Concordia University Magazine and its companion publications are the premier sources for compelling news on research in next-generation fields such as preventative health care, 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 twice per year, reaching up to:

- **135,000** Households in Quebec
- **165,000** Households throughout Canada
- **180,000** Households worldwide
EDITORIAL DEPARTMENTS

Why advertise? Award-winning Concordia University Magazine reaches a critical mass of 177,000 highly educated readers. Our content is tailored to graduates whose interests reflect their own successes in industries as diverse as health care, sports management, information technology, marketing, entrepreneurship, media, engineering, design, investing, banking, art and beyond.

New@Concordia: Stories about the university’s newest leaders, initiatives and research.

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

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

Student Work: Entertaining and expertly delivered work by Concordia students.

The Campaign for Concordia: A spotlight on our generous community of donors.

Women and Leadership: A showcase of alumnae who fill the ranks of leadership positions across sectors.

Alumni Events: The latest in university and alumni events, webinars and news.

Alumni Updates: The lowdown on movers and shakers: from exhibitions to presidential appointments.

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

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

First Person, Last Word: 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.

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

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

Percentage of Concordia University Magazine readers who live in…

- 74% Montreal
- 6.5% Toronto
- 3% Ottawa
- 9% Rest of Canada
- 4% U.S.A.
- 3.5% Rest of the World

ARTS AND SCIENCE
JOHN MOLSON SCHOOL OF BUSINESS
ENGINEERING AND COMPUTER SCIENCE
FINE ARTS
## Editorial

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## Advertising

For information, please visit [concordia.ca/magazine](http://concordia.ca/magazine)

To advertise, contact magazine@concordia.ca | 514-848-2424, ext. 3876
### Advertising Rates

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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)
• Crop marks offset at least 0.125”
• Collected Adobe InDesign 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.
ACCENT/CAPSTONE
ARE THE VIBRANT ELECTRONIC COMPANIONS 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 100,000 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 Gina Cody School of Engineering and Computer Science.

Receive a 10% DISCOUNT when you purchase space in both Accent/Capstone and Concordia University Magazine.

Circulation
100,000 email subscribers per month

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

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ACCENT/CAPSTONE
ADVERTISING RATES*

$500 per ad, per issue

SPECIFICATIONS

Mobile-responsive ad:
Ad size indicates placement (see image)

Sizes
768px by 96px – SHORT
768px by 192px – TALL
768px by 384px – HERO

- can include animation (.gif)
- advertiser must provide alternate text
  for accessibility and blocked
- 1 target link

Terms and conditions

All non-editorial space is allocated
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inappropriate or unsuitable.

* Plus taxes
Concordia is a next-generation university, continually reimagining the future of higher education. Established in 1974, Concordia is located in vibrant and multicultural Montreal, North America’s favourite student city. Its two campuses are situated in Tiohtià:ke/Montreal, on the traditional lands and waters of the Kanien’kehá:ka Nation. Concordia is the top-ranked university in North America founded within the last 50 years and among the most innovative in its approach to experiential learning and cross-functional research.

The university annually registers 51,250 diverse and engaged students in its Faculty of Arts and Science, John Molson School of Business, Gina Cody School of Engineering and Computer Science, and Faculty of Fine Arts, and in Concordia Continuing Education. The university employs more than 6,700 faculty and staff and has over 253,000 alumni worldwide. The university annually secures nearly $61.9 million in sponsored research income.

Concordia’s strategic directions set out a vision for the future and exemplify a daring and transformative outlook to some of the most important issues of our time. The university strives to be forward-looking, agile and responsive while remaining deeply rooted in the community and globally networked.

About 75 per cent of Concordia’s courses have fewer than 60 students. Its student body includes over 36,400 undergraduate students and 9,600 graduate students in over 200 grad programs, more than 10,000 international students from some 150 countries and 3,000-plus co-op students. Concordia maintains formal ties with 181 institutions in 39 countries.

Concordia is committed to decolonization and Indigenization and being sustainably responsible.

For more information, visit concordia.ca.

**THE CAMPAIGN FOR CONCORDIA: NEXT-GEN. NOW.**

Concordia is leading its most ambitious fundraising effort ever (concordia.ca/campaign). The campaign supports nine strategic directions that advance Concordia’s role as Canada’s next-generation university (concordia.ca/directions). With co-chairs Gina Cody, MEng 81, PhD 89, Andrew Molson and Lino A. Saputo, BA 89, volunteer leaders across Canada, the United States and Asia are helping to drive this major initiative. The Campaign for Concordia will culminate in 2024-25, the year of Concordia’s 50th anniversary.
• 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.