



Canadian University Report

The Globe and Mail sets the standard for academic rankings with its Canadian University Report. With findings on 55 schools sourced from 43,000 individuals, this highly anticipated publication gives young people and their parents the information they need to make one of the most important decisions of their lives. Every year, students, administrators, professors and alumni use the Canadian University Report to both plan and understand how the Canadian education landscape is changing. Unlike some rankings, The Globe presents a rich, multi-dimensional overview, one that recognizes that there's no "one size fits all" solution to higher education. Different people and stakeholders have their own sets of criteria, and our Report Card lets them quickly drill down to the offerings and issues that matter most to them. That's why, in addition to the enormous media interest the publication of this annual round-up receives, smart education marketers sit up and pay attention. After all, few vehicles deliver an audience so intent on making the right decision, and so prepared to commit to it once that decision's made.

THE GLOBE AND MAIL 

ESSENTIAL FOR ADVERTISERS

2010

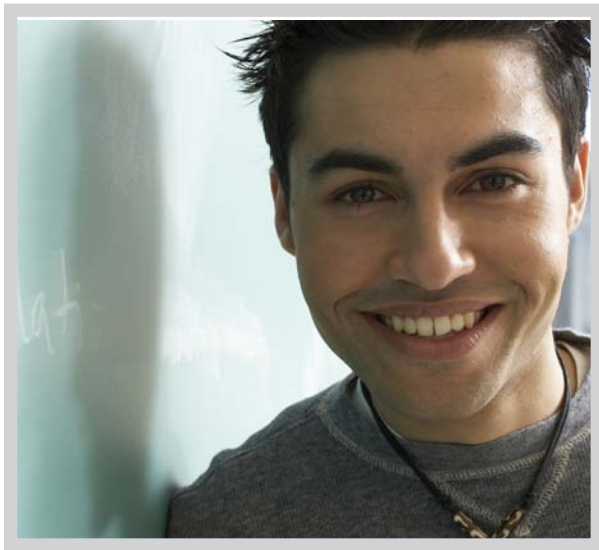
CANADIAN UNIVERSITY REPORT

VISION:

The 2009 Canadian University Report was enthusiastically received by The Globe and Mail audience and received substantial coverage in other news media. The 2009 Report carried the results of our unique survey of 43,000 current undergraduates, grading 55 Canadian universities in all areas of student experience in the classroom, residences, research labs, libraries, community, athletic facilities, cafeterias and beyond. The survey results were accompanied by smart, well-written editorial features covering the latest trends and issues on Canadian campuses today. The current edition is the centrepiece of the Globe and Mail's new education website, GlobeCampus.ca, which includes news and features, blogs, webinars and video tours of campuses, plus the unique Campus Navigator database — a searchable, interactive resource which profiles every major campus in Canada and provides the full in-depth results of our student survey. We will build on these accomplishments in the year ahead, adding more community-college and careers content to GlobeCampus.ca and introducing additional coverage about student life and career building into the Canadian University Report. Both products will become bigger, better and more essential reading for university administrators, teachers, current students and—our core target reader—Grade 12 applicants and their parents.



Simon Beck



RESEARCH



- Among Canadian University Report's target audience, people who live in households with children age 6-24, readership was impressive. 54% of those people read Canadian University Report. Including people who planned to read or pass the magazine on to someone who planned to read, potential readership for Canadian University Report was 70%.
- Canadian University Report received excellent ratings in terms of being useful, well organized, and containing valuable information to help users stay informed about universities in Canada.
- Over a third of Canadian University Report readers said that they planned to keep the magazine for future reference.

Source: Globe and Mail Subscriber Studies: November 2-4, 2006

> CIRCULATION:

- 330,000 copies of the Canadian University Report will be distributed to over one million Globe and Mail readers across Canada.

Source: PMB 2008 – Total Canada

> EXTENDED DISTRIBUTION:

- 42,000 copies will be distributed to 2,100 Canadian high schools through partnership with FAZE magazine.

- 3,750 copies will be distributed to Canadian private schools through partnership with Our Kids magazine.
- 1,250 copies will be distributed to US private schools.
- A significant online campaign utilizing social media components targeting teenagers between the ages of 15-19, for example Facebook, google, twitter and MuchMusic.



RATES & DEADLINES

> PUBLICATION DATES

CANADIAN UNIVERSITY REPORT MAGAZINE	SPACE CLOSE	AD MATERIAL DEADLINE	DISTRIBUTION DATE
	September 23	September 25	October 22

> CANADIAN UNIVERSITY REPORT NATIONAL ADVERTISING OPTIONS

- All advertising in the Canadian University Report includes 100,000 run of site impressions on globeandmail.com. These large format units can be used October 1, 2009 – December 31, 2009. What a great way to maximize your organization's marketing message!

> Book before June 30 and save 10%

	BY JUNE 30	AFTER JUNE 30
Full page	\$19,076	\$21,196
Double page spread	\$27,855	\$30,950
Double 1/2 page spread	\$23,177	\$25,752
2/3 page	\$15,927	\$17,696
1/2 page	\$14,352	\$15,946
1/3 square	\$11,052	\$12,280
1/3 vertical	\$11,052	\$12,280
IFC	\$21,437	\$23,819
IBC	\$19,984	\$22,204
OBC	\$23,011	\$25,598



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