

Media Kit 2018



Canada
Education

ABOUT US

Education ^{Canada}

Published since 1949, this bilingual quarterly magazine is rooted in the Canadian education experience and perspective and is considered a trusted source for research and opinion on the biggest challenges facing educators today.



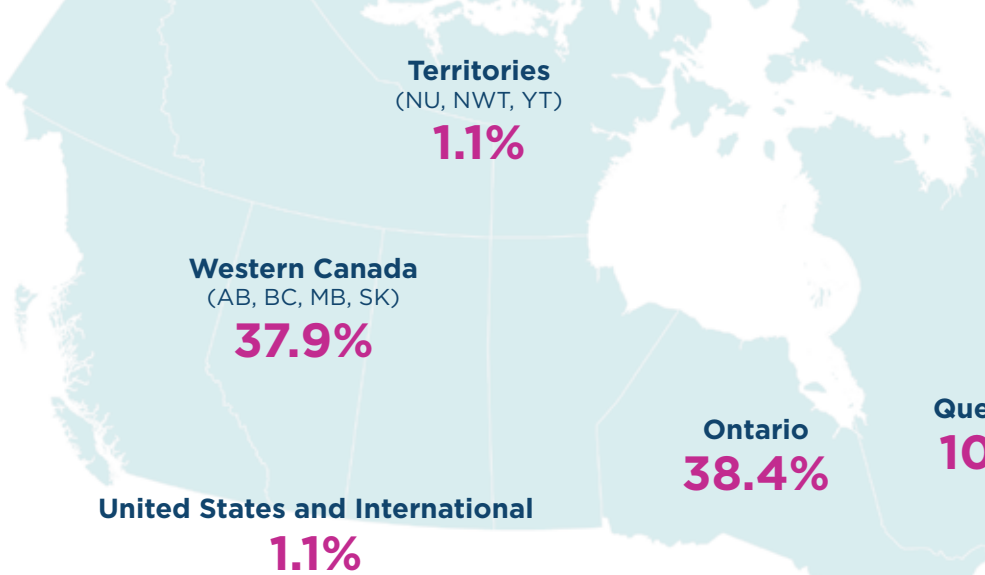
Circulation
5,695*

Readers per copy
3.86**

Total audience
20,217

Sources: *Publisher's Claim, September 2017
**2016 Reader Survey

GEOGRAPHIC DISTRIBUTION:



Education Canada readers are engaged:



