



new. trail

UNIVERSITY OF ALBERTA
ALUMNI MAGAZINE



MEDIA KIT 2018



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ALUMNI MAGAZINE

ABOUT

Reaching Alberta and Beyond

New Trail is the award-winning magazine for University of Alberta alumni. Three times per year it reaches 160,000 readers in Alberta and across the world. Our readers are originators and problem-solvers, entrepreneurs and neighbours, volunteers and leaders. As the publication that reconnects them with the curiosity and excitement they felt when they were students, *New Trail* is uniquely positioned to help you engage with this group of readers.

A Few Words From the Editor

Nearly 100 years ago, U of A alumni created this publication as a way to stay connected with each other and the university. *New Trail* looks a lot different than it did back in 1920, but it retains that trusted place in our readers' lives.

Our 160,000-plus readers are curious and passionate and bring to their worlds the uplifting and daring spirit that has been part of this university since it was founded more than 100 years ago. *New Trail* offers stories that appeal to our readers as thinkers and as doers, and helps them maintain a connection to that same passion that brought them to the university in the first place.

New Trail reaches a valuable audience of influential Albertans. Our grads are CEOs, entrepreneurs, policy-makers, educators, a former prime minister, a former supreme court justice and your neighbour up the street. By advertising in *New Trail*, your message can reach this unique audience through a vehicle that they have trusted for nearly a century.

We thank you for your consideration.

Regards

Lisa Cook

Editor-in-Chief, *New Trail*

AT A GLANCE

LAUNCHED

November 1942

FREQUENCY

Three times a year

READERSHIP

160,000 university-educated readers per issue in Alberta, Canada and worldwide

DISTRIBUTION

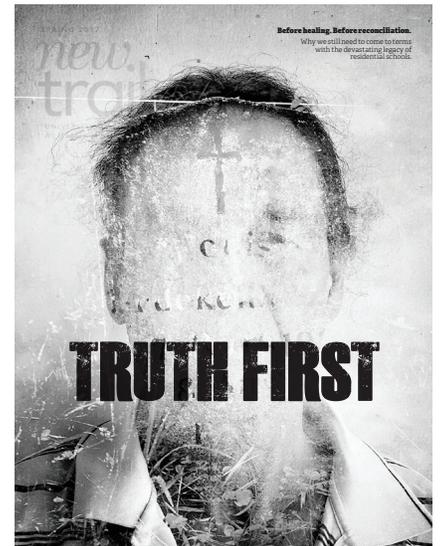
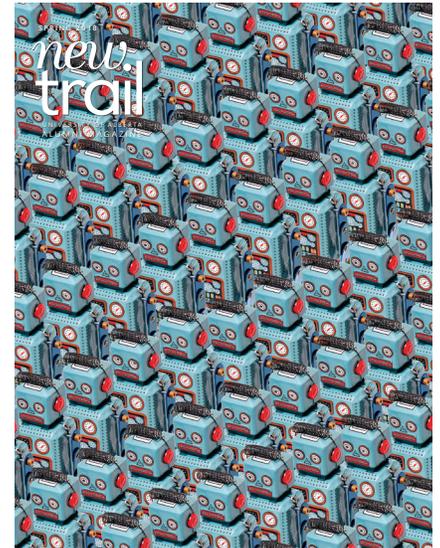
Mailed directly to 135,000 U of A alumni with the remainder distributed on campus and at convocation, alumni weekend, alumni awards ceremony and other events

READERS

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

WEBSITE

ualberta.ca/newtrail

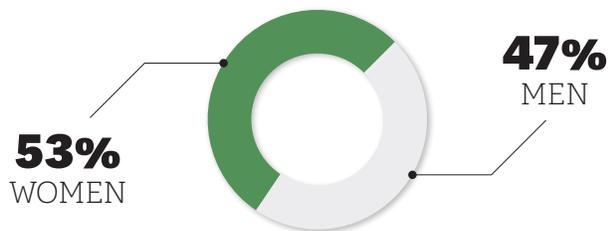


The high-performing team at New Trail sets the standard for what an alumni magazine can achieve. The content is smart, confident and intelligently playful. New Trail is at once educational and entertaining.

