

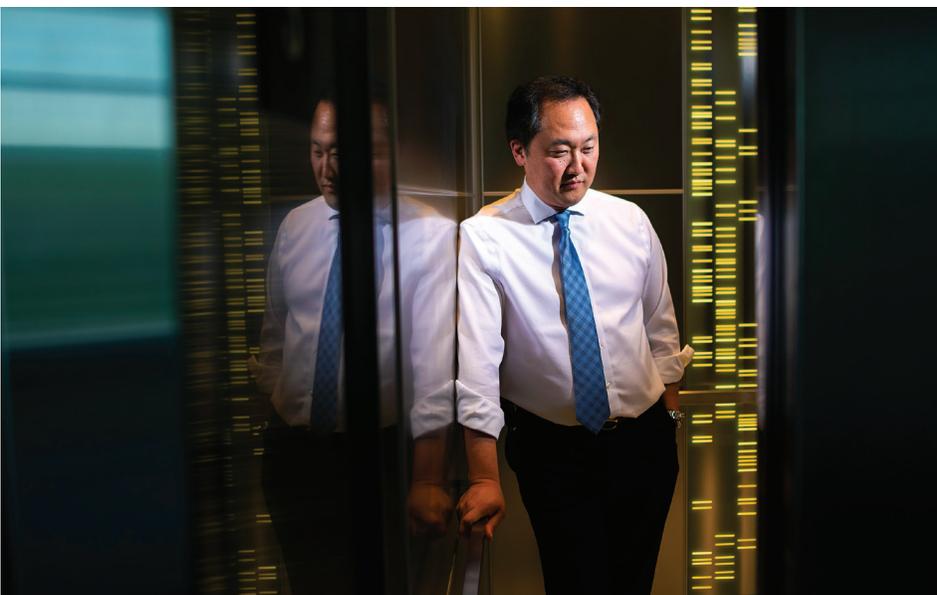
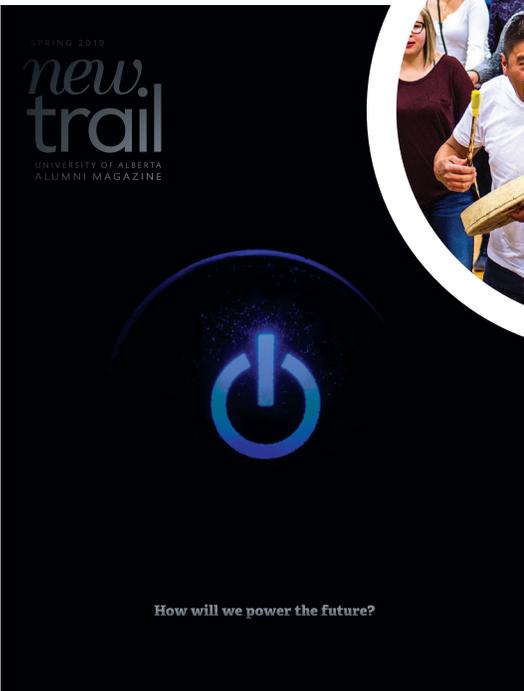


new. trail

UNIVERSITY OF ALBERTA
ALUMNI MAGAZINE



MEDIA KIT 2020



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. By advertising in *New Trail*, your message can reach this unique audience through a vehicle that they have trusted for nearly a century.

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.

