Concordia University Magazine and its companion publications are the premier sources for compelling news on research in next-generation fields such as preventative healthcare, consumer trends, cybersecurity, aerospace, energy efficiency, sustainability, art, design and much more. With the magazine’s three issues of 64 or 72 pages per year, our readers connect with innovation at Concordia — and the world around them.

**Circulation**

Concordia University Magazine is published **three times per year**

- **110,000** Households in Quebec
- **139,000** Households throughout Canada
- **150,000** Households worldwide
EDITORIAL DEPARTMENTS

Why advertise? Award-winning Concordia University Magazine reaches a critical mass of 150,000 highly educated readers. Our content is tailored to graduates whose interests reflect their own successes in industries as diverse as healthcare, sports management, information technology, marketing, entrepreneurship, media, engineering, design, investing, banking, art and beyond.

Setting an Example: Profiles the inspiring philanthropic passions of everyday Concordia graduates.

News: An insider’s guide to Concordia’s achievements and exceptional alumni.

Features: Gripping insights on Concordia’s research, discoveries and community.

Fiction and photography: Entertaining and expertly delivered work by Concordia students and recent grads.

From the Archives: A look back at Concordia’s storied history.

Concordia in Graphics: A graphic depiction of the university today.

Faculty spotlight: An in-depth look at the cutting-edge of Concordia’s four faculties.


Class Acts: The lowdown on movers and shakers: from exhibits to presidential appointments.

Kudos: Charting the rise and rise of Concordia’s most renowned alumni.

Words & Music: Unveiled literary and musical successes of Concordia’s graduates.

Enough Said: Offbeat and often moving life-affirming tales by Concordians.
AUDIENCE

Concordia publications’ readers form a critical mass of youthful, middle aged and older professionals. One in four is a boomer. Half are under age 40.

Graduated 2010 and later (25.4%)
Graduated 2000-09 (31.3%)
Graduated 1990-99 (18.1%)
Graduated 1980-89 (12.4%)
Graduated 1970-79 (9.1%)
Graduated 1960-69 (3.0%)
Graduated before 1960 (0.7%)

Graduates of 500 programs in four faculties, our readers are affluent and worldly individuals who work in an astonishing diversity of fields.

Arts and Science (49.7%)
John Molson School of Business (27%)
Engineering and Computer Science (14.2%)
Fine Arts (9.1%)

Urban and urbane, our readers live in major cities throughout Canada and worldwide.

Percentage of Concordia University Magazine readers who live in...
Montreal (74%)
Toronto (6.5%)
Ottawa (3%)
Rest of Canada (9%)
U.S.A. (4%)
Worldwide (3.5%)

Male readers of our publications outnumber female readers by three percentage points.

Male readers (51.5%)
Female readers (48.5%)
Editorial

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad close</th>
<th>Ad copy</th>
<th>Mailing</th>
</tr>
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<tbody>
<tr>
<td>Fall 2018</td>
<td>July 3, 2018</td>
<td>Aug. 6, 2018</td>
<td>Sept. 2017</td>
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Advertising

Concordia University Magazine facts

Circulation 150,000
Montreal 92,300
Toronto 11,500
Ottawa 3,000
Rest of Quebec/Canada 32,000
United States 6,000
International 5,200
# Advertising Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>Size (inches)</th>
<th>Single</th>
<th>One year</th>
<th>Two years</th>
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<td>Back cover</td>
<td>8.125 X 10.75</td>
<td>$4,500</td>
<td>$4,200</td>
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<tr>
<td>Inside back cover</td>
<td>8.125 X 10.75</td>
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<td>Inside front cover</td>
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<td>7.625 X 5</td>
<td>$2,700</td>
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<tr>
<td>B. 1/2 page vertical</td>
<td>3.5 X 10.25</td>
<td>$2,700</td>
<td>$2,500</td>
<td>$2,300</td>
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<td>C. 1/3 page column</td>
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<td>$2,000</td>
<td>$1,800</td>
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<td>E. 1/6 page card</td>
<td>3.5 X 2.25</td>
<td>$1,000</td>
<td>$925</td>
<td>$850</td>
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*Price per issue, plus taxes where applicable.

## Inserts

*Concordia University Magazine* accepts one insert or outsert per edition. Prices are available upon request. Targeted deliveries to specific demographics are available on demand.
PRODUCTION SPECIFICATIONS

Digital file format only, all related elements and fonts included, ready for printing, no spot colour plates.

FILE TYPES

• Press-ready, high-resolution PDF (PDF/X-1a compliant)
• Collected Adobe InDesign or QuarkXPress file
• Adobe Illustrator file with all fonts converted to outlines
• Zip or Stuffit compression
• Further information on file formats available on request

Advertising terms and conditions

All non-editorial space is allocated on a user-pay basis. Advertisers will be charged as per this rate card. The publishers of Concordia University Magazine reserve the right to approve the content and design of all advertising submissions and reject an advertisement they deem inappropriate or unsuitable.

