



Ontario
College of
Teachers

Setting the
Standard for
Great Teaching

2021 Media Kit

**Professionally
Speaking**

**Pour parler
profession**



When you want to reach nearly a quarter-million Ontario Certified Teachers, look no further than *Professionally Speaking*. Our internationally acclaimed magazine guarantees delivery to every teacher, principal and vice-principal in Ontario.

Advertising in *Professionally Speaking* means you are choosing the No. 1 education magazine in Canada. Our well-researched, inspiring articles have earned us recognition on a global scale for writing, design, photography and illustration. This year we earned the second-highest number of nominations at the National Magazine Awards: B2B — the quintessential awards program for business and professional magazines in Canada.

Third-party research — in tandem with our own readership survey — shows us that our readers continue to experience a high level of satisfaction with the magazine, find the content very valuable to their work as teachers, and hold on to their copies for an extended period.

In today's world, teachers rely on high-quality information more than ever to help guide their practice. Whether it's guidelines for teaching online, the latest apps to enhance student learning, or perspectives from esteemed colleagues, *Professionally Speaking* offers all of these and more.

Now is the time to show our readers how your products, services and programs can provide value to the incredible work educators do.

Tell me and I forget. Teach me and I remember. Involve me and I learn.

— Benjamin Franklin

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	229,944*
Readers per issue	2.4**
Total Audience	561,063
Issues per year	4



#1 Education Magazine in Canada

WE ARE AN AWARD-WINNING MAGAZINE

2020 TABBIE AWARDS

Silver - Best Department
Honourable Mentions

- Top 25 Best Issue
- Best Focus/ Profile Article
- Front Cover/Photography

2020 NATIONAL

MAGAZINE AWARDS: B2B
One Gold, one Silver, and
four Honourable Mentions

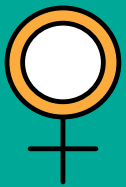


Sources: *CCAB, March 2020;
** Vividata, Spring 2020



Our readers at a glance

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



75%
are female



25%
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**

79% are satisfied or very satisfied with the content

93% spend up to 60 minutes reading the magazine

74% read up to four issues

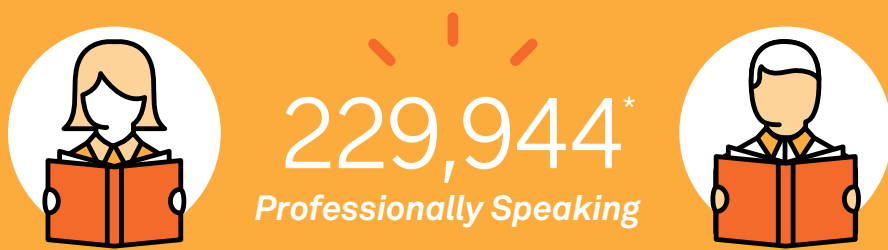


Sources: *Vividata Spring 2020, **Professionally Speaking, 2020 Reader Survey, ***Ontario College of Teachers 2019 Annual Report

Outside the classroom

Canada's largest education magazine reaches an audience of 561,000+ with purchasing power outside the classroom.

We reach more readers than leading parenting magazines.



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

\$94,587****
Professionally Speaking

Maclean's \$90,741
Canadian Living \$81,452
Chatelaine \$80,932



Our Readers****

88% use online banking
77% own their own home
61% don't have a mortgage

81% belong to a customer rewards program

Spend an average of \$1,790 each month on credit cards



Leisure Time*****

98% read
97% entertain at home

95% watch movies at home

77% enjoy spending time with their family****

75% say you should seize opportunities in life when they arise****



Sources : *Professionally Speaking, CCAB March 2020; **Today's Parent, AAM July 2019; ***ParentsCanada, Publisher's Claim May 2018; **** Vividata, Spring 2020; *****Professionally Speaking, 2018 Reader Survey

Inside the classroom

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

99%

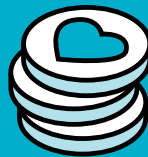
of Ontario elementary schools and

87%

of secondary schools fundraise*

Nearly one quarter of elementary schools raise

\$20,000 or more*



80% of Ontario teachers are involved in fundraising**

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

229,944
Professionally Speaking

Our readers get the most out of Professionally Speaking*****

87%

find our content valuable to their work as a teacher

92%

find *Professionally Speaking* useful for information on education products and services

