

# UA **AU** University Affairs **Affaires** universitaires



2024-25  
**Media**  
**Kit**

# About UA/AU

The most trusted source for university news, ideas and careers info in Canada.

*University Affairs* is the bilingual magazine and website of choice for those working in Canadian higher education. Our readers academics, graduate students and their university colleagues are among the country's best educated, demanding editorial excellence with everything we publish. Our contributors include award-winning and emerging Canadian journalists as well as faculty members, university administrators and graduate students.

Our feature articles and news stories enlighten and entertain, our columns and opinion pieces spark debate, and our career advice section inspires and engages a community that represents Canada's intellectual heart. With stories on contentious and timely topics like AI's impact on teaching, research security, academic freedom & student protest, plus the most extensive academic job listings in the country, *University Affairs* reaches a vibrant academic community both within Canada and internationally.

**1959**

Launched & published 4 copies each consecutive year

**100,000+**

Copies of qualified circulation (print and digital\*)

**8700+**

Unique web visits per month

In **every issue** of our magazine we include



Campus



Features



Opinions



Book Reviews



Career Advice



## Why advertise?

- Winner of over 40 magazine industry and web publishing awards since 2009
- Canada's go-to source for university job listings in French and English
- Over 60 years of publishing with **Universities Canada**, the national organization representing 97 public and private not-for-profit universities

## Frequency

- Published 4 times a year
- Weekly newsletters in French and English, and daily job alerts to over 20,000 subscribers
- Online edition published every weekday

## Social Media

- ✕ 19,000+ X (formerly Twitter) followers
- 📘 4500+ Facebook likes

# University Affairs delivers a loyal, engaged readership from campuses across **Canada** and **abroad**.

We are an integrated media brand, reaching a diverse audience across multiple platforms and channels, including print, digital, and podcast.

University Affairs is a trusted resource among readers.

**40%**

have been reading the magazine for over 10 years.

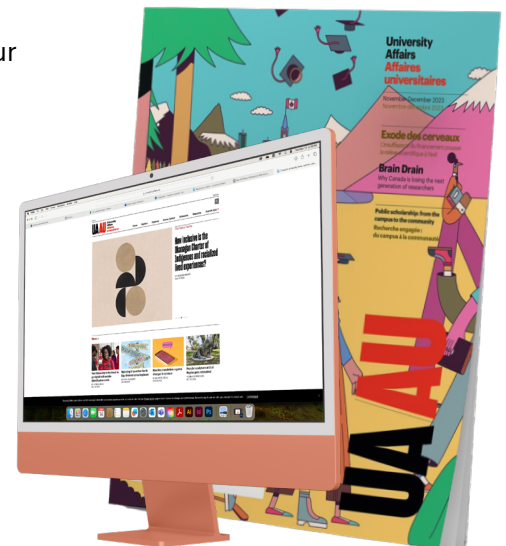
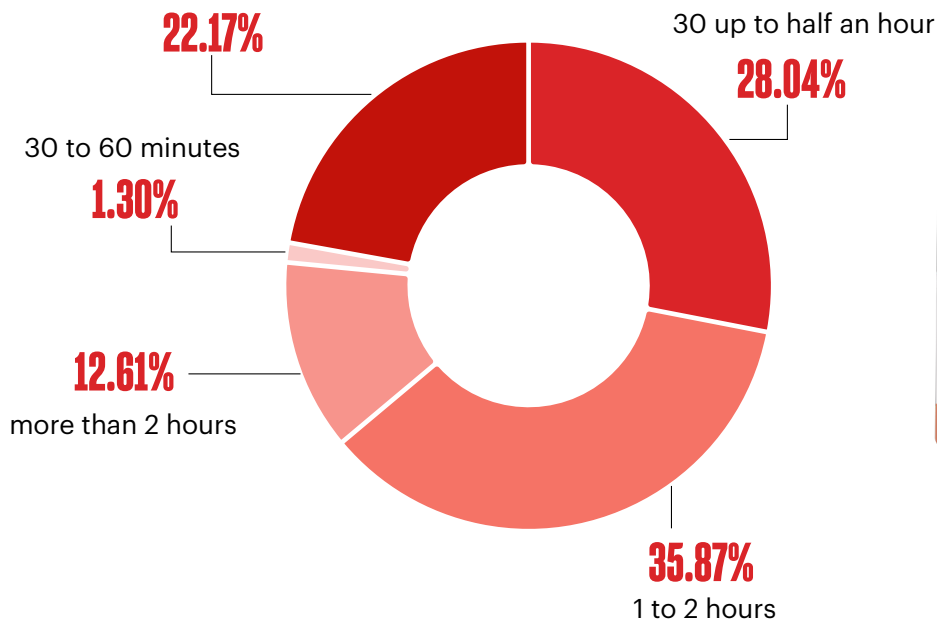
The magazine has an extraordinary pass along rate with over

**60%**

first learning about the magazine from a colleague or campus source.