Suzanne Trudel

Executive director, Alberta Magazine Publishers Association (AMPA)

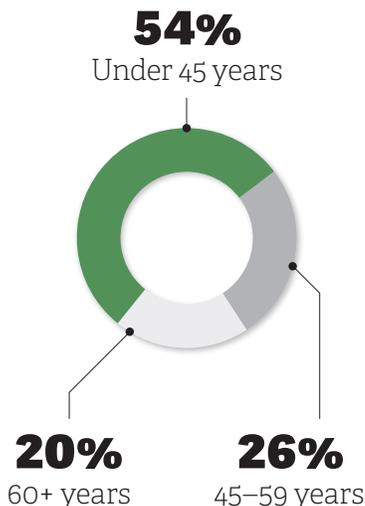
Reader Profile



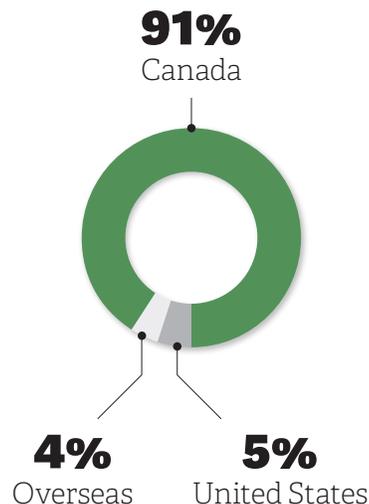
Faculties With Most Graduates



Age



Location



73% OF OUR READERS CALL ALBERTA HOME

50% Edmonton
16% Calgary
34% Rest of Alberta

THEY READ NEW TRAIL

In surveys, 86 per cent of respondents say they read the magazine regularly and nearly 70 per cent cite *New Trail* as their top source of information about the University of Alberta.

THEY LOVE ALBERTA

More than half of our alumni have chosen to stay in Alberta and help build this province. In fact, a 2013 survey found that one in five Albertans was employed in an alumni-founded organization.

THEY GIVE BACK

1 in 3 alumni-founded organizations has a primary cultural, environmental or social mission, and U of A alumni give back at a rate even higher than the provincial average: 77 per cent of our grads have volunteered locally.

THEY HAVE A GLOBAL IMPACT

Worldwide, our grads have founded more than 70,000 organizations and created 1.5 million jobs. We have strong alumni communities around Canada and the world, including in Vancouver, Toronto, New York, California and Hong Kong.



I'm a bit of a magazine junky. I buy and subscribe to too many, but one that I consistently open with a glass of wine the day it arrives is New Trail. Both as a reader and as a past contributor, I love how it is a challenging, well-designed, beautifully edited magazine of ideas that surprises me with every issue.

Todd Babiak
Founder/CEO of Story Engine

EDITORIAL AT A GLANCE

Features

New Trail features are designed to provoke thought, prompt discussion and ignite creativity. We examine current issues, innovations and events through the expertise of U of A researchers and alumni. Recent topics include artificial intelligence, dementia, mental health, the Truth and Reconciliation Commission final report, and climate change. We also publish profiles of notable alumni that offer useful, timely information to readers.

Thesis

How many different ways can you look at one subject? This deep dive into one topic taps into U of A expertise to spark new ideas around everyday topics.

Notes

News, discoveries and current happenings from around the U of A

Continuing Education

Columnist Curtis Gillespie reflects on the continuing opportunities for education that life throws our way, sometimes when we least expect them.

In Memoriam

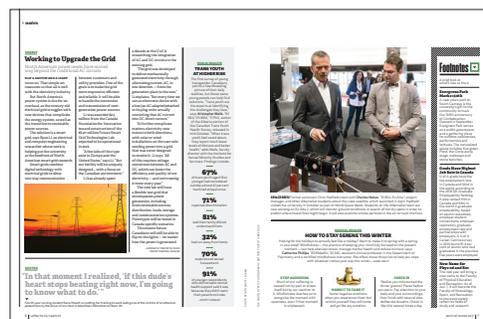
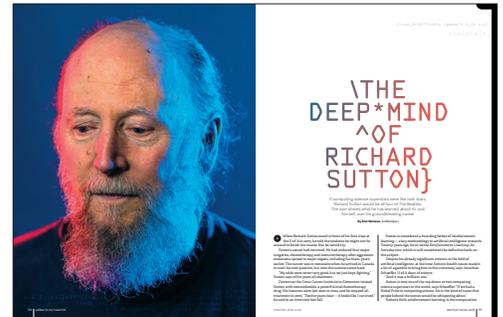
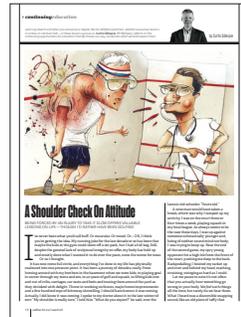
A well-read section of the magazine, celebrating the lives of deceased alumni

