ABOUT

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)

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
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"
V^\pi(s) = E_\pi\left\{R_t \mid s_t=s\right\} \\
= E_\pi\left\{\sum_{k=0}^{\infty} \gamma^k r_{t+k+1} \Bigm\vert s_t=s\right\} \\
= E_\pi\{r_{t+1} + \gamma V^\pi(s_{t+1}) \Bigm\vert s_t=s\}

\alpha[r_{t+1} + \gamma V(s_{t+1}) - V(s_t)]
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.

Advertising Rates

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<thead>
<tr>
<th>SIZE</th>
<th>x1</th>
<th>x3</th>
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<tbody>
<tr>
<td>Double Page Spread</td>
<td>$7,900</td>
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<tr>
<td>Outside Back Cover</td>
<td>$4,900</td>
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<tr>
<td>Inside Covers</td>
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<tr>
<td>Full Page</td>
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<td>1/2 Page</td>
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<tr>
<td>1/3 Page</td>
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All ads are full colour. 5% GST not included.

BOOKING DEADLINES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>DISTRIBUTION</th>
<th>BOOKING</th>
<th>ARTWORK</th>
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<tbody>
<tr>
<td>Winter 2018</td>
<td>December</td>
<td>September 28</td>
<td>October 26</td>
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<td>Spring 2019</td>
<td>April</td>
<td>March 1</td>
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<td>Autumn 2019</td>
<td>August</td>
<td>May 31</td>
<td>June 28</td>
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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.

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.