

The Register



2024 MEDIA KIT

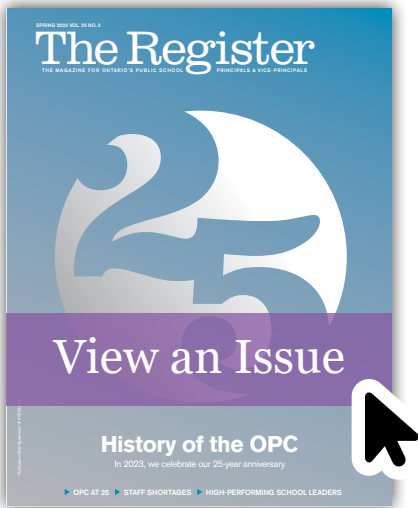
**Your Connection to Principals, Vice-Principals
and Education Leaders Across Ontario**



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. *The Register* provides advertisers an extraordinary opportunity to elevate your brand's visibility and connect with a targeted readership on a whole new level.



Letter from the Editor

This is a big year for the Ontario Principals' Council. In 2023 we celebrate our 25 year anniversary! We'll be holding special events over the course of the year, and including commemorative articles in *The Register*. This is your chance to be part of the special events. *The Register*, offered in both print and digital formats, provides you with the opportunity to connect with principals and vice-principals across the province. Your advertising will directly reach education leaders who run schools, manage staff, organize professional learning, oversee fundraising and coordinate school trips. They are looking for innovative and industry

leading products and services. Advertise in the only professional magazine that more than 5,300 principals and vice-principals and education stakeholders receive three times a year. Help us make our schools better!



Peggy Sweeney
Editor

Circulation:
6,186*

Published:
3x Annually

Source: *Publishers Claim,
September 2022



Have your message resonate with those who matter most to your business



Delivered to Every Public School Principal and Vice-Principal in Ontario

Demographics



Female
64%



Male
36%



94% are ages
35-64



97% have household
income of more than
\$100,000

Invested in Themselves

88% update their career knowledge with continuing education or professional development courses

82% attend events/conferences

ACTIVITIES READERS PARTICIPATE IN:

- Professional Development Courses
- Seminars/Conferences/Workshops
- In-house Training
- Online Courses
- Continuing Education

What Our Readers Have to Say:

"I look forward to receiving The Register. We review it, discuss it, and share ideas and learning with family and colleagues."

"A quality resource for education leaders"

Source: The Register 2017 Reader Survey

Principals are the key drivers in our schools

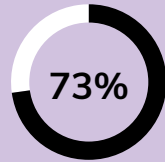
Create lasting impact with a responsive readership

Take Action

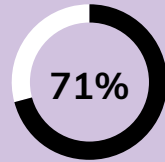
After seeing an ad in the magazine, our readers:

1. Visited a website
2. Kept the magazine for future reference
3. Passed information/magazine on to someone else
4. Attended an event/attraction
5. Purchased a product/service

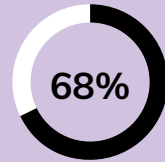
Engaged



read every issue



read 50%+ of each magazine



spend at least an hour reading each issue

Valued



91% say the magazine provides timely and important information



91% say the magazine keeps them up-to-date/well informed about education topics and issues

85% of readers find the advertising relevant

Media That Influence Readers



Internet



E-news Alerts/
Newsletters



Social Media



Trade Publication



Trade Shows





Forge powerful relationships with decision-makers in the school

Purchasing Power








79% are involved in the purchasing process

Of that, 71% grant final recommendation and/or approval

School Spending

72% administer a spending budget

TOP PRODUCTS AND SERVICES READERS BUY/SELECT/RECOMMEND FOR PURCHASE:

-  Professional Development
-  Books
-  Office Supplies/Furniture
-  Computer Hardware
-  Gym Equipment

Fundraising/School Trips

78% recommend school trips

TOP SCHOOL TRIPS RECOMMENDED:

- Museum
- Historical site
- Science Centre

70% are involved in fundraising projects

Top Projects Participated In:

- Pizza Lunches
- A-thons
- Cookies/Muffin Sales

Principals manage the financial resources of the school.

