2013 estimates, modelled 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 the Canadian population)

CONTINENTAL CULTURE

Successful multi-ethnic urban households

U of T alumni index: 842

Average age: 47

Average HHI: $102,884 (Cdn. average: $81,665)

Income Index 842

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: 817

Average age: 55

Average HHI: $481,270

Income index 582

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: 841

Average age: 42

Average HHI: $125,076

Income Index 151

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: 619

Average age: 53

Average HHI: $222,650

Income Index 619

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 trend-setters

U of T alumni index: 605

Average age: 48

Average HHI: $122,752

Income Index 148

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: 507

Average age: 49

Average HHI: $148,663

Income Index 180

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 the Caribbean, and are employed as professionals and executives.

*2013 estimates, modelled and compiled by Environics Analytics.

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U of T Magazine Readers

PROFILE

Male: 52% | Female: 48% | Average age: 48

READING HABITS*

Overall, how satisfied would you say you are with U of T Magazine?

83% of survey respondents say they are either satisfied or very satisfied with *U of T Magazine*.

37% of survey respondents said they had discussed or forwarded a *U of T Magazine* article or issue.

Of the 5,000 respondents who receive an alumni magazine from another institution, 73% say they spend more time with *U of T Magazine*.

*from an online readership survey conducted March 2014, 7,573 respondents

89%

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*.

89%

of readers "agree" or "strongly agree" with the statement "I am pleased the university sends me a copy of *U of T Magazine* each quarter."

83%

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

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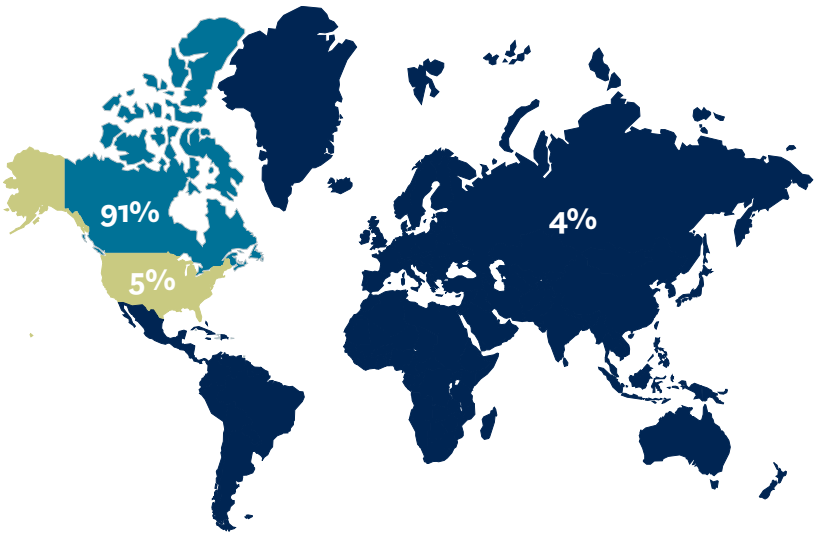
Distribution

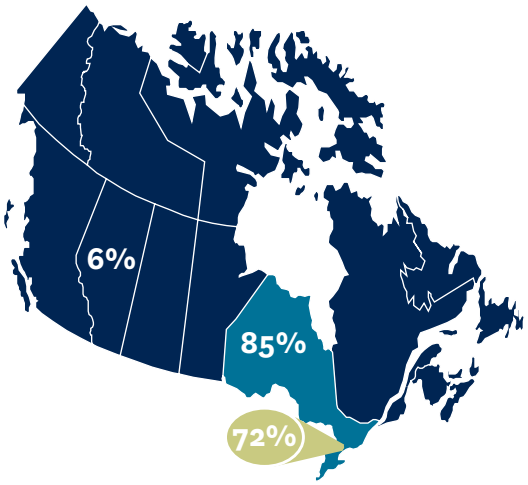
GEOGRAPHIC BREAKDOWN (DECEMBER 2014)

Canada	290,302
U.S.	14,325
International	13,410
Total	318,037



CANADIAN GEOGRAPHIC BREAKDOWN

Toronto (GTA)	228,289
Ontario	270,804
Rest of Canada	19,498



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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 188-year history and underscores U of T's long tradition of excellence.

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

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

Life on Campus

Birth of a Collaboration

Institute for Indigenous Health opens at the Dalla Lana School of Public Health

Leading Edge

Barrier to Entry

Canada's process for screening potential immigrants for HIV is opaque and unfair, says Laura Bisaillon

All About Alumni

Woman's Time

Around the world, there's a shift happening for women and girls, says activist Sally Armstrong

Time Capsule

October 1949

"Shoot! Fight! Rise and Whine!"

By Cynthia Macdonald
Illustration by Stéphane Poirier

The Bully Who is Everywhere

The Internet makes it easy to be mean. No wonder cyberbullying among teens has everyone worried.

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2015/2016 Rate Card

EFFECTIVE WITH THE SUMMER 2015 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 four 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
Summer 2015	Apr. 17, 2015	May 15, 2015	June 19, 2015
Autumn 2015	July 17, 2015	Aug. 14, 2015	Sept. 18, 2015
Winter 2016	Oct. 09, 2015	Nov. 06, 2015	Dec. 11, 2015
Spring 2016	Jan. 22, 2016	Feb. 12, 2016	Apr. 01, 2016

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Mechanical Advertising Specifications

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”

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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 crop-marks. This includes full bleed ads.

Please send final PDF to Jessica Lay at jessica.lay@utoronto.ca by material deadline

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Inserts and Polybagging

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 brochure or 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 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 48¢ to 87¢ per piece. Our rates start as low as 40¢ 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 to 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 — outserts 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).

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Inserts and Polybagging Rates

POLYBAGGING RATES*

OUTSERTS WEIGHT	COST
Up to 25 grams:	$395/M
26 to 50 grams:	$440/M
51 to 75 grams:	$480/M
76 to 100 grams:	$505/M
101 to 125 grams:	$565/M

Note: Prices must be quoted individually on items exceeding 125 grams

INSERTS	COST
Up to 25 grams:	$14/M
26 to 50 grams:	$15/M
51 to 75 grams:	$74/M

Taxes: Rates are not subject to GST or PST

*Minimum fee: $3,900

INSERT/POLYBAGGING DEADLINES

ISSUE	SPACE CLOSE	MATERIAL DUE	DISTRIBUTION
Summer 2015	Apr. 03, 2015	May 29, 2015	June 19, 2015
Autumn 2015	July 03, 2015	Aug. 28, 2015	Sept. 18, 2015
Winter 2016	Oct. 02, 2015	Nov. 27, 2015	Dec. 11, 2015
Spring 2016	Dec. 18, 2015	Mar. 04, 2016	April 01, 2016

MECHANICAL REQUIREMENTS:

Outsert

- Paper - 75lb. Postal Offset or 60lb. Offset or 80lb. 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" x 6"
- Please inquire regarding multi layered blow-ins or blow-ins exceeding single-leaf format

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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 each advertisement printed and also assume responsibility for any claim arising from there 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 the contract.

PAYMENT

The 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 the 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.

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