



The Register

2020 Media Kit

Reach | Connect | Grow



At a Glance

The Register

The Register, as the official publication of the Ontario Principals' Council (OPC), is the trusted source delivered to every public school principal and vice-principal in Ontario, as well as top tier education officials and stakeholders.

In 2020, we have transitioned to an all digital magazine. At the request of our readers to be more environmentally responsible and cost effective, we are excited to pilot this change.



Letter From The Editor

With over 2 million students in Ontario's public schools, reaching the decision makers can be tough. *The Register* provides you with the opportunity to do just that. Connect directly with the people who run schools, manage staff, organize professional learning, oversee fundraising and coordinate school trips. Our Members are always looking for new ideas and products. Be part of the only professional magazine that more than 5,400 principals and vice-principals receive three times a year. Help us make our schools better!



Peggy Sweeney
Editor
The Register

Digital Circulation:
6,144*

AWARD WINNING

Best Single Issue
Top 25

How to Article
Honourable Mention



#ELEVATE2021



The Ontario Principals' Council is proudly hosting the International Confederation of Principals convention in Toronto in August 2021



The Register is a trusted and reliable resource of the Ontario Principals' Council, making it an influential and highly credible platform to target a market with substantial spending power in the education sector.

Source:* Publishers claim Dec, 2019

The Register Reader

Our readers are **professionals** who hold leadership roles across **every public school in Ontario** plus top-tier education officials. They are active and have a strong desire to grow their knowledge.

Business Travel

63% travel at least once a year for business

Of that,

83% traveled within North America



77% have a higher household income of more than \$100,000

75% are ages 35-54

63% are female



87%

update their career knowledge with continuing education or professional development courses

Our readers participate in

- Professional Development Courses
- Seminars/Conferences/Workshops
- In-house Training
- Online Courses

Our readers are interested in

- Leadership Skills
- Education Law
- Relationship Management
- Curriculum
- Teacher Performance

Source: The Register 2017 reader survey

Reader Engagement

Our readers are attentive and find value in the publication.



Ontario
principals and
vice-principals
are responsible
for

125,979
Teachers

2,020,301
Students**



ARE ENGAGED*

73%

read EVERY issue

68%

spend at least an hour reading
every issue



SEE VALUE*

91%

agree it keeps them
up-to-date/well informed about
education topics and issues

91%

agree it provides timely and
important information on various
education topics and issues

89%

agree it covers a broad range of
relevant topics



TOP 3 ACTIONS TAKEN AFTER SEEING AN ADVERTISEMENT*

1. Visited a website
2. Kept the magazine for future reference
3. Passed information/magazine on to someone else

Sources: *The Register 2017 reader survey, **Education Facts, 2017-2018 Ontario Ministry of Education

Brand Power

The Register extends your brand's message to top education professionals who have decision-making authority and purchasing power.



79%

of readers are involved in the purchasing process

Of that, 71%

grant final recommendation and/or approval

72 %

administer a spending budget

78%

recommend school trips

70%

are involved in fundraising projects



Principals run and manage their schools

Top school trips our readers recommend

- Museums
- Historical Sites
- Science Centres
- Theaters
- Zoos

The Register readers are responsible for school spending decisions for

- Books/Educational Resources or Tools
- Computer Hardware/Software/Supplies
- Office Supplies/Furniture
- Professional Development

Top fundraising projects in their schools

- Pizza Lunches
- A-thons
- Cookie and Muffin Sales
- Magazine Sales
- Candy Sales

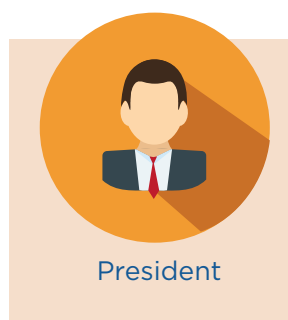


2020 Editorial

Digital	Space Closing	Material Closing	Live
Winter	Dec 20	Jan 9	Feb 10
Summer	April 8	April 20	May 20
Fall	Aug 26	Sept 11	Oct 9

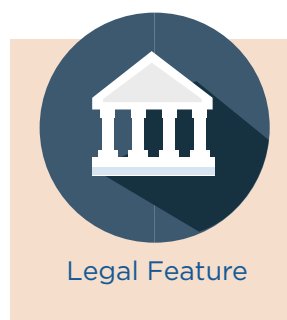
Regular Columns:

"I look forward to the arrival of my issue of *The Register*. I feel that *The Register* reflects the collective voice and work of principals in Ontario which is really unique! I think it is great to have a publication dedicated to sharing the principal's perspective."



President

A provincial perspective



Legal Feature

Legal hot topics in education



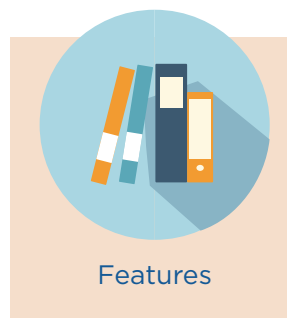
Education Leadership Canada

Professional development news



One Last Thought

Reflections from around the province



Features

Articles of interest, innovation and timely advice for school administrators



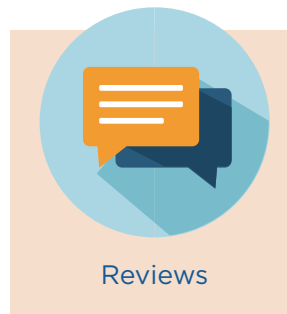
Register Report

Reports on research initiatives pertaining to areas that may impact student success and education practices



OPC Communicator

Tip sheet to assist school leaders with their communication needs



Reviews

Critiques of books, CDs, workshops, videos etc. relevant to education



Conference Line-up

Upcoming professional development opportunities for education professionals

2020 Rates

4-Colour	1x	2x	3x
Full Page	\$3,210	\$3,050	\$2,900
2/3 Page Vertical	2,890	2,750	2,615
1/2 Page Vertical Island	2,730	2,595	2,465
1/2 Page Horizontal	2,405	2,285	2,170
1/3 Page Square/Vertical	2,085	1,980	1,880
1/4 Page	1,765	1,680	1,595
1/6 Page Hor/Vert	960	910	865
DPS	5,455	5,180	4,920
1/2 DPS	4,090	3,885	3,690

Covers	1x	2x	3x
OBC	\$4,010	\$3,810	\$3,620
IFC/IBC	3,850	3,660	3,475

Dimensions (inches)

Ad Size	Width	Depth
Trim Page	8.5	11
Bleed Page	8.75	11.25
Live Area	7.5	10
2/3 Vertical	4.9375	10
1/2 Page Vertical Island	4.8125	7.4375
1/2 Page Horizontal	7.5	4.8125
1/3 Vertical	2.375	10
1/3 Square	4.9375	4.9375
1/4 Page	4.8125	3.6875
1/6 Horizontal	4.875	2.375
1/6 Vertical	2.375	4.875
DPS	17	11
1/2 DPS	17	4.8125

MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, QuarkXPress 9, Illustrator CC, Photoshop CC (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to chimes@dvtail.com.

FTP site: <ftp.dvtail.com>. Please send an email to ftp@dvtail.com for password information for the *The Register* FTP site.

Design Services: Complete design services are available at an additional charge. For details, please contact: Crystal Himes, chimes@dvtail.com. Ph: 905.886.6640

TERMS & CONDITIONS

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Cancellations and space changes are not accepted after closing date.

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