All artwork must be delivered by ad copy deadline.

All advertising is published upon the understanding that the advertiser and advertising agency assume full and complete responsibility and liability for all advertising material that is submitted, printed or published.

Cancellations

The publishers reserve the right to cancel an advertisement at any time. Neither the advertiser nor its agency may cancel or make changes to the order after the space reservation deadline.
ACCE NT / CA P S T O N E
IS THE VIBRANT ELECTRONIC COMPANION TO CONCORDIA UNIVERSITY MAGAZINE.

Packed with engaging alumni-centric news and events, including dynamic videos and podcasts, Accent/Capstone are compelling mixed-media e-newsletters. Every month, the newsletters offer a roundup of news, features and events delivered to the inboxes of 80,000 alumni subscribers: Accent newsletters for Concordia alumni from the Faculty of Arts and Science, Faculty of Fine Arts and John Molson School of Business, and parents, donors and others; and Capstone for graduates of the Faculty of Engineering and Computer Science.

Circulation
80,000 email subscribers per month

Social media support
Five major social media platforms help regularly promote our publications.

Receive a 10% DISCOUNT when you purchase space in both Accent/Capstone and Concordia University Magazine.
ACCENT/CAPSTONE
ADVERTISING RATES*

$500 per issue

Specifications
Mobile-responsive ad:
• 1 image 600 x 300
  • can include animation (.gif)
  • 100K max size
  • Image alt-text for image for accessibility and blocked images
• Text 140 characters max
• 1 call to action (3 words max)
• 1 target link

Terms and conditions
All non-editorial space is allocated on a user-pay basis. Advertisers will be charged as per this rate card. The publishers of Accent reserve the right to approve the content and design of all advertising submissions and reject an advertisement they deem inappropriate or unsuitable.

* Plus taxes
WHY CONCORDIA?

Our unique environment for learning and research. Concordia’s academic goals are grounded in an ethos of dynamism and social responsibility. This remarkable environment was created in 1974, after merging two proud Montreal traditions — the classic liberal arts education offered by Loyola College and the practical educational opportunities offered to wide audiences by Sir George Williams University.

Today, Concordia is an open and engaged university that encourages its more than 50,000 students to become active, critical and concerned citizens. Our approach has made us the top-ranking university under 50 in Canada and one of the world’s 200 most international universities.

Our commitment to society. Concordia is leading the way to a new kind of university, one that makes higher education accessible. The university shares its ideas through free and open access to scientific findings and seeks ways to make social and economic justice more prevalent. We offer some 500 undergraduate and graduate programs, diplomas and certificates, while maintaining formal ties with more than 100 institutions in 33 countries.

Our strong academic leadership. Concordia is proud of its impressive roster of senior faculty, many established leaders in their respective academic fields, across the Faculty of Fine Arts, Faculty of Arts and Science, Gina Cody School of Engineering and Computer Science, John Molson School of Business and School of Graduate Studies.

Our contributions and discoveries. Every year Concordia faculty and students are recognized for their accomplishments. Whether they are Rhodes Scholars, recipients of Governor General’s and Prix du Québec awards or members of the Royal Society of Canada, Concordians are among the celebrated academics in our country. Our contributions and our discoveries change lives.

Our partnership in Quebec. Concordia’s value to the Quebec economy is estimated at $2 billion annually. And this doesn’t account for the contributions of our 215,000 alumni, 112,000 of whom reside in the university’s home province.

THE CAMPAIGN FOR CONCORDIA: NEXT-GEN. NOW.

Concordia is leading its most ambitious fundraising effort ever with a goal to raise $250 million by 2022 (concordia.ca/campaign). The Campaign for Concordia will support nine strategic directions that reinforce our position as Canada’s next-generation university (concordia.ca/directions). Backed by campaign co-chairs Andrew Molson and Lino Saputo Jr, BA 89, volunteer leaders across Canada, the United States and Asia are helping to spur our thinking. To prepare for what’s next, we need you. Join the Campaign for Concordia as we change education for a changing world.
Learn more about Concordia:

- Our videos: concordia.ca/alumni/videos
- Our podcasts: concordia.ca/alumni/podcasts
- Our publications: concordia.ca/alumni/ourpublications

Follow us on Facebook.com/ConcordiaAlumni and on Twitter, @ConcordiaAlumni

#CUalumni
#CUpride
• Concordia’s 9 Strategic Directions are bold, daring, innovative and transformative. Learn more at concordia.ca/directions.

• Learn how Concordia’s most ambitious campaign to date will empower tomorrow’s leaders: concordia.ca/campaign.

• Discover what Concordia achieved first in Montreal, Quebec, Canada and the world: concordia.ca/concordiafirsts.