Who We Are

New Trail is the alumni magazine of the University of Alberta, one of Canada’s top four institutions and one of the world’s great universities for the public good. The magazine serves to maintain and nurture the connection between the school and its alumni, associate members, donors, faculty, staff and other stakeholders. New Trail’s mandate is to entertain, illuminate and engage our 250,000 university-educated readers around the world through the unique stories of this university and its people. With 95 per cent of our grads regularly reading the magazine, and nearly 70 per cent citing New Trail as their top source for information about the University of Alberta, New Trail is the key vehicle for reaching U of A alumni.

New Trail at a Glance

LAUNCHED
November 1942

FREQUENCY
three times per year

READERSHIP
180,000 per issue

DISTRIBUTION
to University of Alberta alumni in Alberta, Canada and worldwide

READERS
CEOs, entrepreneurs, policy-makers, educators, a former prime minister, a supreme court justice and your neighbour up the street

WEBSITE
www.newtrail.ualberta.ca

Readers

Reader Profile
Men 52%
Women 48%

Top Faculties
Education 24%
Arts 18%
Science 15%
Engineering 9%
Business 7%
ALES 5%
Other 22%

Age
Under 45 years 59%
45 – 59 years 31%
60 + years 10%

Location
Edmonton 53%
Calgary 13%
Rest of Alberta 11%
Rest of Canada 18%
United States 3%
Overseas 3%
Editorial at a Glance

Features
The U of A is a global thought leader. Our features reflect that leadership by exploring the achievements and impact of our alumni worldwide as well as the teaching excellence and cutting-edge research taking place at the University of Alberta. Our features include research stories, personality profiles and analysis of hot-button issues through the lens of U of A experts.

Bear Country
News and current happenings from around the U of A.

Whatsoever Things Are True
Celebrity columnist Todd Babiak imparts personal reflection on current issues.

Question Period
Offers one-on-one time with some of our more notable grads.

Class Notes
Keeps classmates up to date.

THE CHANGING FACE OF THE NORTH
The North is melting. But at the world’s northernmost research university, the U of A is at the forefront of understanding these changes—from polar bears to glaciers.

THE MAKING OF A CITIZEN
Not everybody becomes a lawyer. They’re all smart. And some of them try to help us understand the world in a better way. This month, we talk to one of these people:


Kelly is a climate change communicator and media consultant in Calgary, Alberta. She spoke about her work with the University of Alberta.

Kelly’s work is based on the idea that science can be communicated effectively through stories. She believes that by connecting with people on an emotional level, we can better understand the complex issues facing the planet.

Kelly has worked with a variety of organizations, including the United Nations, the World Wildlife Fund, and the Canadian Museum of Nature.

She has also been involved in a number of projects related to climate change, including a tour of the Arctic with the Canadian High Commission.

Kelly’s message is clear: we need to act now to address the challenges we face in the face of climate change.

Kelly’s work is an important reminder of the need for action on climate change, and her message is one that we must all heed.

Kelly’s story is one of many that we will explore in this issue of New Trail. We hope that you will find it inspiring, and that it will encourage you to take action to address the challenges we face.

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**Ad Sizes**

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**Effective September 1, 2013**

**Advertising Rates**

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**All ads are full colour. 5% GST not included.**

**Booking Deadlines**

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<td>December</td>
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**Advertising Policy**

Acceptance of any advertisement in New Trail Magazine is at the sole discretion of the publisher. All copy and graphics are at the discretion of the publisher’s approval.

**Contact Us**

780.492.4054  
ashley.davis@ualberta.ca  
www.newtrail.ualberta.ca

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**Send Advertisements To:**
ashley.davis@ualberta.ca
Please identify your client name and run date in the subject line. Please compress your files.

**File Naming:** Please include a client name with run date.

**File Requirements**

Ad material must be submitted as a press-ready high resolution PDF.
Convert all RGB and spot colours to CMYK, embed all fonts, minimum resolution of 300 dpi for all images at 100% size.

**Full, Double Page Spread and Outside Back Cover Ads**

Full, Double Page Spread and Outside Back Cover ads should be built to trim size and include a minimum 1/8" bleed on all sides with cropmarks (offset cropmarks by 12 pt).

**Live Area**

Live area constitutes the ‘safe zone’ for text and images as recommended by our printer (1/4" within the trim size on all sides). All text and images should appear within this area, with the exception of images or backgrounds that are intended to bleed off the page.

**Ad Design**

Allow us to design your ad. For rates, contact Ashley at 780.492.4054 or ashley.davis@ualberta.ca