



# Academic Matters

OCUFA'S JOURNAL OF HIGHER EDUCATION  
LA REVUE D'ENSEIGNEMENT SUPÉRIEUR DE L'OCUFA

# MEDIA KIT 2021

# Academic Matters

OCUFA'S JOURNAL OF HIGHER EDUCATION  
LA REVUE D'ENSEIGNEMENT SUPÉRIEUR DE L'OCUFA

Circulation **18,196\***

Readers per copy **1.5\*\***

Total audience **27,294**



Thought-Provoking. Original. Engaging.  
Your Connection to Ontario's Higher Education Professionals

**90%** Agree that it keeps them informed on issues in higher education\*\*

**89%** Agree that it provides valuable information

**81%** Agree that it is relevant to their profession



The Ontario Confederation of University Faculty Associations is the voice of university faculty and academic librarians across Ontario. They seek to maintain and enhance the quality of Ontario's higher education system, and to advance the professional and economic interests of their members.

**PROFESSION**

**77%**

Professors,  
Assistant Professors, etc

**11%**

Academic Staff  
& Librarians

**11%**

Association Staff, Researchers,  
University Administrators, Public  
Policy Decision-Makers or Other

**ACADEMIC ENGAGEMENT**

**88%**

Take action after reading *Academic Matters*, such as:

- discussing material with a colleague
- keeping the magazine for future reference
- visiting a website
- passing the magazine to someone else
- investigating a product/service mentioned in an article/advertisement

**54%**

Attended academic conferences  
in the past year

**AGE**



**20%** Under 44

**24%** 45-54

**37%** 55-64

**19%** 65+

**HOUSEHOLD INCOME**



**80%** \$100,000+

**50%** \$150,000+

**29%** \$200,000+

**88% Have reward credit cards**

**TOP LEISURE ACTIVITIES**

Reading

**91%**

Watching movies at home

**80%**

Attending live musical,  
performance, theatre or opera

**75%**

Visiting art galleries  
or museums

**73%**

Entertaining at home

**53%**

Playing board games

**40%**

Attending sporting events

**34%**

Visiting wineries

**31%**

Going to Spas

**26%**

**TOP PURCHASES**

Our readers buy, select, recommend

Books/text books **83%**

Computer software **70%**

Computer hardware **58%**

CDs/DVDs/Videos **53%**

Office supplies **48%**

Presentation equipment **38%**

**TRAVEL 71%** Have travelled for business reasons in the past year

**83%** have travelled for personal reasons in the past year

Visited by  
**78%** of  
*Academic  
Matters*  
readers\*

# Go beyond the edition with enhanced reader experiences

Essays, reviews, event listings, job postings, blogs + more.

## OPPORTUNITIES



SPONSORED  
TWEETS  
Reach over  
**1,500**  
followers



SPONSORED BOOK  
REVIEWS  
**76%** of readers  
say they're  
interested\*



JOB  
POSTINGS  
**56%** of readers  
say they're  
interested\*



RESPONSIVE  
DISPLAY ADS  
Gain  
visibility  
site-wide

**82%** of *Academic Matters* readers are interested in web exclusives and online-only articles\*

**academicmatters.ca has an average of 15,170+ pageviews/month\*\***

## Why Integrate Digital Magazine Media?

Integrated campaigns using print and digital have an ROI of \$4.65 and an average sales increase of **11%\*\*\***

**74%** of professionals agree that they use both digital and traditional media to learn tips/best practices and to gain information to use at work\*\*\*\*





## EDITORIAL CALENDAR 2021

Issue	Space Closing	Material Closing	Release
<b>SPRING</b>	February 19	February 26	March
<b>FALL</b>	September 2	September 10	November

## ADVERTISING RATES (Gross Rates)

4-COLOUR	1X	2X
Full Page	\$3,860	\$3,670
2/3 Page Vert.	3,475	3,300
1/2 Page Island	3,280	3,115
1/2 Page Horiz.	2,895	2,750
1/3 Page	2,510	2,385
1/4 Page Vert.	2,125	2,020
DPS	6,560	6,230
OBC	4,825	4,585
IFC/IBC	4,635	4,405

B&W	1X	2X
Full Page	\$2,925	\$2,780
2/3 Page Vert.	2,635	2,505
1/2 Page Island	2,195	2,085
1/2 Page Horiz.	1,900	1,805
1/3 Page	1,465	1,395
1/4 Page Vert.	1,170	1,115
DPS	5,265	5,000

Bleed: no extra charge

Inserts: rates on request

Second or Matched Colours: rates on request

Special Position: 25% surcharge

## DIMENSIONS (Inches)

Trim Full Page	8.375	x	10.875
Live Area Full Page	7.125	x	9.625
Bleed Full Page	8.625	x	11.125
2/3 page vertical	4.7	x	9.625
1/2 page island	4.7	x	7.5
1/2 page horizontal	7.125	x	4.875
1/3 page vertical	2.25	x	9.625
1/3 page square	4.75	x	4.875
1/4 page vertical	3.312	x	4.875
DPS	16.25	x	10.875

Reach academic decision makers online year-round!

[www.academicmatters.ca](http://www.academicmatters.ca)  
averages **15,170+**  
**Pageviews/Month\*\***

Source: Google Analytics January - November 2020

Ask about Sponsored Book Reviews

## ONLINE AD RATES (Net)

#OF DAYS	1 ad	2 ads	3 ads	4 ads	5 ads
30	\$360	\$670	\$980	\$1,445	\$1,445
60	\$530	\$990	\$1,440	\$2,125	\$2,125
90	\$660	\$1,225	\$1,780	\$2,635	\$2,635
120	\$725	\$1,345	\$1,950	\$2,890	\$2,890

## AD DIMENSIONS

Format: JPG and GIF

Rectangle

300w x 250h

## JOB POSTINGS RATES (Net)

Format: Microsoft Word

#OF DAYS	1 job	3 jobs	5 jobs	10 jobs
30	\$255	\$625	\$1,020	\$1,785
60	\$425	\$1,040	\$1,700	\$2,975
90	\$555	\$1,350	\$2,210	\$3,870
120	\$665	\$1,625	\$2,655	\$4,640

## MECHANICAL REQUIREMENTS

**ELECTRONIC MATERIAL:** Digital files only.  
**PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CC, Illustrator CC, Photoshop CC (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](mailto:chimes@dvtail.com)

**FTP Site:** <ftp.dvtail.com>. Please send an e-mail to [ftp@dvtail.com](mailto:ftp@dvtail.com) for password information for the *Academic Matters* FTP site.

**DESIGN SERVICES:** Complete design services are available at an additional charge. For details, please contact: Crystal Himes, [chimes@dvtail.com](mailto:chimes@dvtail.com) or call 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.

Our published rates do not include applicable taxes, which will be added in invoices and clearly identified.

**PUBLISHER CONDITIONS:** Advertising material is subject to approval by the publisher. 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 not accepted after closing date.**

## PUBLISHER:

# OCUFA

Ontario Confederation of University Faculty Associations  
Union des associations des professeurs des universités de l'Ontario

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