

media kit 2021

Canada
Education

ABOUT US

Discover

New relationships. New methods. New possibilities.



EdCan
NETWORK
Brought to you by **cea**

A bilingual quarterly magazine rooted in the Canadian education experience and perspective. Since 1949.

Circulation: 5,057*

Readers per copy: 2.58**

Total Audience: 13,047*

Distributed to Canadian K-12 Educators

Canada-Wide Reach*

- Ontario: **41%**
- Western Canada (AB,BC,MB,SK): **32%**
- Atlantic Provinces (NB,NL,NS,PEI): **16%**
- Quebec: **9%**
- Territories (NU,NWT,YK): **1%**
- United States and International **1%**

Education Canada Magazine is published by the EdCan Network – an independent national organization with over 110,000+ members working tirelessly to ensure that all students discover their place, purpose and path.

Unique Channel Mix

We connect with an exclusive audience through these channels

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

Source: *Publisher's Claim, December 2020 **2018 Reader Survey

OUR READER

Influential

- **94%** take/plan to take action after reading the magazine
- **69%** discuss an article's ideas and/or research conclusions with a colleague

Active

- **95%** are enrolled in technical training and/or continuing education programs
- **76%** attend education sector events or conferences

Engaged

- **97%** find our content relevant to their profession
- **85%** say our articles are well-researched and knowledgeable
- **93%** read 2-4 issues each year
- **76%** of *Education Canada* print readers keep their copy for 6 months or longer

92%
find the advertising
featured in
Education Canada
magazine
to be relevant

Professional

- **24%** School teacher
- **15%** Education consultant
- **15%** Education faculty member
- **13%** School board director/administrator
- **11%** School principal/vice principal
- **7%** Education stakeholder/
association representative
- **5%** Provincial government employee
- **3%** Librarian
- **1%** Parent
- **6%** Other (Teacher/Learning lead, Retired)



“

I really love how progressive and forward thinking this magazine is. It is entirely necessary and I don't want that to change!

- Education Canada Reader

”

DEMOGRAPHICS

Audience

AGE



GENDER



FINANCE



56% have purchasing responsibility. Of that, **33%** grant final approval
43% administer a spending budget for education-related purchases

Nearly **50%** indicated their organization's budget is over **\$500 thousand** and **40%** indicated it is over **\$1 million**

Highest-spend item in their organization (when applicable)

Books and other educational resources or tools
25%

Professional development
17%

Computer Hardware/ Software/ Supplies
15%

Expanding programs
12%

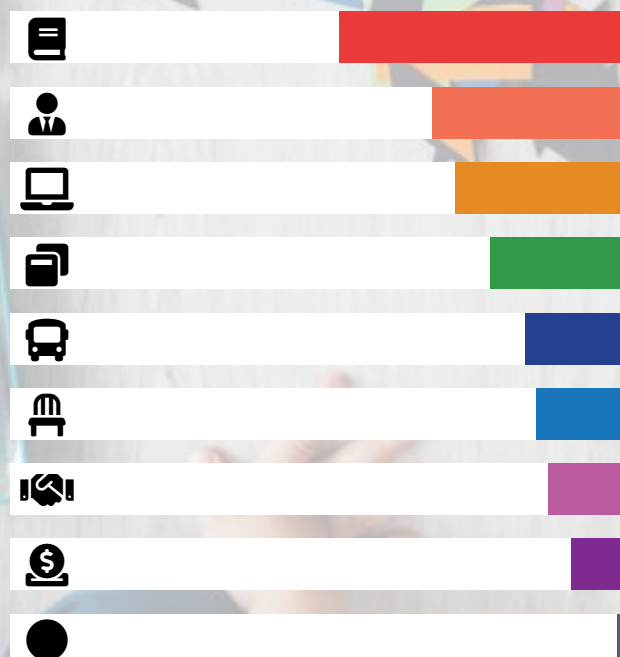
Transportation for trips
9%

Office supplies/ furniture
8%

Hosting board meetings and conferences
7%

Consulting, staffing and salaries
5%

Other
1%



EDITORIAL CALENDAR & DATA

Content blend that speaks to education professionals.



MARCH /APRIL

Theme: Educating with the U.N. Sustainable Development Goals

Close: March 12

Material: March 22

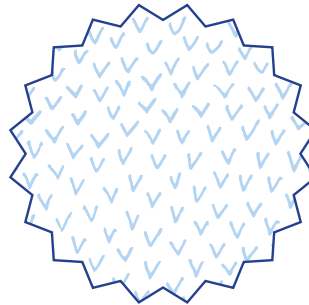


MAY/JUNE

Theme: Back to "Normal?"

Close: April 23

Material: May 3

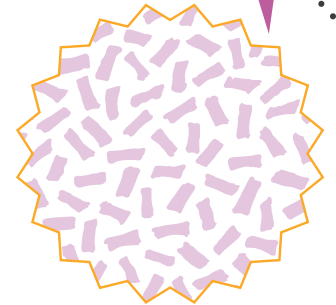


SEPTEMBER

Theme: Student Wellbeing: From Surviving to Thriving

Close: August 13

Material: August 23



DECEMBER

[Theme to come]

Close: October 29

Material: November 8

Themes are subject to change

Rates

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"

DIGITAL

What educators want, across two in-demand touch points. News.Research.Insights



edcan.ca/magazine

The essentials... anytime, anywhere. Our easy, engaging, and interactive content includes web exclusive articles, videos, issue archives and more.

89%
of readers find the
advertising featured
on the *Education Canada*
website relevant**

Unique pageviews:

English: 11,382 per month
French: 3,456 per month
(Google Analytics: January-November 2020)

Average time on page:

English: 0:23
French: 0:23
(Google Analytics: January-November 2020)

RATES (Gross Rates)

RUN OF SITE (ON ALL SECTIONS)	size	1 mth	3 mths	6 mths	12 mths
Top Leaderboard/Mobile Version	728x90/300x100	\$970	2,615	4,945	9,310
Bottom Leaderboard/Mobile Version	728x90/300x100	\$665	1,795	3,390	6,380
HOME/LANDING PAGE					
Big Box #1	300x250	\$435	1,170	2,215	4,175
Big Box #2	300x250	\$435	1,170	2,215	4,175
ARTICLE PAGES (all articles, current or archived)					
Big Box #1	300x250	\$545	1,470	2,775	5,230
Big Box #2	300x250	\$490	1,320	2,495	4,700
Half Page	300x600	\$815	2,200	4,155	7,820

SPONSORED CONTENT

Included: Article (max 1000 words) + Featured Image (550x223 or 1200x488) + In-Article Image, optional (max 550x550) + Big Box Ad, 300x250, on landing page

3 mths

\$2,500

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

Education Canada Bulletin e-Newsletter

This popular monthly digest is sent directly to the inboxes of K-12 education stakeholders.

Reach: 5,755 per month

**Published on the last Wednesday
of every month**

RATES (Gross Rates)

	size	1 mth	3 mths	6 mths	12 mths
Top banner	600x90	\$1,245	3,360	6,350	11,950
Top leaderboard	320x50	\$995	2,685	5,075	9,550
Banner	600x75 within sections*	\$775	2,095	3,950	7,435
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, 468x60 ** logo maximum size 300x300



ADVERTISING REQUIREMENTS



MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 9, (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: 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

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

COMMUNICATIONS

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

 [EdCanNet](https://twitter.com/EdCanNet)

 [cea.ace](https://www.facebook.com/cea.ace)

 [linkedin.com/company/edcan](https://www.linkedin.com/company/edcan)

 [EdCan Network](https://www.youtube.com/EdCanNetwork)