This is all the freedom I want.
Before healing. Before reconciliation.

Why we still need to come to terms with the devastating legacy of residential schools.

Reaching Alberta and Beyond

New Trail is the award-winning magazine for University of Alberta alumni. Three times per year it reaches more than 135,000 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

One hundred 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 135,000-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.

We thank you for your consideration.

Regards
Lisa Cook
Editor-in-Chief, New Trail

AT A GLANCE

LAUNCHED
1920 as The Trail

FREQUENCY
Three times a year (print)
10 times a year (digital)

READERSHIP
University-educated readers in Alberta, Canada and worldwide

DISTRIBUTION
New Trail is mailed directly to 135,000 U of A alumni with additional copies distributed on campus and at convocation, alumni weekend and other events. New Trail’s digital publication is emailed to 105,000 alumni per issue.

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)
78% OF OUR READERS CALL ALBERTA HOME
55% Edmonton and surrounding area
16% Calgary
29% Rest of Alberta

THEY READ NEW TRAIL
In surveys, 86 per cent of respondents say they read the magazine regularly and nearly 90 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"
Feature

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, energy, mental health and our how-to guide. 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 a single topic taps into U of A expertise to spark new ideas in everyday conversations.

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.

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. New Trail has been named the best university publication in Canada by the Canadian Council for the Advancement of Education.
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:
Lisa Szabo
newtrail@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.

Advertising Rates

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<tr>
<td>Double-Page Spread</td>
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<tr>
<td>Outside Back Cover</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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<td>1/3 Page</td>
<td>$1,800</td>
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All ads are full colour. 5% GST not included.

Booking Deadlines

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<th>ISSUE</th>
<th>DISTRIBUTION</th>
<th>BOOKING</th>
<th>ARTWORK</th>
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<tr>
<td>Spring 2020</td>
<td>May</td>
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<td>Autumn 2020</td>
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<tr>
<td>Spring 2021</td>
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New Trail sends a digital publication 10 times a year to more than 105,000 alumni. It delivers the same mix of thought-provoking, fun and inspiring content as the print magazine straight to their inboxes.

**AD PRICES**
- Leaderboard: $975
- Big box: $850

**DIGITAL-ONLY TAKEOVER**
Take over all three ad spaces in the digital publication, including the bottom leaderboard. **$2,525**

**DIGITAL ADD-ON**
With the purchase of any half-page or larger print ad, add on the following digital options at these discounted rates:
- Leaderboard: $575
- Big box: $450

**DIGITAL AND PRINT BUNDLES**
Build brand recognition and save 10 per cent when you bundle three digital ads with your print ad.
- Full-page print ad in New Trail: $3,900
  - 3 big box digital ads: $1,350
  - 10% discount: $525
  - Total: **$4,725**
- Half-page print ad in New Trail: $2,400
  - 3 leaderboard digital ads: $1,725
  - 10% discount: $413
  - Total: **$3,712**

**NEW GRAD ISSUE**
Twice a year, New Trail sends a digital welcome issue to new graduates. Digital ads in these issues will reach a more targeted demographic, with 75 to 85 per cent of recipients under the age of 31.

**AD SIZES**
- Leaderboard: 728 px wide x 90 px high
- Big box: 300 px wide x 250 px high

**ARTWORK REQUIREMENTS**
- JPEG or GIF format, RGB colour space, 72 dpi

### Booking Deadlines

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<td>October 30</td>
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*No digital publication sent out in August or December.*
The Science of Hope
Think you’re born an optimist? Think again. Learn from U of A research how training your brain to find the silver lining is more than just good sense. It’s good science.

BONUS DISTRIBUTION:
► Spring 2020 convocation alumni booth

New Trail Turns 100
Journey back through 100 years of New Trail and join us as we dig up treasures, showcase wacky finds and celebrate a century of connecting alumni to each other and the U of A.

The Food Issue
We’re bringing it all to the table for New Trail’s first food issue. Dig into tasty stories, chew on the topic of food security and tuck in for an issue that’s all about our favourite reason to gather.

Inserts:
Join major brands like The Economist and reach our more than 135,000 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 Lisa at newtrail@ualberta.ca with your specific needs for pricing.