



Academic Matters

OCUFA'S JOURNAL OF HIGHER EDUCATION
LA REVUE D'ENSEIGNEMENT SUPÉRIEUR DE L'OCUFA

MEDIA KIT 2023

Academic Matters

OCUFA'S JOURNAL OF HIGHER EDUCATION
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Circulation **19,429***

Readers per copy **1.5****

Total audience **29,143**



Thought-Provoking. Original. Engaging.
Your Connection to Ontario's Higher Education Professionals

90% Agree that it keeps them informed on issues in higher education**

89% Agree that it provides valuable information

81% Agree that it is relevant to their profession



The Ontario Confederation of University Faculty Associations is the voice of university faculty and academic librarians across Ontario. They seek to maintain and enhance the quality of Ontario's higher education system, and to advance the professional and economic interests of their members.

PROFESSION

77%

Professors,
Assistant Professors, etc

11%

Academic Staff
& Librarians

11%

Association Staff, Researchers,
University Administrators, Public
Policy Decision-Makers or Other

ACADEMIC ENGAGEMENT

88%

Take action after reading *Academic Matters*, such as:

- discussing material with a colleague
- keeping the magazine for future reference
- visiting a website
- passing the magazine to someone else
- investigating a product/service mentioned in an article/advertisement

54%

Attended academic conferences
in the past year

AGE



20% Under 44

24% 45-54

37% 55-64

19% 65+

HOUSEHOLD INCOME



80% \$100,000+

50% \$150,000+

29% \$200,000+

88% Have reward credit cards

TOP LEISURE ACTIVITIES

Reading

91%

Watching movies at home

80%

Attending live musical,
performance, theatre or opera

75%

Visiting art galleries
or museums

73%

Entertaining at home

53%

Playing board games

40%

Attending sporting events

34%

Visiting wineries

31%

Going to Spas

26%

TOP PURCHASES

Our readers buy, select, recommend

Books/text books **83%**

Computer software **70%**

Computer hardware **58%**

CDs/DVDs/Videos **53%**

Office supplies **48%**

Presentation equipment **38%**

TRAVEL 71% have travelled for business reasons in the past year

83% have travelled for personal reasons in the past year

Go beyond the edition with enhanced reader experiences

Essays, event listings, job postings + more.

OPPORTUNITIES



JOB POSTINGS
56% of readers
say they're interested*



RESPONSIVE
DISPLAY ADS
Gain visibility site-wide

82% of *Academic Matters* readers are interested in web exclusives and online-only articles*

academicmatters.ca has an average of 5,950+ pageviews/month**

Why Integrate Digital Magazine Media?

Integrated campaigns using print and digital have an ROI of \$4.65 and an average sales increase of **11%*****

74% of professionals agree that they use both digital and traditional media to learn tips/best practices and to gain information to use at work****



EDITORIAL CALENDAR 2023

Issue	Space Closing	Material Closing	Release
SPRING	February 17	February 24	April
FALL	September 15	September 22	October

ADVERTISING RATES (Gross Rates)

4-COLOUR	1X	2X
Full Page	\$3,860	\$3,670
2/3 Page Vert.	3,475	3,300
1/2 Page Island	3,280	3,115
1/2 Page Horiz.	2,895	2,750
1/3 Page	2,510	2,385
1/4 Page Vert.	2,125	2,020
DPS	6,560	6,230
OBC	4,825	4,585
IFC/IBC	4,635	4,405

B&W	1X	2X
Full Page	\$2,925	\$2,780
2/3 Page Vert.	2,635	2,505
1/2 Page Island	2,195	2,085
1/2 Page Horiz.	1,900	1,805
1/3 Page	1,465	1,395
1/4 Page Vert.	1,170	1,115
DPS	5,265	5,000

Bleed: no extra charge

Inserts: rates on request

Second or Matched Colours: rates on request

Special Position: 25% surcharge

DIMENSIONS (Inches)

Trim Full Page	8.375	x	10.875
Live Area Full Page	7.125	x	9.625
Bleed Full Page	8.625	x	11.125
2/3 page vertical	4.7	x	9.625
1/2 page island	4.7	x	7.5
1/2 page horizontal	7.125	x	4.875
1/3 page vertical	2.25	x	9.625
1/3 page square	4.75	x	4.875
1/4 page vertical	3.312	x	4.875
DPS	16.25	x	10.875

Reach academic decision makers online year-round!
www.academicmatters.ca
 averages **5,950+**
Pageviews/Month**

Source: Google Analytics January - October 2022

ONLINE AD RATES (Net)

#OF DAYS	1 ad	2 ads	3 ads	4 ads	5 ads
30	\$360	\$670	\$980	\$1,445	\$1,445
60	\$530	\$990	\$1,440	\$2,125	\$2,125
90	\$660	\$1,225	\$1,780	\$2,635	\$2,635
120	\$725	\$1,345	\$1,950	\$2,890	\$2,890

AD DIMENSIONS

Format: JPG and GIF

Rectangle

300w x 250h

JOB POSTINGS RATES (Net)

Format: Microsoft Word

#OF DAYS	1 job	3 jobs	5 jobs	10 jobs
30	\$255	\$625	\$1,020	\$1,785
60	\$425	\$1,040	\$1,700	\$2,975
90	\$555	\$1,350	\$2,210	\$3,870
120	\$665	\$1,625	\$2,655	\$4,640

MECHANICAL REQUIREMENTS

ELECTRONIC MATERIAL: Digital files only.
PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CC, 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 e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to chimes@dvtail.com

FTP Site: <ftp.dvtail.com>. Please send an e-mail to ftp@dvtail.com for password information for the *Academic Matters* FTP site.

DESIGN SERVICES: Complete design services are available at an additional charge. For details, please contact: Crystal Himes, chimes@dvtail.com or call 905.886.6640

PUBLISHER:

OCUFA

Ontario Confederation of University Faculty Associations
Union des associations des professeurs des universités de l'Ontario

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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.

Our published rates do not include applicable taxes, which will be added in 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 not accepted after closing date.

NATIONAL ADVERTISING SALES

DOVETAIL COMMUNICATIONS

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