

# media kit 2022

**Canada**  
**Education**



## Research you can relate to

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

Circulation: 5,057\*

Readers per copy: 2.58\*\*

**Total Audience: 13,047\***

Published 3x per year



## 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 140,000+ members working tirelessly to ensure that ALL students thrive in our schools.

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

### Exclusive Channel Mix

- EdCan Network members
- 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



# OUR READER



## Audience

AGE

74%

36-64

GENDER



65%  
Female



35%  
Male

FINANCE

83%

HHI  
\$100K+

50%

HHI  
\$150K+

## Influential

**94%** take/plan to take action after reading the magazine

**69%** discuss an article's ideas and/or research conclusions with a colleague

**80% of readers find social media relevant to their careers**

## 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

13K+

followers

 @EdCanNet

 @cea.ace

 @edcan

 @CdnEducAssn

 @edcannetwork

# PURCHASING PROFILE

## Roles

- 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)

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

## Highest-spend item in their organization (when applicable)

-  **Books and other educational resources or tools**
-  **Professional development**
-  **Computer Hardware/  
Software/ Supplies**
-  **Expanding programs**
-  **Transportation for trips**
-  **Office supplies/furniture**
-  **Hosting board meetings  
and conferences**
-  **Consulting, staffing and  
salaries**
-  **Other**

## Their organization's budget

**\$500K+**  
Nearly  
**50%**

**\$1M+**  
**40%**



# DYNAMIC OPPORTUNITIES

Our diverse suite of content engages educators like never before.

## Website

[edcan.ca/magazine](http://edcan.ca/magazine)  
features content that is relevant,  
interactive and easy to navigate



Unique pageviews:

English: 15,032 per month  
French: 4,829 per month  
(Google Analytics: January-December 2021)

Average time on page:

English: 3:22  
French: 2:59  
(Google Analytics: January-December 2021)

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

## RATES (Gross Rates)

RUN OF SITE (ON ALL SECTIONS)	size	1x	3x	6x	12x
Top Leaderboard/Mobile Version	728x90/300x100	\$995	2,690	5,090	9,585
Bottom Leaderboard/Mobile Version	728x90/300x100	\$680	1,845	3,490	6,570
<b>HOME/LANDING PAGE</b>					
Big Box #1	300x250	\$445	1,205	2,280	4,300
Big Box #2	300x250	\$435	1,205	2,280	4,300
<b>ARTICLE PAGES</b> (all articles, current or archived)					
Big Box #1	300x250	\$560	1,510	2,855	5,385
Big Box #2	300x250	\$500	1,355	2,565	4,840
Half Page	300x600	\$835	2,265	4,275	8,050

SPONSORED CONTENT	3x
Included: Article (max 1000 words) + Featured Image (550x223 or 1200x488) + In-Article Image, optional (max 550x550) + Big Box Ad, 300x250, on landing page	\$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

## Dynamic Series

Through a partnership with **voicEd Radio Canada**, we explore some of the most pressing questions in Canadian education.

This dynamic series is a new cross-platform experience of the online magazine which includes podcasts and live discussions with the articles' authors.

Happens 3x annually.

[Download sponsorship package](#)

Source: \*2018 Reader Survey



# Education Canada Bulletin e-Newsletter

An in-demand read by K-12 education stakeholders.  
Our subscribers receive this digest by email every month.

Reach: **6,500+** per month

Open rate: **18.9%**(En) / **24.8%** (Fr)

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*	\$795	2,155	4,065	7,655
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

# Pan-Canadian Summit on K-12 Workplace Wellbeing

Offering K-12 educators actionable strategies to improve staff wellbeing in Canada's schools and school districts

November 7-9, 2022 in Edmonton, Alberta

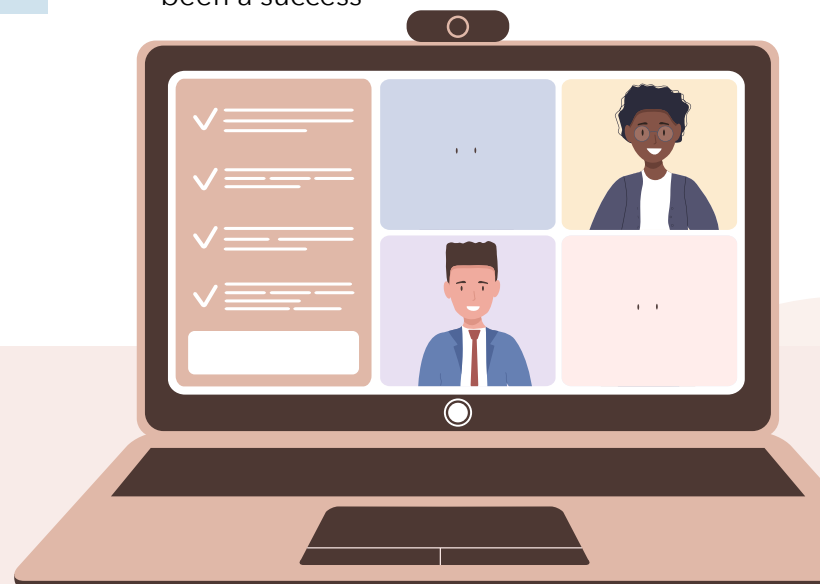
Contact your representative about sponsorship opportunities.