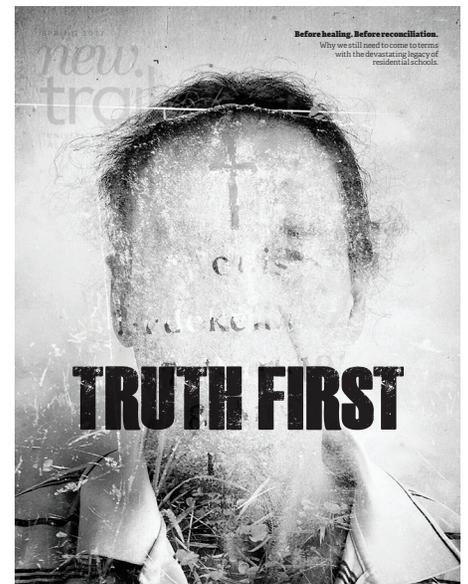
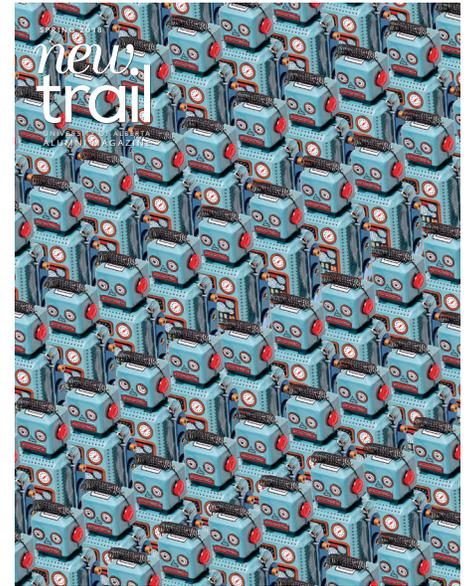
New Trail's digital publication is emailed to 105,000 alumni per issue.

READERS

CEOs, entrepreneurs, policy-makers, educators, a former prime minister, a former supreme court justice and your neighbour up the street

WEBSITE

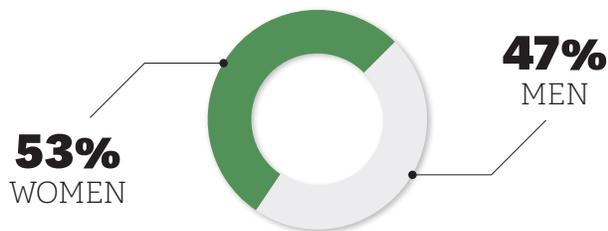
ualberta.ca/newtrail



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)

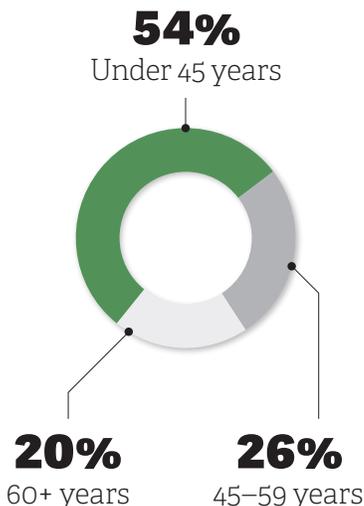
Reader Profile



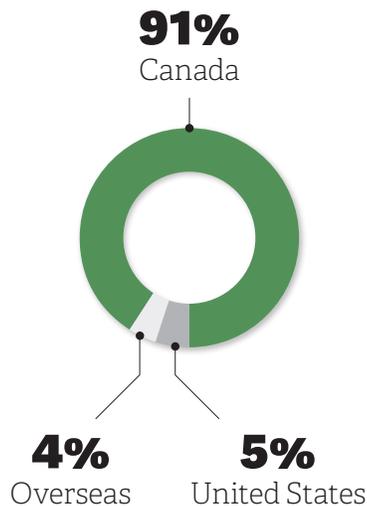
Faculties With Most Graduates



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

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

Features

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

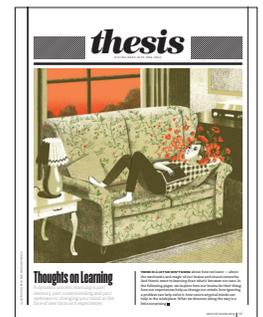
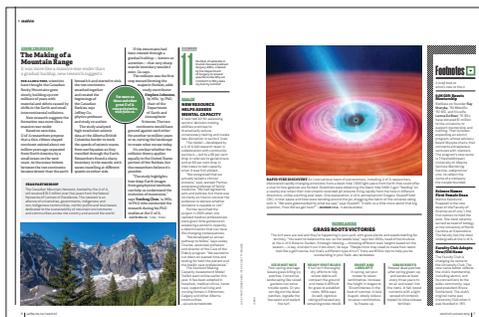
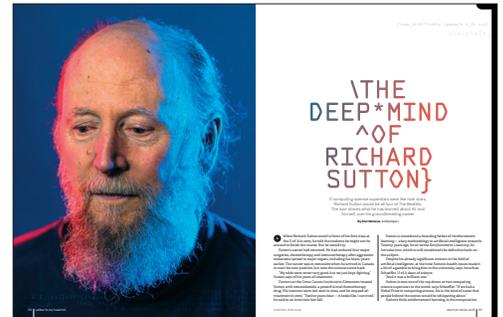
A well-read section of the magazine, celebrating the lives of deceased alumni

