



Ontario
College of
Teachers

Setting the
Standard for
Great Teaching

2020 Media Kit

**Professionally
Speaking**

**Pour parler
profession**



Professionally Speaking, Canada’s #1 education magazine, continues to evolve to meet the needs of every reader. We now offer our publication digitally in three formats — flipbook, PDF and HTML — to better meet our readers where and how they access their information.

We’re also developing exciting new content to address our readers’ needs. Inspired by the success of our annual Additional Qualification (AQ) supplement, a new field trip supplement in the June edition (see p. 7) will serve as an engaging, informative tool for teachers as they plan their activities and excursions for the 2020–21 school year. This go-to resource is ideal for advertisers who’d like to showcase their services, products and programs.

In 2019, we made our online content accessible to those with disabilities, specifically those with low vision or who are blind. The range of formats also helps us meet our goal to become compliant by 2021 with the *Accessibility for Ontarians with Disabilities Act* (AODA).

This past year has also been a record-breaking one for international and national awards for the College’s flagship publication, taking home a combined 12 awards in writing and design.

There has never been a better time to advertise in *Professionally Speaking*, a publication that — year after year — continues to set the standard for professional magazines on both a national and international scale.

K. Doucet

Kristin Doucet Managing Editor



Professionally Speaking



Pour parler profession

The official publication of the Ontario College of Teachers is delivered to **every teacher, vice-principal and principal in Ontario.**

Circulation	230,365*
Readers per issue	2.4**
Total Audience	552,876
Issues per year	4



#1 Education Magazine in Canada

WE ARE AN AWARD-WINNING MAGAZINE

2019 NATIONAL MAGAZINE AWARDS: B2B
One Gold and four Silvers

2019 TABBIE AWARDS
Gold - Best Department
Silver – Regular Column
Top 25 Best Issue

HONOURABLE MENTIONS
Best Focus/Profile Article
Feature Design
Opening Page or Spread

2019 EDITOR’S CHOICE AWARDS — THE CANADIAN SOCIETY OF MAGAZINE EDITORS
Runner-up —
Best Trade Magazine

Sources: *CCAB, March 2019; ** Vividata, Spring 2019



Our readers at a glance

Our readership are engaged influencers who have purchasing power both in and outside of the classroom.

74% are female

26% are male*

75% have three or more people living in the household**

60% have children living at home**

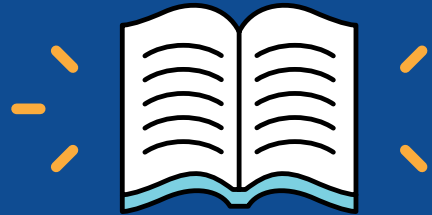
86% have a bachelor degree or higher

Our readers value Professionally Speaking

98% are satisfied with the content

89% spend 30-60 minutes reading the magazine

74% read up to four issues***

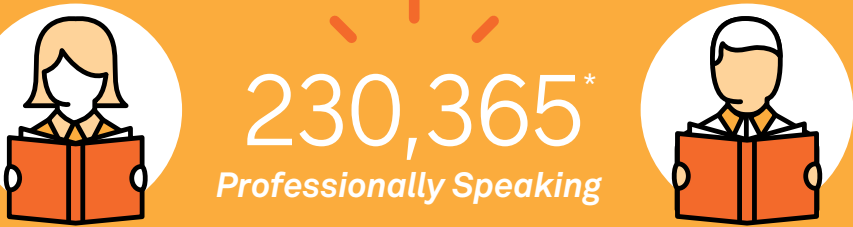


Sources: *Ontario College of Teachers 2018 Annual Report; **Vividata Spring 2019; ***Professionally Speaking, 2018 Reader Survey

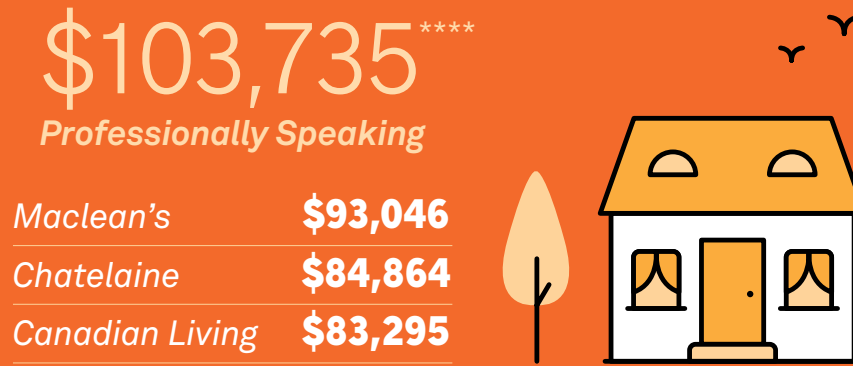
Outside the classroom

Canada’s largest education magazine reaches an audience of 552,000+ with purchasing power outside the classroom.

