



# The Register



**2022  
Media Kit**

# The Register



## Letter from the Editor

As schools re-open to students in-person, reaching decision makers will be more important than ever. *The Register*, now offered in both print and digital formats, provides you with the opportunity to connect with school leaders across the province. Your advertising will directly reach principals and vice-principals who run schools, manage staff, organize professional learning, oversee fundraising and coordinate school trips.

With in-person and hybrid learning models, our school leaders are looking for innovative and industry leading products and services. Advertise in the only professional magazine that more than 5,400 principals and vice-principals and education stakeholders receive three times a year. Help us make our schools better!

Peggy Sweeney  
Editor

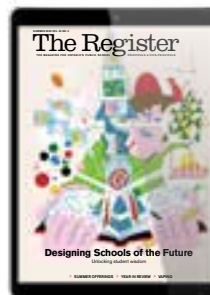


[View an Issue](#)

Circulation  
**6,157\***

Source: \*Publisher's Claim, September 2021

## 2021 Awards



Best Single Issue  
Top 25

Feature Article  
Top 25

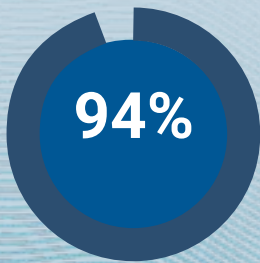


# The Register

*The Register*, as the official publication of the Ontario Principals' Council (OPC), is the trusted source delivered to every public school principal and vice-principal in Ontario, as well as top tier education officials and stakeholders.

# OUR READERS

Principals and vice-principals are engaged influencers with **decision-making power**



are **ages 35-64**



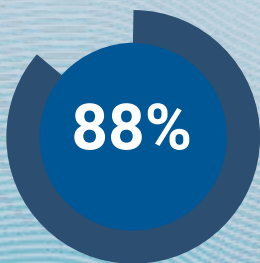
**63%**

**female**



**36%**

**male**



update their career knowledge with **continuing education or professional learning courses**

## Our readers participate in

- professional learning courses
- seminars/conferences workshops
- in-house training
- online courses
- continuing education



# READER ENGAGEMENT

*The Register* is considered indispensable by an **exclusive audience**

## 90% Agree

Highly Valued

- The magazine keeps them up-to-date/well informed about education topics and issues
- The magazine provides timely and important information on various education topics and issues

71%

read 50-100% of every issue

Engaged

70%

spend 1+ hours reading an issue

85% say the advertising in the magazine is relevant

## Top 4 Actions Taken After Seeing an Advertisement



Visited a website



Kept the magazine for future reference



Passed information/magazine on to someone else



Purchased a product/service/called for more information

# OUR READERS ARE YOUR CLIENTS

Now, more than ever, our readers are responsible for making school level decisions that **impact staff, students and teachers**

**79%**

of readers are involved in the purchasing process

**72%**

administer a spending budget



***The Register* readers are responsible for school spending decisions for**

books/educational resources or tools  
computer hardware/software/supplies  
office supplies/furniture  
professional learning



**78%**

recommend school trips

**Top School trips our readers recommend**

- museums
- historical sites
- science centres
- theaters
- zoos

**70%**

are involved in fundraising projects

**Top fundraising projects in their schools**

- pizza lunches
- a-thons
- cookie and muffin sales
- magazine sales
- candy sales

# 2022 EDITORIAL CALENDAR

## The Register



Issue	Space Closing	Material Closing	Live Date	Format
Winter 2022	December 23, 2021	January 26, 2022	February 14, 2022	Digital
Spring 2022	April 15, 2022	May 4, 2022	May 23, 2022	Digital
Fall 2022	August 12, 2022	August 26, 2022	October 18, 2022	Print & Digital

*Dates are subject to change*

### Regular Features



#### **PRESIDENT**

A provincial perspective of activities around the province



#### **LEGAL FEATURE**

Legal hot topics in education



#### **PROFESSIONAL LEADERSHIP**

Highlights of upcoming program offerings



#### **SHARE YOUR STORY**

Personal reflections from around the province



#### **FEATURES**

Articles of interest, innovation and timely advice for school leaders



#### **RESEARCH STUDIES**

Reports on research initiatives pertaining to areas that may impact student success and education practices



#### **REVIEWS**

Critiques of books, CDs, workshops, videos and materials relevant to education



#### **EVENT LINE-UP**

Upcoming professional opportunities for education professionals

# 2022 RATES & DATA

## RATES

4-Colour	1x	2x	3x
Full Page	\$3,210	\$3,050	\$2,900
2/3 Page Vertical	2,890	2,750	2,615
1/2 Page Vertical Island	2,730	2,595	2,465
1/2 Page Horizontal	2,405	2,285	2,170
1/3 Page Square/Vertical	2,085	1,980	1,880
1/4 Page	1,765	1,680	1,595
1/6 Page Hor/Vert	960	910	865
DPS	5,455	5,180	4,920
1/2 DPS	4,090	3,885	3,690
Covers	1x	2x	3x
OBC	\$4,010	\$3,810	\$3,620
IFC/IBC	3,850	3,660	3,475

## DIMENSIONS (inches)

Ad Size	Width	Depth
Trim Page	8.5	11
Bleed Page	8.75	11.25
Live Area	7.5	10
2/3 Vertical	4.9375	10
1/2 Page Vertical Island	4.8125	7.4375
1/2 Page Horizontal	7.5	4.8125
1/3 Vertical	2.375	10
1/3 Square	4.9375	4.9375
1/4 Page	4.8125	3.6875
1/6 Horizontal	4.875	2.375
1/6 Vertical	2.375	4.875
DPS	17	11
1/2 DPS	17	4.8125

*The Register* provides you with the opportunity to connect directly with the professionals who run schools, manage staff, organize professional learning, oversee fundraising and coordinate school trips.

## ADVERTISE NOW!

**Marlene Mignardi**

T: 905-707-3526 | E: mmignardi@dvtail.com

## MECHANICAL REQUIREMENTS

### Electronic Material: Digital files only.

PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, QuarkXPress 9, 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 email.

Smaller files can be emailed 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 email to ftp@dvtail.com for password information for the *The Register* 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).

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:** 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 are not accepted after closing date.

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 @OntarioPrincipalsCouncil

 @OPCouncil



## Advertising Sales

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