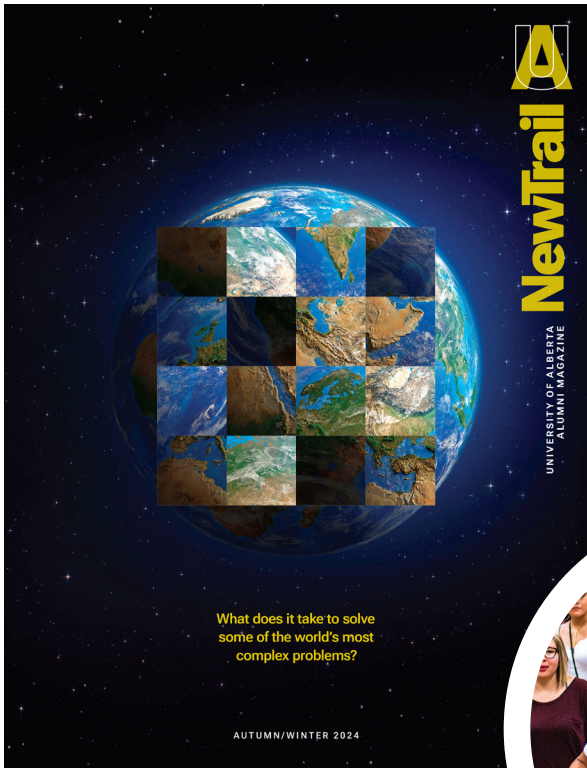




MEDIA KIT 2025



NewTrail

UNIVERSITY OF ALBERTA
ALUMNI MAGAZINE

Reaching Alberta and Beyond

New Trail is the award-winning magazine for the University of Alberta alumni community. Twice per year it reaches more than 131,000 readers in Alberta and around the world.

Our readers are innovators and problem solvers, entrepreneurs and neighbours, volunteers and leaders. *New Trail* reconnects them with the curiosity and excitement they felt when they were students. We are positioned to help you engage with this group of readers.

A Few Words From the Editor

New Trail holds a trusted place in our readers' lives, allowing them to reconnect with the smart, worldly student within.

Our 131,000-plus readers are curious and passionate and bring to their worlds the 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 audience from a position of trust.

We thank you for your consideration.

Regards,

Mifi Purvis

Editor, *New Trail*

AT A GLANCE

LAUNCHED

1920 as *The Trail*

FREQUENCY

Twice a year (print)
10 times a year (digital)

READERSHIP

University-educated readers in Alberta, Canada and worldwide

DISTRIBUTION

New Trail is mailed directly to 131,000 U of A alumni with additional copies distributed on campus and at convocation, U of A Days and other events. *New Trail's* digital publication is emailed to 88,000 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

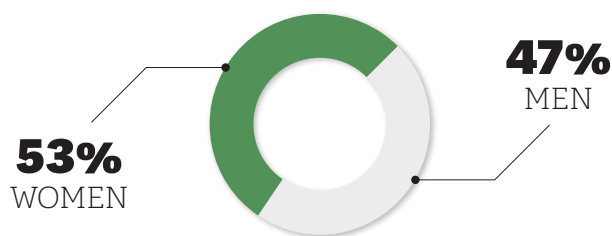


“

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)

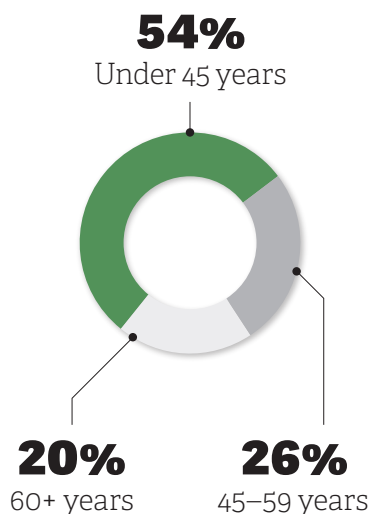
Reader Profile



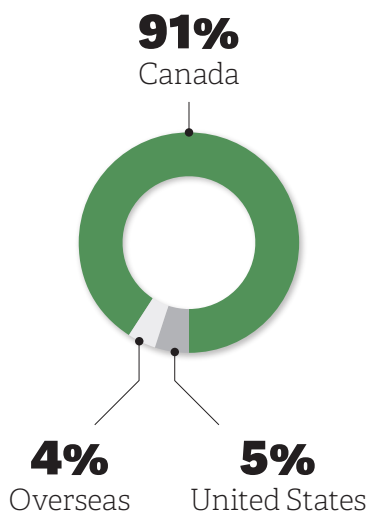
Faculties With Most Graduates



Age



Location



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

One in three 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.

“

Hey publishers of the best alumni magazine! I'm a grad of the Faculty of Engineering, Class of 2001. I eagerly await every issue of New Trail, and read it front to back. I love that it's full of inspiring stories about how students at this fine school are solving challenges facing our society. Please believe me when I say I love New Trail.”

Greg Brown, '01 BSc(ElecEng)

Features

New Trail stories provoke thought and prompt discussion. We examine issues, innovation and events through the lens of U of A researchers and alumni.