We reach more readers than other leading parenting magazines.



Our readers have a higher household income compared to other leading publications.

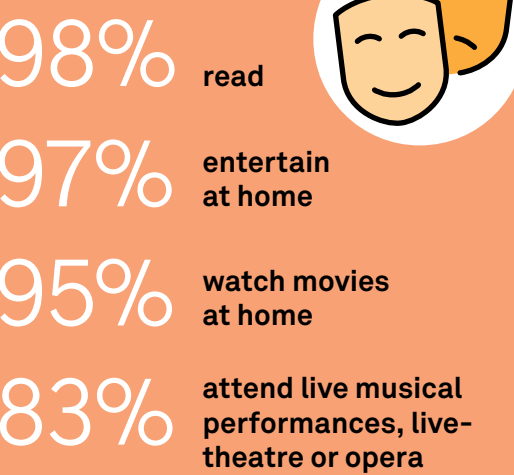


Our Readers****



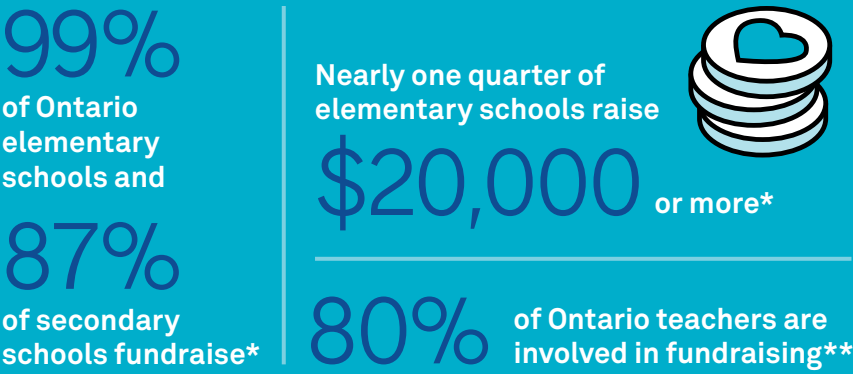
Spend an average of \$1,711 each month on credit cards

Leisure Time*****

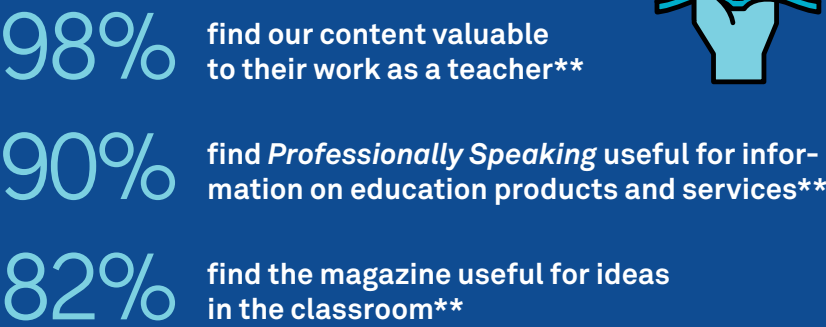


Inside the classroom

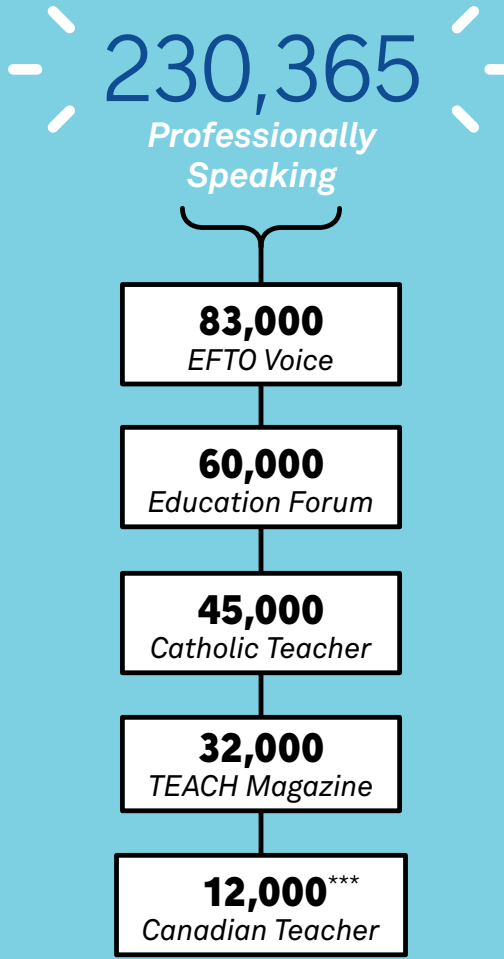
Professionally Speaking connects you with the key purchasers and planners in the classroom



Our readers get the most out of Professionally Speaking



Professionally Speaking is circulated to more readers than other education publications.