Class Notes

Keeps former classmates up-to-date

Books

A roundup of recent books written by alumni



ONE OF THE
BEST IN THE
COUNTRY

New Trail has won five National Magazine awards and has twice been named Magazine of the Year by the Alberta Magazine Publishers Association. The magazine also stands out among post-secondary publications. In 2017, *New Trail* was named the best university publication in Canada by the Canadian Council for the Advancement of Education.

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CONTACT

For more information about advertising with
New Trail, please contact Trevor Battye:

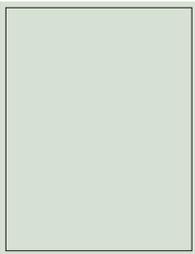
trevor@cleversmedia.com

+1 (778) 773-9397

ADVERTISING

Effective June 1, 2018

Ad Sizes



Full Page with Bleed*

Trim size: 8.125" x 10.625"
Size with bleed: 8.375" x 10.875"
Live area: 7.625" x 10.15***



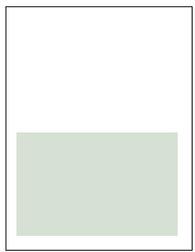
Double Page Spread with Bleed*

Trim size: 16.25" x 10.625"
Size with bleed: 16.5" x 10.875"
Live area: 15.75" x 10.15***



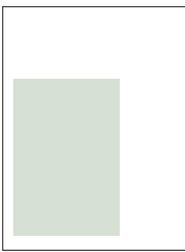
Outside Back Cover with Bleed*

Trim size: 8.125" x 8.375"
Size with bleed: 8.375" x 8.625"
Live area: 7.625" x 7.875***



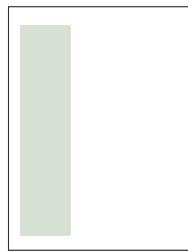
1/2 Page

7" x 4.48"



1/2 Page Island

4.604" x 6.826"



1/3 Page

2.208" x 9.166"

Advertising Rates

SIZE	x1	x3
Double Page Spread	\$7,900	\$7,100
Outside Back Cover	\$4,900	\$4,400
Inside Covers	\$4,400	\$4,000
Full Page	\$3,900	\$3,500
1/2 Page	\$ 2,400	\$2,200
1/3 Page	\$1,800	\$1,650

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

ADVERTISING POLICY

Acceptance of any advertisement in *New Trail* magazine is at the sole discretion of the publisher. All copy and graphics require the publisher's approval.

ARTWORK 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 crop marks (offset crop marks 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.

SEND ADVERTISEMENTS TO:

Shannen Johnson-Barker

artwork@cleversmedia.com

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.

Booking Deadlines

ISSUE	DISTRIBUTION	BOOKING	ARTWORK
Winter 2018	December	September 28	October 26
Spring 2019	April	March 1	March 29
Autumn 2019	August	May 31	June 28

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EDITORIAL CALENDAR

WINTER 2018

The How-To Issue

Do you ever wish you had access to hundreds of experts? Well, we do! Tap into the U of A community to learn skills from the mundane to the extraordinary.

SPRING 2019

The Future of Energy

When you think energy, you think Alberta. In the early 20th century, the U of A played a key role in unlocking the oilsands for energy development. In the early 21st century, researchers are looking at the future of oil, gas and other energy sources. We look at what's now, what's new and what's coming soon in the field of energy.

BONUS DISTRIBUTION:

- ▶ Spring 2019 convocation alumni booth

Inserts:

Join major brands like *The Economist* and reach our more than 100,000 subscribers with either a polybag or tip-in inserts. Target your direct-mail campaign based on location, degree year, faculty, etc.

Benefit from

exclusivity: We limit inserts to one per issue. Please contact Trevor at trevor@cleversmedia.com with your specific needs for pricing.

