

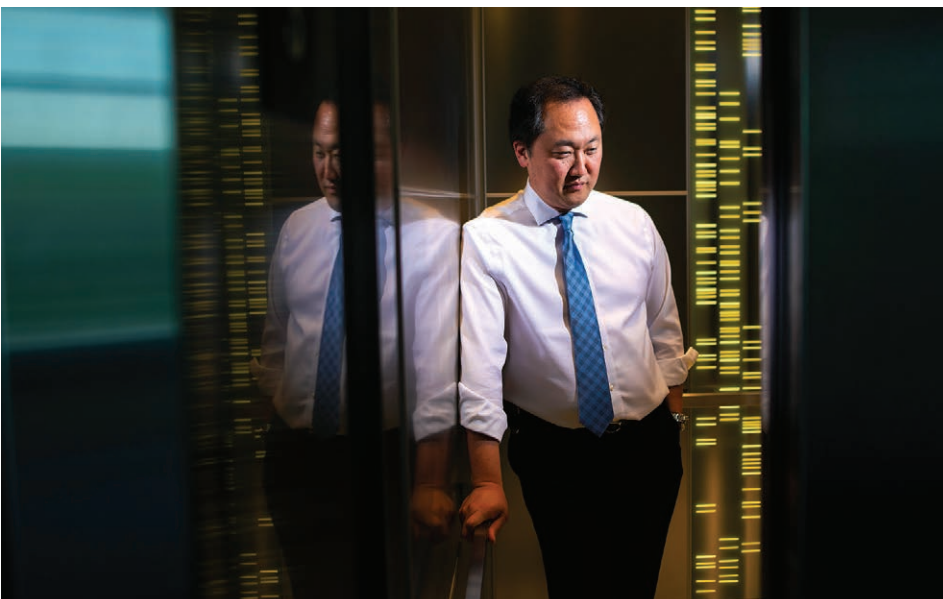


new. trail

UNIVERSITY OF ALBERTA
ALUMNI MAGAZINE



MEDIA KIT 2022



Reaching Alberta and Beyond

New Trail is the award-winning magazine for University of Alberta alumni. Twice per year it reaches more than 135,000 readers in Alberta and across the world. Our readers are innovators 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,
Karen Sherlock
Editor, *New Trail*

AT A GLANCE

LAUNCHED

1920 as *The Trail*

FREQUENCY

Twice 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 90,000 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

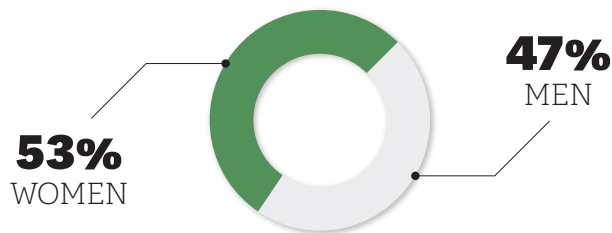
ualberta.ca/newtrail



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)

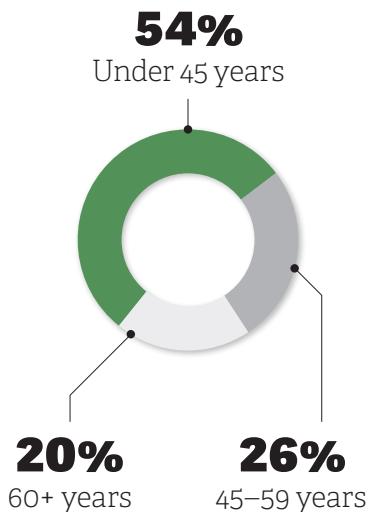
Reader Profile



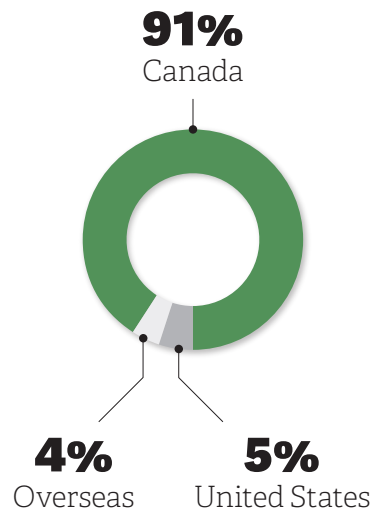
Faculties With Most Graduates

- Education
- Arts
- Science
- Engineering
- Business
- Agricultural, Life & Environmental Sciences

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

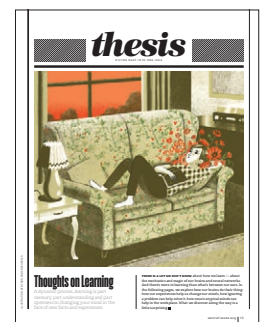
A well-read section of the magazine, celebrating the lives of deceased alumni

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.

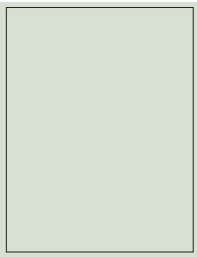
CONTACT

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

ADVERTISING

Effective January 2020

Ad Sizes



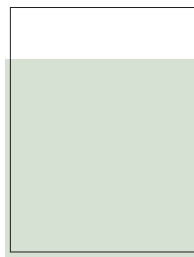
Full Page with Bleed*

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



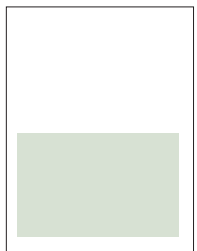
Double-Page Spread with Bleed*

Trim size: 16.25" x 10.625"
Size with bleed: 16.5" x 10.875"
Live area: 15.75" x 10.15***

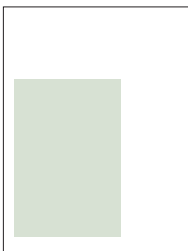


Outside Back Cover with Bleed*

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.
University of Alberta advertisers will receive 10% off.

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.

PRINT 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. We limit inserts to one per issue.

Booking Deadlines

ISSUE	DISTRIBUTION	BOOKING	ARTWORK
Autumn/Winter 2022	December	Sept. 9	Sept. 30
Spring/Summer 2023	June	March 3	March 24
Autumn/Winter 2023	December	Sept. 8	Sept. 29
Spring/Summer 2024	June	March 8	March 29

New Trail sends a digital publication 10 times a year to more than 90,000 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 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**

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


New Trail's digital publication is published on the fourth Tuesday of every month, except August and December. Booking deadlines are approximately six weeks before the publication date. Artwork deadlines are four weeks before the publication date.

ISSUE*	DISTRIBUTION	BOOKING	ARTWORK
May 2023	May 24	April 22	May 6
June 2023	June 28	May 20	June 3
July 2022	July 26	June 17	June 30
September 2022	Sept. 27	Aug. 19	Sept. 2
October 2022	Oct. 25	Sept. 16	Sept. 30
November 2022	Nov. 22	Oct. 14	Oct. 28
January 2023	Jan 24	Dec. 22	Jan. 6
February 2023	Feb. 28	Jan. 20	Feb. 3
March 2023	March 28	Feb. 17	March 3
April 2023	April 25	March 17	March 31

*No digital publication sent out in August or December.

The magazine that inspires a hairy 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 150-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

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

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 jumbos? 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*

BOTTOM LEADERBOARD (728 px x 90 px)

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