Class Notes

Keeps former classmates up-to-date

Books

A roundup of recent books written by alumni



**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.

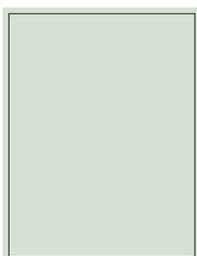
CONTACT

For more information about advertising with **New Trail**, please contact Lisa Szabo:
newtrail@ualberta.ca
780-248-5726

ADVERTISING

Effective January 2020

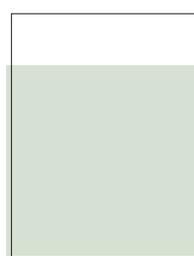
Ad Sizes



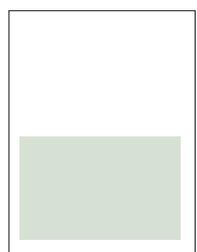
Full Page with Bleed*
Trim size: 8.125" x 10.625"
Size with bleed: 8.375" x 10.875"
Live area: 7.625" x 10.15***



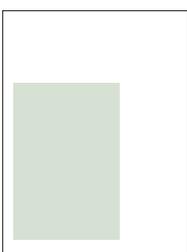
Double-Page Spread with Bleed*
Trim size: 16.25" x 10.625"
Size with bleed: 16.5" x 10.875"
Live area: 15.75" x 10.15***



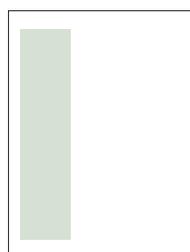
Outside Back Cover with Bleed*
Trim size: 8.125" x 8.375"
Size with bleed: 8.375" x 8.625"
Live area: 7.625" x 7.875***



1/2 Page
7" x 4.48"



1/2 Page Island
4.604" x 6.826"



1/3 Page
2.208" x 9.166"

Advertising Rates

SIZE	x1	x3
Double-Page Spread	\$7,900	\$7,100
Outside Back Cover	\$4,900	\$4,400
Inside Covers	\$4,400	\$4,000
Full Page	\$3,900	\$3,500
1/2 Page	\$ 2,400	\$2,200
1/3 Page	\$1,800	\$1,650

All ads are full colour. 5% GST not included.

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.

Booking Deadlines

ISSUE	DISTRIBUTION	BOOKING	ARTWORK
Spring 2020	May	February 28	March 27
Autumn 2020	August	May 29	June 26
Winter 2020	December	September 25	October 23
Spring 2021	May	February 26	March 26

DIGITAL ADVERTISING

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

ISSUE	DISTRIBUTION	BOOKING	ARTWORK
January 2020	January 28	December 20	January 3
February 2020	February 25	January 17	January 30
March 2020	March 24	February 14	February 28
April 2020	April 28	March 20	April 3
May 2020	May 26	April 17	May 1
June 2020	June 23	May 15	May 29
July 2020	July 28	June 19	June 5
September 2020	September 22	August 14	August 28
October 2020	October 27	September 18	October 2
November 2020	November 24	October 16	October 30

*No digital publication sent out in August or December.

The magazine that weaves a holly tale





Editor's note - September 2019

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 Blinova, 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 Museum 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 130-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)

Subscribe | Read more New Trail

SPRING 2020

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

AUTUMN 2020

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.

WINTER 2020

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.