Sources : *Professionally Speaking, CCAB March 2019; **Today’s Parent, AAM June 2018; ***ParentsCanada, Publisher’s Claim May 2018; **** Vividata, Spring 2019; *****Professionally Speaking, 2018 Reader Survey

Sources: *Fundraising Ontario, 2018; **Professionally Speaking, 2018 Reader Survey; ***Canadian Teacher, 2019 rate card; TEACH Magazine, 2019 media kit; Catholic Teacher, 2019/20 media kit; Education Forum, 2018 rate card; EFTO Voice, 2019/2020 rate card; Professionally Speaking, CCAB March 2019; ****Ontario Ministry of Education 2017-2018 Facts



**Professionally Speaking/
Pour parler profession**
Quarterly print magazine


Home-delivered to every teacher, vice-principal and principal in the Ontario public school system. An impressive reach of 552,876 professionals with purchasing power that spans both the educational and consumer market. Inserts, outserts and partial wraps are available for greater impact (with the option to target geographically and demographically).



English Circulation	216,170
French Circulation	14,195

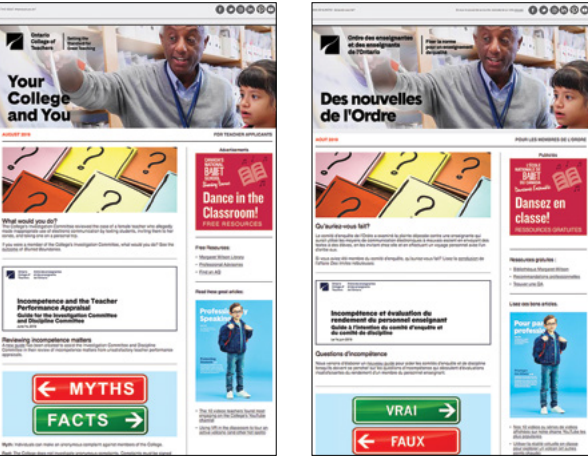
**Your College and You /
Des Nouvelle de l'Ordre** —
Monthly e-newsletter

This is your opportunity to connect with your target audience digitally. Our e-newsletter reaches teachers and administrators directly, driving them to your content.



English Circulation	213,978
French Circulation	15,168

Space is limited. Book ahead to secure your spot.



Additional Qualifications & Field Trip Supplements

Two opportunities that provide a focused campaign. As Canada's #1 education magazine, it is the ideal platform to reach your target audience.



**Additional Qualifications
Supplement** March 2020 issue

This supplement allows you to showcase your professional development opportunities to teachers and administrators across Ontario. Highly relevant content helps teachers make sound decisions regarding their Additional Qualifications (AQ) choices. Ongoing professional development is important to our audience and an integral part of teaching.

In 2018 Ontario
Certified Teachers took

31,231

Additional Qualification
courses (AQs)*



Field Trip Supplement
June 2020 issue

Be in front of teachers as they make purchasing decisions by showcasing your field trips and programs. This inaugural supplement will serve as a valuable information resource for teachers as they plan their activities and excursions for the 2020-21 school year.

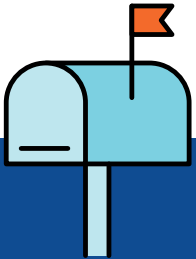
Ontario teachers make
decisions for over

2,020,301

students**

Sources: *Ontario College of Teachers 2018 Annual Report;
** Ontario Ministry of Education, 2017-2018 preliminary facts

Professionally Speaking is home-delivered to EVERY teacher, vice-principal and principal in Ontario.



Advertising Rates

Professionally Speaking

Four-colour rates	1X	2X	3X	4X
full page	\$9,975	\$9,475	\$9,000	\$8,550
2/3 page	8,980	8,530	8,105	7,700
1/2 - page island	8,480	8,055	7,650	7,270
1/2 page	7,480	7,105	6,750	6,415
1/3 page	6,485	6,160	5,850	5,560
1/4 page	5,485	5,210	4,950	4,700
1/6 page	2,995	2,845	2,700	2,565
DPS	16,960	16,110	15,305	14,540
1/2 DPS	12,720	12,085	11,480	10,905
OBC	12,470	11,850	11,260	10,700
IBC	11,970	11,370	10,800	10,260
IFC (DPS only)	20,360	19,340	18,370	17,450

