



# Academic Matters

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

2011 Mediakit



# About us

*Academic Matters*: OCUFA's Journal of Higher Education is Canada's most comprehensive academic publication. A must-read for anyone employed in higher education, *Academic Matters* is a forum for stimulating, forward-thinking discussions of issues relevant to post-secondary education. Each issue features a current topic from diverse viewpoints, research-based essays, commentaries, fiction, book reviews and humour.

In addition to the print publication, [academicmatters.ca](http://academicmatters.ca) serves as an online community for Ontario's professors and academic librarians. Featuring everything from web exclusive articles to job postings and hot-topic blogs, [academicmatters.ca](http://academicmatters.ca) is used by our readers faithfully throughout the year.



## Academic Matters

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

academicmatters.ca

Published twice yearly,  
*Academic Matters*  
reaches **17,900**

professors, academic librarians, and  
others interested in higher education issues.

.....  
**CIRCULATION FACTS:**

Total Circulation – 17,900\*

Breakdown:

Professors – 16,760

Academic Librarians – 720

Government Officials – 300

Miscellaneous – 120

Readers Per Copy – 1.53\*\*

Total Audience – 27,387

\* Publisher's Claim August 2010

\*\* 2008 Academic Matters Reader Survey

Articles in *Academic Matters* have been  
picked up by media in Canada and the  
United States, including:

- The Globe and Mail
- National Post
- Toronto Star
- Ottawa Citizen
- Edmonton Journal
- Vancouver Sun
- The Chronicle of Higher Education
- Inside Higher Education

## OCUFA

Ontario Confederation of University Faculty Associations  
Union des Associations des Professeurs des Universités de l'Ontario

OCUFA, the Ontario Confederation of University Faculty Associations, was founded in 1964 as the voice of 26 faculty associations representing university faculty and academic librarians across Ontario. Its aim is to enhance the quality of higher education in Ontario, while advancing the professional and economic interests of its members.

# What our readers think

*Academic Matters* reaches a loyal and engaged audience of intellectuals in the post-secondary education community. These readers turn to *Academic Matters* time and again to stay on top of current issues that are relevant to them and their profession.



## ■ Readers enjoy reading *Academic Matters*

**87%** agree that the layout is visually attractive and easy to read

**83%** agree that the articles in the publication are interesting and informative

**78%** agree that the publication covers topics relevant to their work

More than **1-in-3 readers** pass information or the magazine on to someone else

## ■ Readers are loyal to *Academic Matters*

**68%** look forward to reading future issues

**40%** read more than half of every issue

**40%** keep the magazine for future reference

Our readers praise the publication

“*Academic Matters* is a tremendous resource and professional publication.”

“Great magazine... I have really found it helpful and important for self-reflection of what it means to be a professor.”

— Responses from the 2008 *Academic Matters* reader survey  
Source: 2008 *Academic Matters* reader survey

# Our reader profile



## ■ Demographics

*Academic Matters* reaches a diverse group of readers covering many different demographics.

**57%** Male

**43%** Female

**7%** 25 to 34

**50%** 35 to 49

**28%** 50 to 59

**15%** 60+

## ■ Readers are Purchasers at Work

If your marketing campaign targets a post-secondary audience, then your ad belongs in *Academic Matters*! This highly targeted publication delivers an intellectual audience of leaders and decision makers.

**More than half** of readers are personally involved in the recommendation or purchase of academic materials or services.

## ■ Readers buy, select or recommend the following school supplies for purchase:

**93%** Books/Text books/Course Packs

**63%** CD ROMs/DVDs/Videos

**53%** Computer Software

**40%** Computer Hardware

**35%** Office Supplies

## ■ Readers personal income and spending power:

**75%** of readers have a HHI of \$100,000 or more!

**40%** HHI of \$100,000 to \$149,999

**35%** HHI of more than \$150,000

■ With an average of more than 3 business trips and 2 personal trips each year, it's evident that *Academic Matters'* readers love to travel. In fact, our readers take an average of **98,450** trips EVERY year!