## Readers spend a lot of time with the magazine:

Pick up and put down several times over a span of days or weeks



# Readers engage with the brand in different ways

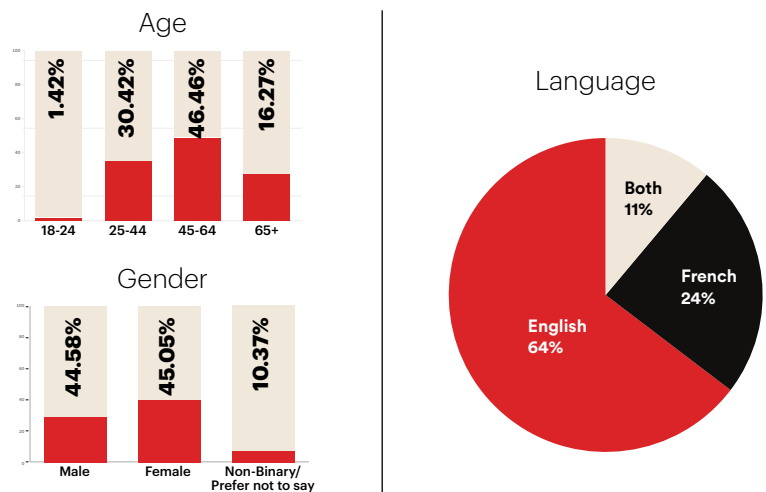
Readers Engagement with the Brand	Print
Receive the weekly newsletter via e-mail, then click to read content online	14.87%
Visit universityaffairs.ca website directly	4.07%
Subscribe to and read the print magazine	72.93%
Subscribe to and read the digital edition (i.e. digital print replica delivered as a pdf, not the newsletter)	8.14%

\*2023 UA Reader Engagement Survey

Our **readership spans** every segment of the university:

<b>46%</b> Faculty and Researchers	<b>9%</b> Executive Leadership and Board Members
<b>13%</b> Administrators	<b>10%</b> Graduate, Post-Graduate Students
<b>11%</b> Professional Staff	
<b>11%</b> Other (Government, stakeholders)	

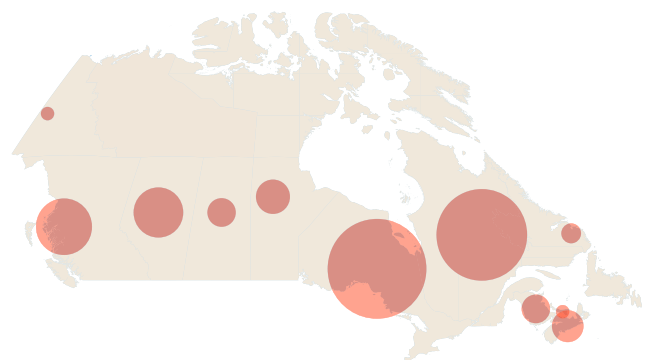
Some of our **print readership demographic:**



## Location Distribution

In Canada

<b>33.89%</b> Ontario	<b>3.99%</b> Manitoba	<b>2.77%</b> New Brunswick
<b>28.57%</b> Quebec	<b>3.43%</b> Nova Scotia	<b>1.33%</b> Newfoundland & Labrador
<b>10.85%</b> British Columbia	<b>3.32%</b> Unknown	<b>0.44%</b> Prince Edward Island
<b>8.53%</b> Alberta	<b>2.77%</b> Saskatchewan	<b>0.11%</b> Yukon



# Advertising **Rates** and **Deadlines (Print & Digital)**

All rates are quoted in net dollars.

Display Size	Width	Height	Price
DPS	18"	10.875"	\$5700
Full Page	9"	10.875"	\$3000
Half Page*	8"	4.5"	\$1850
Quarter Page*	3.9"	4.5"	\$1200
Covers	9"	10.875"	\$3450
IFC / IBC / OBC	9"	10.875"	\$3750

\*non-bleed ad sizes

**Export files as:** PDF/X-1a

**Images:** Convert to CMYK, minimum 300 dpi image resolution

**Include:** 0.125" type safety inside trim area; 0.125" bleed allowance on images; trim and bleed marks offset by 0.125"

## Advertising **Deadlines**

Upcoming Issues	Reservation and non print-ready materials deadline*	Print-ready materials deadline	Publication Mail out
<b>November 2024</b>	October 4	October 7	November 11
<b>February 2025</b>	January 10	January 13	February 17
<b>April 2025</b>	March 7	March 10	April 14
<b>September 2025</b>	August 8	August 11	September 15
<b>November 2025</b>	October 10	October 13	November 17

# WEB/MOBILE

# 100,000

unique web visits per month

Sections	Size
Box ad (under 100K)	300 x 250 px
Banner ad	728x90 px
Mobile (320x100 px)	320x100 px

**Rate: \$900 per month** ROS on Home page and one section exclusive  
**CSS (Responsive) Box ads** are additional **\$100 per position**  
**Please enquire for Home Page or Premium Section Takeover**

## SPONSORED CONTENT PACKAGE

It is developed to be an educational benefit to our readers and delivered as a seamless experience with the same look and feel as our award-winning editorial content.

# \$2500 Net

### Program Details:

- Content developed by client based on editorial guidelines (up to 750 words)
- Published and archived on [universityaffairs.ca](http://universityaffairs.ca)
- Logo, Box ad and Leaderboard Ad on sponsored content page runs 1 month on homepage content hub
- Featured in one e-newsletter mailout
- 1x posting on UA social media channels

## E-NEWSLETTER

Delivered weekly to **13,000 subscribers**

# \$1300 per mailout

(\$100 CPM)

### Dimensions:

- 300x250 px ad plus 300x50 px logo
- Each file under 100K
- GIF or JPEG
- Includes 100 words of promotion

# PODCAST

(NEW! FALL 2025)

The Academic Issue features interviews with thought leaders on the latest trends and issues impacting the student experience and how faculty and administrators can address them.

# 2000 LPE

Estimated audience

**Only two positions per episode**

1 Host-read ad at top of episode **15-25 seconds**

# \$100\* Net

1 Mid-roll ad **15 or 30 seconds** (agency supplied)

# \$80\* Net

**\* Introductory Rate**

**For additional information on advertising:**

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