[Send email](#)

[Download sponsorship package](#)

Nearly **60%** of podcast listeners recall taking action as a result of podcast ads\*

**91%** of webinar marketers say they've been a success\*\*



Sources: Signal Hill Insights With Support from The Podcast Exchange: The Canadian Podcast Listener 2020 \*\*wyzowl, The State of Video Marketing, 2021

# EDITORIAL CALENDAR

Themes this year will be released based on emerging issues, challenges and opportunities as they progress



## Fall

Format: Print + Digital  
Close: August 12  
Material: August 19



## Winter

Format: Digital  
Close: December 21  
Material: January 4



## Spring

Format: Digital  
Close: March 10  
Material: March 17

## 2022-23 RATES

### ADVERTISING RATES (Gross)

4C	1x	2x	3x
Full page	\$2,950	\$2,800	\$2,660
2/3 page	2,475	2,350	2,235
1/2 page island	2,325	2,210	2,100
1/2 page	2,025	1,925	1,830
1/3 page	1,755	1,665	1,580
1/4 page	1,485	1,410	1,340
1/6 page	810	770	730
DPS	4,590	4,360	4,140
OBC	3,690	3,505	3,330
IFC/IBC	3,540	3,365	3,195
Opposite inside front cover (pg.3) opposite TOC	3,540	3,365	3,195

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.

Available with the **Fall** issue.

### 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 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](mailto: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](mailto:chimes@dvtail.com). Ph: 905.886.6640

### TERMS & CONDITIONS

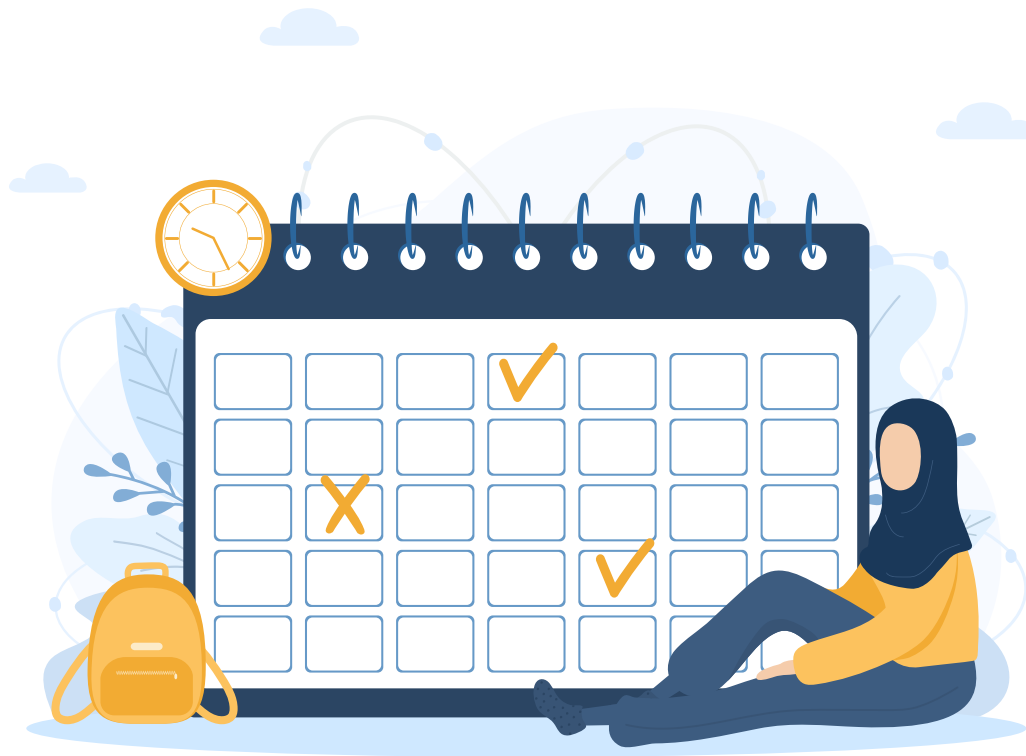
**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**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:** 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.**



## National Advertising

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COMMUNICATIONS

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## Published By

# EdCan

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