**63%** travel within Canada for business,

**50%** for pleasure

**52%** travel internationally for business,

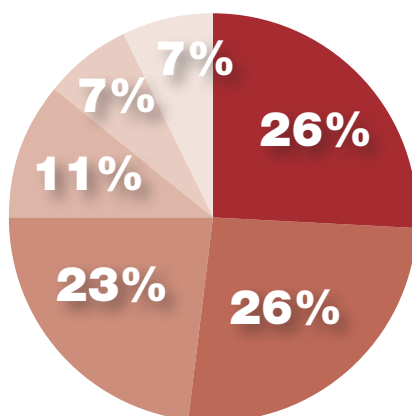
**55%** for pleasure

**48%** travel within Ontario for business,

**50%** for pleasure

## ■ Readers have the following job titles:

- Associate Professor
- Full Professor
- Assistant Professor
- Academic Staff
- Academic Librarian
- Other



# Marketing Plan

## Introducing the *Academic Matters* integrated marketing plan!

Integrated marketing has become the way of the 21st century – mixing print and online efforts not only doubles the exposure to your target audience, but will increase brand awareness, and in turn increase your ROI.

*Academic Matters* offers a number of different ways in which to utilize your marketing dollars to the fullest potential and promote your brand over a number of different media outlets. Our sales professionals are happy to work with you to come up with an advertising solution to fit your needs and budget.

## Print + Online Advertising

= increased reach and brand awareness

### ■ Print Advertising in *Academic Matters*

This traditional advertising medium is still holding strong despite the recent surge of internet and web based advertising. The print edition of *Academic Matters* is read by 17,900 university professors and academic librarians – the industry’s purchasers and decision makers.

### Why should you include print advertising in your marketing campaign?

Recent studies have shown that print advertising is continuing to have a strong presence in the marketing mix. In fact, magazine ads continue to maintain effectiveness in creating recall and driving purchasing intent\*. This means that your print ad has a better chance of being seen, as well as remembered!

### ■ Banner Ads on [www.academicmatters.ca](http://www.academicmatters.ca)

Seeing a monthly average of nearly 4,000 visits during the school year, [academicmatters.ca](http://academicmatters.ca) is a great place to show Ontario’s professors and academic librarians your products and services while they browse their favourite website.

### Why should you include banner ads in your marketing campaign?

As one of the most cost-effective forms of advertising, banner ads are not only great at attracting attention, but are also a great way to direct visitors back to your own website.

### ■ Job Postings on [www.academicmatters.ca](http://www.academicmatters.ca)

Searching for that perfect candidate to join your faculty? Being one of our most popular online features, the job postings section is a great place to post your job availabilities and openings. Recruit the best candidates for your school with [academicmatters.ca](http://academicmatters.ca)!

### Why should you include job postings in your marketing campaign?

Posting a job on [academicmatters.ca](http://academicmatters.ca) ensures that high quality candidates view your ad. Prospective employees have the ability to search for postings in a number of different ways, including job title, institution and discipline, ensuring that your ad is seen by your next hire.

### ■ Print and Online Abstracts in *Academic Matters* and on [www.academicmatters.ca](http://www.academicmatters.ca)

If you are promoting a new academic title that would interest university professors and librarians, then you can’t afford not to showcase it in *Academic Matters*. There are many different print and online options available to suit every need and budget.

### Why should you include print and online abstracts in your marketing campaign?

*Academic Matters* reaches a highly targeted audience of decision makers. In fact, 93% of our readers are responsible for recommending and/or purchasing course materials. Our audience is your target market, and next consumer. Don’t miss this opportunity to show them what you have to offer!

\* Source: Magazines Canada B2B Fact Book, 2010

# Our Online Opportunities

Enhance your marketing campaign by combining both print and online advertising to increase your ROI and brand awareness.

Including regular features from *Academic Matters*, as well as web exclusive articles and lively discussions on timely and relevant matters, [academicmatters.ca](http://academicmatters.ca) continuously keeps readers coming back for more!

With a monthly average of nearly 4,000 visitors and more than 2,000 unique visitors during the school year, [academicmatters.ca](http://academicmatters.ca) really is the smart choice for your marketing dollars. Stay top-of-mind with this lucrative audience all year long by maintaining web presence with *Academic Matters*!

Average monthly visitors and unique visitors between September 2009- April 2010 and September-October 2010



A variety of web opportunities are available to fit your needs and budget:

Make the smart choice and advertise on [academicmatters.ca](http://academicmatters.ca).

Job postings

Banner ads

Online Abstracts  
– NEW!!!