Recent topics: AI, energy, virology and quantum science

Thesis

How many different ways can you look at one subject? This deep dive taps U of A expertise to spark new ideas.

Notes

Read the news, discoveries, research and current happenings from around the U of A.

Continuing Education

Columnist Curtis Gillespie reflects on the unexpected opportunities for education that life throws our way.

Speaking Of

Rotating alumni columnists write from the centre of experiences the rest of us can only read about.

In Memoriam

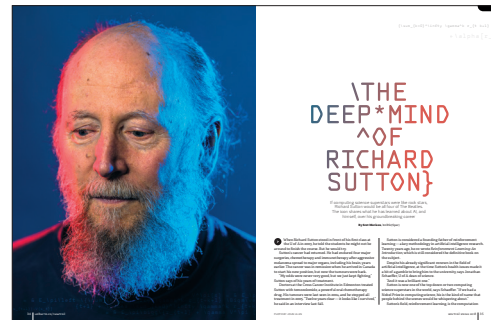
This well read section of the magazine celebrates the lives of alumni who have passed on.

Class Notes

Stay up-to-date with your former classmates.

Books

We present a roundup of recent books written by alumni.



ONE OF THE
BEST IN THE
COUNTRY

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.

SPRING/ SUMMER 2025

SPECIAL PACKAGE

How They're Countering Cancer

Dive into groundbreaking research with our compelling feature package, which includes an in-depth profile of alumnus Michel Sadelain's revolutionary CAR-T cell work at Memorial Sloan Kettering Cancer Center, and a round-up of the cutting-edge cancer research initiatives underway at the U of A, where scientists are pushing boundaries in the fight against the disease.

FEED YOUR CURIOSITY WITH:

► Research breakthroughs, class notes, stories and more!

AUTUMN/ WINTER 2025

Sparking Creativity and Innovation Together

U of A's superpower lies in our ability to solve problems by working across disciplines and faculties, dissolving the border between the ivory tower and the community. Find out how we make each other better and what it means for our collective future.

BUILD YOU BRAIN WITH:

► Humour, research, class notes, Alumni Awards and more!

Inserts:

Join major brands like *The Economist* and reach our more than 131,000 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. For pricing tailored to you, please contact our sales consultants:

Jacqueline Creek

403-880-7265

advertisingwithnewtrail@gmail.com

Anita McGillis

403-909-9839

newtrailmagazine@gmail.com



CONTACT

For more information about advertising with
New Trail, please contact our sales consultants:

Anita McGillis

403-909-9839, newtrailmagazine@gmail.com

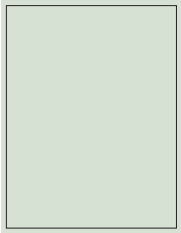
NewTrail

UNIVERSITY OF ALBERTA

ADVERTISING

Effective January 2025

Ad Sizes

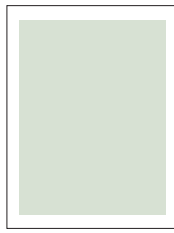


Full Page with Bleed

Trim size: 8.125" x 10.625"

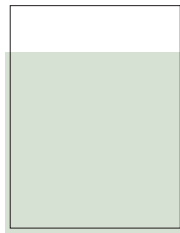
Size with bleed: 8.375" x 10.875"

Live area: 7.625" x 10.15**



Full Page Island

7" x 9.1667"

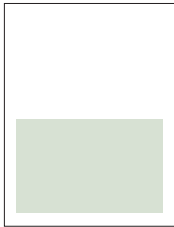


Outside Back Cover with Bleed

Trim size: 8.125" x 8.375"

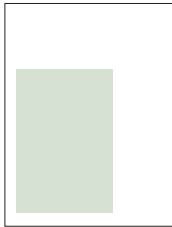
Size with bleed: 8.375" x 8.625"

Live area: 7.625" x 7.875**



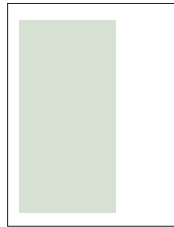
1/2 Page

7" x 4.48"



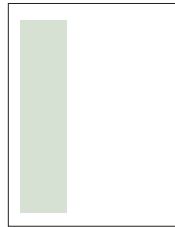
1/2 Page Island

4.604" x 6.826"



2/3 Page

4.604" x 9.166"



1/3 Page

2.208" x 9.166"

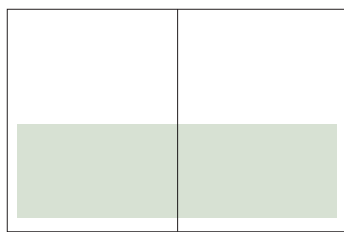


Double-Page Spread with Bleed

Trim size: 16.25" x 10.625"

Size with bleed: 16.5" x 10.875"

Live area: 15.75" x 10.15**



1/2 Page Double-Page Spread

15.25" x 4.48"

Advertising Rates

SIZE	x1
Full Page	\$4,335
Outside Back Cover	\$5,420
Inside Covers	\$4,985
2/3 Page	\$3,900
1/2 Page	\$2,820
1/3 Page	\$1,950
Double-Page Spread	\$8,235
1/2 Page Double-Page Spread	\$5,360

ADVERTISING POLICY

We accept advertisements in *New Trail* at the discretion of the publisher and with the publisher's approval.

