



The Register



2026 MEDIA KIT

**Your direct link to principals,
vice-principals and educational
leaders across Ontario**

The Register



The Ontario Principals' Council (OPC) is the professional association representing active principals and vice-principals in Ontario's publicly funded schools. *The Register*, our official publication, is a trusted resource for OPC Members. Partnering with our publication offers your brand a valuable opportunity to connect with and influence this engaged and respected audience.



Peggy Sweeney
Editor

Letter from the Editor

Communication continues to change. While more and more people briefly scan their information sources, our Members still want to read and learn from their professional magazine. As educators, they are life-long learners, committed to the latest trends, topics and updates. In addition to the articles, they also enjoy learning more about products and services that they see from our advertisers. Advertising in *The Register* offers you the chance to connect with these front-line school leaders who manage and run over 3,000 schools in Ontario. Take advantage of the opportunity to reach over 6,000 principals and vice-principals throughout Ontario, and help make our schools the best they can be!



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Circulation:

6,584*

Readers per copy:

1.3**

Published:

3x Annually

Source: *Publisher's Claim, October, 2024 **2024 OPC Reader Survey

DECISION-MAKERS AT A GLANCE

READER DEMOGRAPHICS

Household Income

81% have a household income of over \$100,000

Age

95% are between the ages of 35–64

Gender

Female
68%

Male
29%

ENGAGEMENT

87% read every issue of *The Register*

71% say the magazine provides timely and important information

75% say it keeps them up to date and well-informed about education topics and issues

77% agree that *The Register* covers a broad range of relevant topics

COMMITMENT TO ONGOING LEARNING

88% pursue continuing education or professional development

56% attend events or conferences

PROFESSIONAL DEVELOPMENT ACTIVITIES

Readers actively participate in

- Professional Learning Programs
- Seminars, Conferences and Workshops
- Online Training
- In-house Training
- Webinars
- Continuing Education

Delivered Directly to Ontario's
Public School Principals and
Vice-Principals

REACH DECISION-MAKERS IN EDUCATION

Our readers are principals and vice-principals who play a critical role in school operations.

64% are involved in the purchasing process

51% administer a school spending budget

TOP PRODUCTS AND SERVICES PURCHASED OR RECOMMENDED

Principals and vice-principals influence a wide range of purchasing decisions, including

- | | | | | |
|----------|--------------------|----------------------|--------------------------|------------------------|
| 1. Books | 2. Office Supplies | 3. Computer Hardware | 4. Professional Learning | 5. Trip Transportation |
|----------|--------------------|----------------------|--------------------------|------------------------|

SCHOOL TRIP PLANNING

71% of readers recommend or approve school trips

Popular destinations include

- Museums
- Historical Sites
- Theatres
- Art Galleries
- Science Centres

FUNDRAISING LEADERSHIP

58% of readers are involved in organizing or overseeing school fundraising initiatives

Common projects include

- Pizza Lunches
- Candy Sales
- Cookie and Muffin Sales



Principals play a key role in allocating and managing school funds

The Register

79%

of readers are satisfied with the editorial content/quality of the publication

ISSUE	SPACE CLOSING	MATERIAL CLOSING
Winter 2026	December 19	January 6
Spring 2026	April 10	April 14
Fall 2026	August 10	August 24

Dates are subject to change



Regular Features



President

A provincial perspective of activities around the province



Legal Feature

Legal hot topics in education



Professional Leadership

Highlights of upcoming program offerings



Share Your Story

Personal reflections from around the province



Features

Articles of interest, innovation and timely advice for school leaders



Reviews

Critiques of books, CDs, workshops, videos and materials relevant to education



Event Line-up

Upcoming professional opportunities for education professionals

2026 RATES AND DATA

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 or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to chimes0824@gmail.com

Design Services: Complete design services are available at an additional charge. For details, please contact: Crystal Himes, chimes0824@gmail.com

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 the closing date.

Let's collaborate to unlock the full potential of advertising with us for your brand's success.

Marlene Mignardi
advertising@principals.ca



Publisher

2700-20 Queen Street West
P.O. Box 7
Toronto, On M5H 3R3
T: 416-322-6600
F: 416-322-6618
www.principals.ca

 @OntarioPrincipalsCouncil

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 @opcouncil.bsky.social

 @opcouncil

 ontario-principals-council

Advertising Sales

Marlene Mignardi
advertising@principals.ca