The Register

ISSUE	SPACE CLOSING	MATERIAL CLOSING	LIVE DATE	FORMAT
Winter 2024	December 15, 2023	January 5, 2024	February 14, 2024	Digital
Spring 2024	April 12, 2024	April 8, 2024	May 31, 2024	Digital
Fall 2024	August 12, 2024	August 12, 2024	October 18, 2024	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



Reviews

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



Event Line-up

Upcoming professional opportunities for education professionals

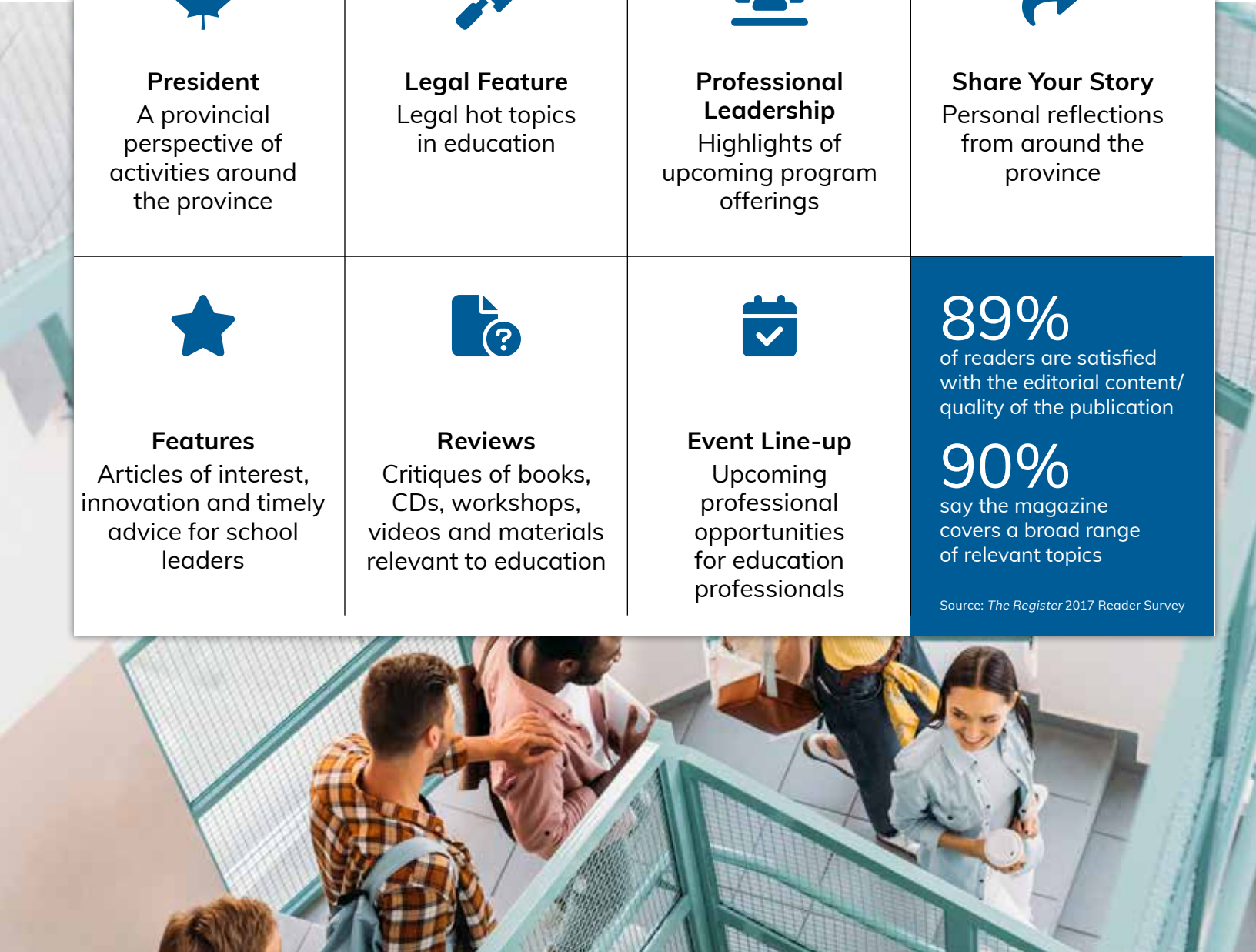
89%

of readers are satisfied with the editorial content/ quality of the publication

90%

say the magazine covers a broad range of relevant topics

Source: The Register 2017 Reader Survey



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

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.

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. 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.

Dovetail Communications Inc.

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ADVERTISE NOW!

Let's collaborate to unlock the full potential of advertising for your brand's success!

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Publisher

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Directly reach principals and vice-principals who run schools, manage staff, organize professional learning, oversee fundraising and coordinate school trips.