91%

find the magazine useful for ideas in the classroom



Total government investment in Ontario schools is

24.6 Billion *****

83,000
EFTO Voice

60,000
Education Forum

40,000
Catholic Teacher

32,000
TEACH Magazine

12,000***
Canadian Teacher

Sources: *Fundraising Ontario, 2018; **Professionally Speaking, 2018 Reader Survey; ***Canadian Teacher, 2020 rate card; TEACH Magazine, 2020 media kit; Catholic Teacher, 2019/20 media kit; Education Forum, 2018 rate card; EFTO Voice, 2020/2021 rate card; Professionally Speaking, CCAB March 2020; ****Ontario Ministry of Education 2018-2019 Facts; *****Professionally Speaking, 2020 Reader Survey



Professionally Speaking/ Pour parler profession Quarterly print magazine

Delivered to every teacher, vice-principal and principal in the Ontario public school system. An impressive reach of 561,063 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 **216,308**

French Circulation **13,636**

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.

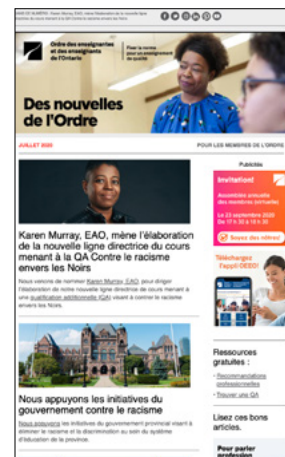
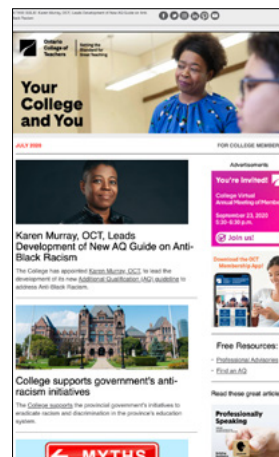


English Circulation **216,516**

French Circulation **15,347**

Open rate **59%***

Space is limited. Book ahead to secure your spot.
Source: *Average January - May, 2020



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 2021 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.

88%

of readers say it's important to continue learning new things throughout your life*



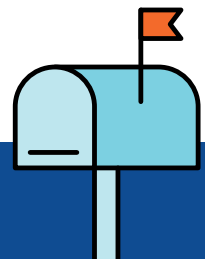
Field Trip Supplement June 2021 issue

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 2021-22 school year.

Ontario teachers make decisions for over

2,040,432
students**

Sources: *Vividata, Spring 2020;
** Ontario Ministry of Education, 2018-2019 Preliminary Facts



Professionally Speaking is 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
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

Pour parler profession

Four-colour rates	1X	2X	3X	4X
full page	\$2,015	\$1,915	\$1,820	\$1,730
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

E-NEWSLETTER

YOUR COLLEGE AND YOU

Opportunity	1 mo.	3 mos.	6 mos.	12 mos.
165 x 165 pixels	\$4,260	\$11,500	\$21,720	\$40,890
165 x 330 pixels	\$8,520	\$23,000	\$43,440	\$81,780

DES NOUVELLE DE L'ORDRE

Opportunity	1 mo.	3 mos.	6 mos.	12 mos.
165 x 165 pixels	\$855	\$2,300	\$4,344	\$8220
165 x 330 pixels	\$1,705	\$4,600	\$8,690	\$16,355

JPEG or TIFF formats accepted. Please include all info on first tile of the animated GIF. Please send a URL click through.
Space is limited

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

2021 Deadlines*

PROFESSIONALLY SPEAKING / POUR PARLER PROFESSION

Issue	Space	Material
March	January 4	January 8
June	March 29	April 1
September	July 5	July 9
December	September 27	October 1

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

Issue	Space & Material
January	November 27, 2020
February	January 4
March	February 1
April	March 1
May	March 31
June	May 3
July	May 31
August	July 2
September	August 2
October	September 3
November	October 1
December	November 2

*Dates subject to change.



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	
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

229,944 Ontario Certified Teachers and paying subscribers. (CCAB, March 2020)



**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

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DvtailMags

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