96%

find the content in *Education Canada* relevant to their profession



88%

read 2-4 issues each year



80%

say the articles are well-researched and knowledgeable



73%

visit a website for more information after reading

Source: 2016 Reader Survey

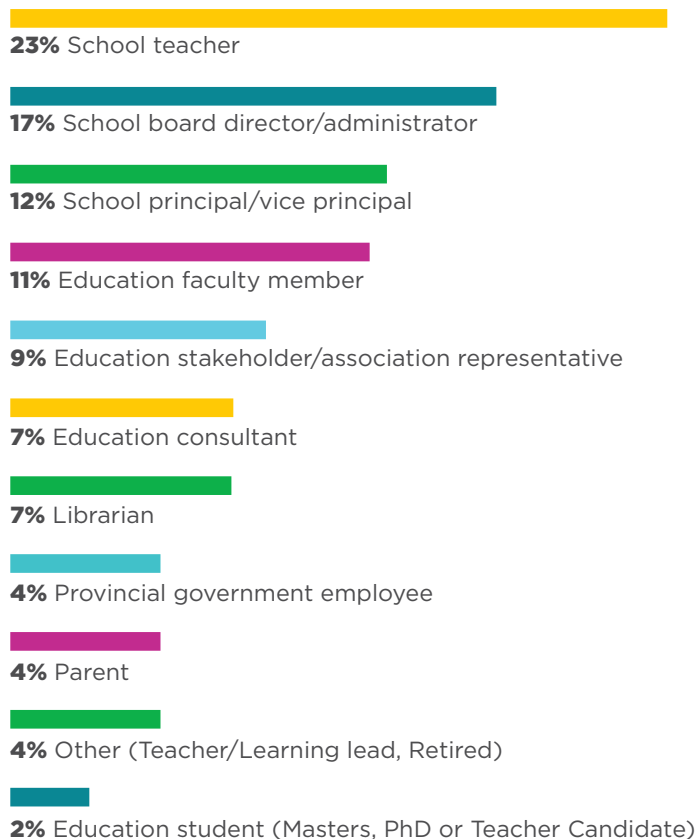


Education Canada Magazine is published by the EdCan Network – an independent national organization with over 75,000 members working tirelessly to ensure that all students discover their place, purpose and path.

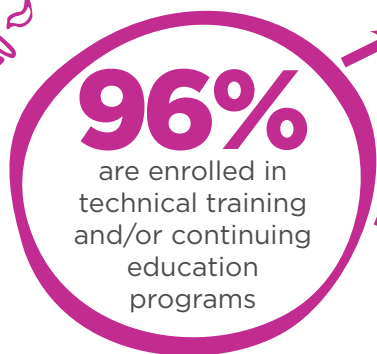
Education Canada's readership spans across the education sector, reaching a variety of audiences:

- EdCan Network Members
- Paid subscribers
- Ministries of Education
- Provincial and national education organizations
- School board associations
- School districts across Canada
- Teacher federations
- Top administrations and department heads at elementary/secondary and post-secondary levels
- Faculties of education
- Researchers and librarians

Our Readers



Source: 2016 Reader Survey



ISSUE	EDITORIAL	SPACE CLOSING	MATERIAL DUE
March	Signals of Change: How emerging innovative ideas could be creatively applied to public education	February 2nd	February 9th
May/June	Truth and Reconciliation in the Schools: Exploring how we can scale up Indigenized learning	April 20th	April 27th
September	Preparing the Next Generation of Teachers: A critical look at how we're supporting teachers for their first years of teaching	August 17th	August 24th
December	Teaching Citizenship in the Digital Age: Preparing our students to think critically in this age of "alternative facts" and "fake news"	November 2nd	November 9th

*Please note that this editorial schedule may be subject to change

Full Colour Rates (Gross Rates)

	1x	2x	3x	4x
Full page	\$2,950	\$2,800	\$2,660	\$2,525
2/3 page	2,475	2,350	2,235	2,125
1/2 page island	2,325	2,210	2,100	1,995
1/2 page	2,025	1,925	1,830	1,740
1/3 page	1,755	1,665	1,580	1,500
1/4 page	1,485	1,410	1,340	1,275
1/6 page	810	770	730	695
DPS	4,590	4,360	4,140	3,935
OBC	3,690	3,505	3,330	3,165
IFC/IBC	3,540	3,365	3,195	3,035
Opposite inside front cover (pg.3) opposite TOC	3,540	3,365	3,195	3,035

French rates are 25% less than English rates (Excluding prime positions)

Prime positions allotted on a first-come first-serve basis

Position Charges: Preferred positions 20% extra

Bleed: No extra charge

Inserts, Gatefolds, Special Units: Rates on request

Pre-printed polybagged outserts

A cost-effective way to distribute your message – it's an excellent alternative to regular direct mail! National, split run or regional campaign options available.

Ad Sizes:

	Width	Height
Double page spread w/bleed	16.375"	11"
DPS trim	16.25	10.875
Full page bleed	8.375	11.125
Full page trim	8.125	10.875
Full page live	7.625	10.375
2/3 page vertical	4.475	9.75
2/3 page horizontal	7.2	6.219
1/2 page island	4.475	6.219
1/2 page vertical	3.25	9.75
1/2 page horizontal	7.2	4.562
1/3 page square	4.467	4.715
1/3 page vertical	2.25	9.75
1/3 page horizontal	7.2	2.921
1/4 page vertical	3.486	4.625
1/4 page horizontal	4.467	3.1
1/4 page basebar	7.2	2.095
1/6 page square	3.25	3.5
1/6 page horizontal	7.2	1.45

