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

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

Source: Publishers claim Dec, 2019
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

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

**Top school trips our readers recommend**

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

**Top fundraising projects in their schools**

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

**The Register readers are responsible for school spending decisions for**

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

Principals run and manage their schools
2020 Editorial

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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

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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.

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