## 2011 Advertising Rates

### Banner Ads

# 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

### Online Abstracts

# of days	1 title	3 titles	5 titles	10 titles
30	\$300	\$675	\$975	\$1,500
60	\$450	\$1,015	\$1,450	\$2,250
90	\$550	\$1,240	\$1,785	\$2,750

### Ad Dimensions

Format: JPG and GIF

Skyscraper	160 x 600
Rectangle	300 x 250 or 180 x 150

### Online Job Postings

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

[www.academicmatters.ca](http://www.academicmatters.ca)



# 2011 Rates & Data

## Academic Matters

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

### 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	6,985	6,635

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	5,290	5,025

COVERS (4-COLOUR ONLY)	1X	2X
OBC	\$4,825	\$4,585
IFC/IBC	4,635	4,405

**Bleed:** no extra charge

**Inserts:** rates on request

**Second or Matched Colours:** rates on request

**Special Position:** 25% Surcharge

Dimensions (Inches)	Width		Depth
<b>Trim Full Page</b>	<b>8.375</b>	<b>x</b>	<b>10.875</b>
Live Area Full Page	7.125	x	9.625
Bleed Full Page	8.625	x	11.125
<b>2/3 page vertical</b>	<b>4.7</b>	<b>x</b>	<b>9.625</b>
<b>1/2 page island</b>	<b>4.7</b>	<b>x</b>	<b>7.5</b>
<b>1/2 page horizontal</b>	<b>7.125</b>	<b>x</b>	<b>4.875</b>
<b>1/3 page vertical</b>	<b>2.25</b>	<b>x</b>	<b>9.625</b>
<b>1/3 page square</b>	<b>4.75</b>	<b>x</b>	<b>4.875</b>
<b>1/4 page vertical</b>	<b>3.312</b>	<b>x</b>	<b>4.875</b>
<b>DPS</b>	<b>16.25</b>	<b>x</b>	<b>10.875</b>

### Editorial Information

Editorial Theme	Space Closing	Material Closing	Mail Date
<b>May 2011</b> <b>(BONUS Distribution:</b> Over 3000 copies will be distributed to attendees at the Congress of the Humanities and Social Sciences* and the Worldviews International Conference.**) Bonus Copies!	Media coverage of higher education in the 21st century	March 18	March 25
<b>October/November 2011</b>	The Future of Academic Publishing	September 2	September 9

### Event Information

#### \*Congress of the Humanities and Social Sciences

May 28-June 4, 2011  
University of New Brunswick and St. Thomas University  
Fredericton, New Brunswick

The Congress of the Humanities and Social Sciences is the largest multidisciplinary academic gathering in Canada attracting more than 8,000 delegates from every province and territory and from around the world.

#### \*\*Worldviews: International Conference

June 16-18, 2011  
Toronto, Ontario  
www.worldviewsconference.com

The Worldviews: International Conference on Media and Education in the 21st Century is an event that takes place from June 16-18 in Toronto. *Academic Matters* is one of the organizers of this international conference.

### Mechanical Requirements

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (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 [design@dvtail.com](mailto:design@dvtail.com) and [jforbes@dvtail.com](mailto:jforbes@dvtail.com).

**FTP Site:** [ftp.dvtail.com](http://ftp.dvtail.com). Please send an e-mail to [ftp@dvtail.com](mailto: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: Roberta Dick, [robertad@dvtail.com](mailto:robertad@dvtail.com) or Joanna Forbes, [jforbes@dvtail.com](mailto:jforbes@dvtail.com)  
Ph: 905.886.6640

### 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.

### Mail or fax contracts/insertion orders and material to:

Dovetail Communications Inc.  
30 East Beaver Creek Road, Suite 202  
Richmond Hill, ON L4B 1J2  
Tel: 905.886.6640 Fax: 905.886.6615  
E-mail: [am@dvtail.com](mailto:am@dvtail.com) Website: [www.dvtail.com](http://www.dvtail.com)

**Cancellations and space changes not accepted after closing date.**

Publisher:

**OCUFA**

Ontario Confederation of University Faculty Associations  
Union des Associations des Professeurs des Universités de l'Ontario

83 Yonge Street, Suite 300  
Toronto, Ontario M5C 1S8  
Tel.: 416.979.2117  
Fax: 416.593.5607  
Web site: [www.ocufa.on.ca](http://www.ocufa.on.ca)

National Advertising Sales:

**DOVETAIL**  
COMMUNICATIONS INC.

Dovetail Communications Inc.  
30 East Beaver Creek Road,  
Suite 202  
Richmond Hill, ON L4B 1J2  
Tel.: 905.886.6640  
Fax: 905.886.6615  
E-mail: [am@dvetail.com](mailto:am@dvetail.com)  
Web site: [www.dvetail.com](http://www.dvetail.com)