YOUR COLLEGE AND YOU / DES NOUVELLE DE L'ORDRE E-NEWSLETTER

Opportunity	1 mo.	3 mos.	6 mos.	12 mos.
165 x 165 pixels	\$4,260	\$11,500	\$21,720	\$40,890

English and French (French opportunity included as value added). JPEG or GIFF formats accepted. Please include all info on first tile of the animated GIF. Please send a URL click through. Space is limited

Pour parler profession

Four-colour rates	1X	2X	3X	4X
full page	\$2,015	\$1,915	\$1,820	\$1,730
2/3 page	1,815	1,725	1,640	1,560
1/2 - page island	1,715	1,630	1,550	1,475
1/2 page	1,510	1,435	1,365	1,300
1/3 page	1,310	1,245	1,185	1,125
1/4 page	1,110	1,055	1,000	950
1/6 page	605	575	545	520
DPS	3,425	3,255	3,090	2,935
1/2 DPS	2,570	2,440	2,320	2,205
OBC	2,520	2,395	2,275	2,160
IFC/IBC	2,420	2,300	2,185	2,075

INSERTS/OUTSERTS AND COVER WRAPS

Rates available upon request

ADDITIONAL QUALIFICATIONS AND FIELD TRIP SUPPLEMENTS

Contact us for special rate details

COVERS

Non-cancellable, full-page, four-colour process

2020 Deadlines

PROFESSIONALLY SPEAKING / POUR PARLER PROFESSION

Issue	Space	Material
March	January 6	January 10
June	March 30	April 3
September	July 6	July 10
December	September 28	October 2

YOUR COLLEGE AND YOU / DES NOUVELLE DE L'ORDRE E-NEWSLETTER

Issue	Space & Material
January	November 29, 2019
February	January 3
March	February 1
April	March 2
May	March 30
June	May 1
July	June 1
August	July 3
September	August 3
October	September 4
November	October 2
December	November 2



DISPLAY AD
DIMENSIONS (INCHES)

Size	Width		Depth
DPS trim area	16.25	x	10.75
DPS live area	15.5	x	10
DPS bleed	16.5	x	11
1/2 DPS	15.5	x	4.75
Trim page	8.125	x	10.75
Bleed page	8.375	x	11
Live area	7.125	x	10
2/3 vertical	4.6667	x	9.7084
1/2 horizontal	7.125	x	4.75
1/2 vertical	3.4375	x	9.7084
1/2 island	4.6667	x	7.25
1/3 vertical	2.2083	x	9.7084
1/3 square	4.6667	x	4.75
1/4 vertical	3.4375	x	4.75
1/6 vertical	2.2083	x	4.75

CAREER AD
DIMENSIONS (INCHES)

Size	Width	Depth
Full page	7.125 x 9.4584	
1/2 horizontal	7.125 x 4.625	
1/4 vertical	3.4375 x 4.625	

MECHANICAL
REQUIREMENTS

ELECTRONIC MATERIAL

Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Mac-based QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format.

FILE TRANSFER

Email (maximum file size of 10MB) to chimes@dvtail.com.

DESIGN SERVICES

Complete design services are available at an additional charge.

FOR DETAILS, PLEASE CONTACT

Crystal Himes, chimes@dvtail.com
905.886.6640

TERMS AND CONDITIONS

AGENCY COMMISSION

15% of gross to recognized agencies.

TERMS

Net 30 days. 2% interest per month on overdue accounts.

TAXES

Our published rates do not include applicable taxes, which will be added to 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.

LATE MATERIAL

Should material not be received by the due date, the publisher reserves the right to run artwork from a previous issue.

FAILURE TO PRINT

The publisher is not subject to any liability for failure to print any advertisement in whole or in part for any cause.

ERRORS OR OMISSIONS

The publisher shall not be liable for damage arising from errors or omissions.

SPACE CANCELLATIONS

Cancellations and space changes are not accepted after closing date. Special units and covers are non-cancellable unless approved by the publisher.

ADVERTISING RATES

The publisher reserves the right to change advertising rates at any time.

QUALIFIED DISTRIBUTION

230,265 Ontario Certified Teachers and paying subscribers. (CCAB, March, 2019)

SEND CONTRACTS/
INSERTION ORDERS TO

Dovetail Communications Inc.
30 East Beaver Creek Rd., Suite 202
Richmond Hill, ON L4B 1J2

T 905.886.6640

F 905.886.6615

psadvertising@dvtail.com
dvtail.com



DOVETAIL

COMMUNICATIONS

Dovetail Communications Inc.

202 – 30 East Beaver Creek Rd.

Richmond Hill, ON L4B 1J2

dvtail.com

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