ARTWORK REQUIREMENTS

Please submit ad material 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.

*LIVE AREA

Our printer recommends the "live area" for all text and images be within 1/4" of the trim size on all sides. All content should appear within this area, except images or backgrounds meant to bleed off the page.

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. **Crop marks must be offset by a minimum of .125".**

SEND ADS TO:

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.

Booking Deadlines

ISSUE	DISTRIBUTION	BOOKING	ARTWORK
Spring/Summer	June	April 4	April 25
Fall/Winter	December	October 3	October 24

New Trail circulates its digital newsletter 10 times a year to more than 88,000 readers. It brings *New Trail*'s signature mix of thought-provoking, fun and inspiring content dropped right to their inboxes on the fourth Tuesday of the month (except August and December) at 10 a.m. or 3 p.m.

AD PRICES

Leaderboard: **\$975**

Big box: **\$975**

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: **\$675**

Big box: **\$675**

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.

Booking Deadlines

ISSUE	DISTRIBUTION	BOOKING	ARTWORK
January 2025	January 28	January 7	January 14
February 2025	February 25	February 4	February 11
March 2025	March 25	March 4	March 11
April 2025	April 22	April 1	April 8
May 2025	May 27	May 6	May 13
June 2025	June 24	June 3	June 10
July 2025	July 22	July 1	July 8
September 2025	September 23	September 2	September 9
October 2025	October 28	October 7	October 14
November 2025	November 25	November 4	November 11

*No digital publication sent out in August or December.

DIGITAL AND PRINT BUNDLES

Build brand recognition and save when you bundle print ads with three digital ads:

Full page ad in *New Trail* - \$4335

Three (3) digital ads (for the cost of two) - \$1950

10% Discount - \$630

Package Price: \$5,655

Half page ad in *New Trail* - \$2820

Three (3) digital ads (for the cost of two) - \$1950

10% Discount - \$480

Package Price: \$4290

AD SIZES

Leaderboard: 728 px wide x 90 px high

Big box: 300 px wide x 250 px high

ARTWORK REQUIREMENTS

- GIF, JPG or PNG, max file size 150kb
- Files must be in RGB colour mode, 72 dpi
- Animated GIF ads must be 3 loops max or 15 seconds (whichever comes first)
- Animated GIF ads must be slower than 5 fps

SEND ADS TO:

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.

The magazine that weaves a hairy tale

NewTrail
UNIVERSITY OF ALBERTA



Editor's note

My mom spent the last few months helping my 96-year-old Oma move to an assisted-living facility. Her job was to squeeze a century's worth of stuff into a 600-square-foot room. The question that kept her up was, "What should we keep and why?"

Answering this question is all in a day's work for Vlada Blinov, manager of the U of A's Anne Lambert Clothing and Textiles Collection, which features more than 23,000 artifacts and spans 350-plus years of history.

I discovered this trove while researching a story in the [Autumn issue of New Trail](#). Walking into the collection's storage facility felt like stepping onto the set of *2001: A Space Odyssey*. There's a long hallway lined with futuristic racks, which, at the touch of a button, slide to reveal surprising treasures: from Japanese silk kimonos to ancient looms to the gardening boots of former Alberta lieutenant-governor Lois Hole.

One of my quirkier discoveries was a 150-year-old wreath made from the hair of several members of a family. Victorians were [seriously into](#) hair art as a way to honour their dead. It made me realize how our relationship to death has changed, and that the objects we choose to preserve tell the stories of who we are.

The gallery offers public exhibitions year-round and you can [contact the collections manager directly](#) to book tours.

See you in the archives,
Stephanie Bailey, 10 BA(Hons)
New Trail staff writer

ADVERTISEMENT

LEADERBOARD (728 px x 90 px)



Baseball's bench-clearing fights

Half brawl, half ballet – despite the spontaneity, these tussles are highly ritualized and predictable



The plastic waste you aren't talking about

Students win a business prize for hemp-based menstrual pads



Amazing Race winner starts a conversation

James Makokis shines a spotlight on community and culture



Seen one, seen 'em all

Schools of identical Prussian carp – invasive fish clones – are here and they're hungry

ADVERTISEMENT

BIG BOX (300 px x 250 px)

In case you missed it

- Noisy worms are causing an undersea ruckus - [Atlas Obscura](#)
- Mind-controlled video games could present new options for people with limited mobility - [The Star](#)
- Yes, you do repeat relationship mistakes with new partners - CTV
- After the fires: Fort McMurray kids face higher rates of PTSD - [The Guardian](#)
- Are those space rocks or just some random lumps? Tips to spot the difference - CTV
- Nine decades of field experience at the Breton Plots is shedding light on climate change - [Edmonton Journal](#)
- Does this filter make me a better mom? Parenting in the age of social media - [Technology.org](#)

ADVERTISEMENT

BOTTOM LEADERBOARD (728 px x 90 px)

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