3:00

average
time on
page

25,345

unique
pageviews
per month

28,451

pageviews
per month



Related video and blogs

Related articles

Archived issues

Web exclusive articles

An invaluable library of web exclusive and archived content
www.edcan.ca/magazine

Source: Google Analytics, (www.cca-ace.ca/education-canada) January 2017 – June 2017

Online Rates (Gross Rates)

Run of Site (on all sections)	size	1 mth	3 mths	6 mths	12 mths
Top Leaderboard/Mobile Version	728 x 90/ 300 x 100	\$845	2,280	4,310	8,110
Bottom Leaderboard/Mobile Version	728 x 90/ 300 x 100	\$580	1,565	2,960	5,570
Home/Landing Page					
Big Box #1	300 x 250	\$380	1,030	1,945	3,660
Big Box #2	300 x 250	\$380	1,030	1,945	3,660
Article Pages (all articles, current or archived)					
Big Box #1	300 x 250	\$475	1,290	2,430	4,575
Big Box #2	300 x 250	\$425	1,160	2,190	4,120
Half Page	300 x 600	\$710	1,935	3,645	6,860

French rates are 25% less than English rates

Published rates are for rotating ads

For exclusive, non-rotating (static) ad placement add 25% (subject to availability)

For integration of flash elements add \$100

Creative accepted:
GIFs (can be animated)
JPGs
SWF

MORE ONLINE OPPORTUNITIES



The Education Canada e-Newsletter

An essential monthly source for the latest Canadian and international education research and policy news.

- Published on the last Wednesday of every month
- Connect with **over 4,000 education leaders**
- Accessible to all EdCan Network members
- Options: Banner ads, job postings, events
- Average open rate 35.75%

Education Canada e-Newsletter Rates (Gross Rates)

Opportunity	Size	1 month	3 months	6 months	12 months
Top banner	600 x 90	\$1,245	3,360	6,350	11,950
Top leaderboard	320 x 50	\$995	2,685	5,075	9,550
Banner	468 x 60 within sections*	\$620	1,675	3,160	5,950
Job posting	50 word text ad + logo**	\$295	795	1,505	2,830
Events section	50 word description + logo**	\$295	795	1,505	2,830

Education Canada magazine print/online advertisers receive 15% discount. French rates are 25% less than English rates.

* add 10% for guaranteed placement before/after a specific section for banner ads, 468 x 60 ** logo maximum size 300 x 300

School Calendar



- Published online annually (September)
- Most downloaded publication from the EdCan Network website:
+5,490 downloads per month
(Source: Google Analytics, September 2016 - June 2017)
- Link to *School Calendar* is electronically distributed to over 38,000 educators in the Fall



The *School Calendar* provides dates for openings and closings, and spring break holidays for mid to large schools in EVERY province and territory.

Rates (Gross Rates)

Banner*	\$700	5" x 5/8" (print) 468 x 60 (digital)	JPG/GIF, 300 dpi
---------	-------	---	------------------

*Pages allocated on a first come basis

MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to chimes@dvtail.com.

FTP site: <ftp.dvtail.com>. Please send an email to ftp@dvtail.com for password information for the *Education Canada* FTP site.

Design Services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Crystal Himes, chimes@dvtail.com. Ph: 905.886.6640

TERMS & CONDITIONS

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: All advertising is subject to the approval of the publisher and does not imply any endorsement by the EdCan Network. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Cancellations and space changes are not accepted after closing date.



Mail or fax contracts/insertion orders and material to:

Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Tel: 905.886.6640 **Fax:** 905.886.6615
Email: educationcanada@dvtail.com
Website: www.dvtail.com

National
Advertising

DOVETAIL
30 YEARS

30 East Beaver Creek Road, Suite 202,
Richmond Hill, ON L4B 1J2
T : 905-886-6640
F : 905-886-6615
www.dvtail.com
educationcanada@dvtail.com

Published by:

EdCan
NETWORK
Brought to you by **cea**

60 St. Clair Avenue East, Suite 703
Toronto, ON M4T 1N5
T: 416-591-6300
F: 416-591-5345
www.edcan.ca

