

UA **AAU** University Affairs **Affaires** universitaires



2025-26
Media
Kit

About UA/AU

The most trusted source for university news, ideas and careers info in Canada.

University Affairs is the bilingual magazine and website of choice for those working in Canadian higher education. Our readers academics, graduate students and their university colleagues are among the country's best educated, demanding editorial excellence with everything we publish. Our contributors include award-winning and emerging Canadian journalists as well as faculty members, university administrators and graduate students.

Our feature articles and news stories enlighten and entertain, our columns and opinion pieces spark debate, and our career advice section inspires and engages a community that represents Canada's intellectual heart. With stories on contentious and timely topics like AI's impact on teaching, research security, academic freedom & student protest, plus the most extensive academic job listings in the country, *University Affairs* reaches a vibrant academic community both within Canada and internationally.

1959

Launched & published 4 copies each consecutive year

888,000+

Unique web visits per year

38,000

Total distributed copies (print and digital*)

In **every issue** of our magazine we include



Campus



Features



Opinions



Book Reviews



Career Advice



Why advertise?

- Winner of over 40 magazine industry and web publishing awards since 2009
- Canada's go-to source for university job listings in French and English
- Over 60 years of publishing with **Universities Canada**, the national organization representing 97 public and private not-for-profit universities

Frequency

- Published 4 times a year
- Weekly newsletters in French and English, and daily job alerts to over 20,000 subscribers
- Online edition published every weekday

Social Media

in 13,300+ LinkedIn followers

X 17,500+ X (formerly Twitter) followers

University Affairs delivers a loyal, engaged readership from campuses across **Canada** and **abroad**.

We are an integrated media brand, reaching a diverse audience across multiple platforms and channels, including print, digital, and podcast.

University Affairs is a trusted resource among readers.

40%

have been reading the magazine for over 10 years.

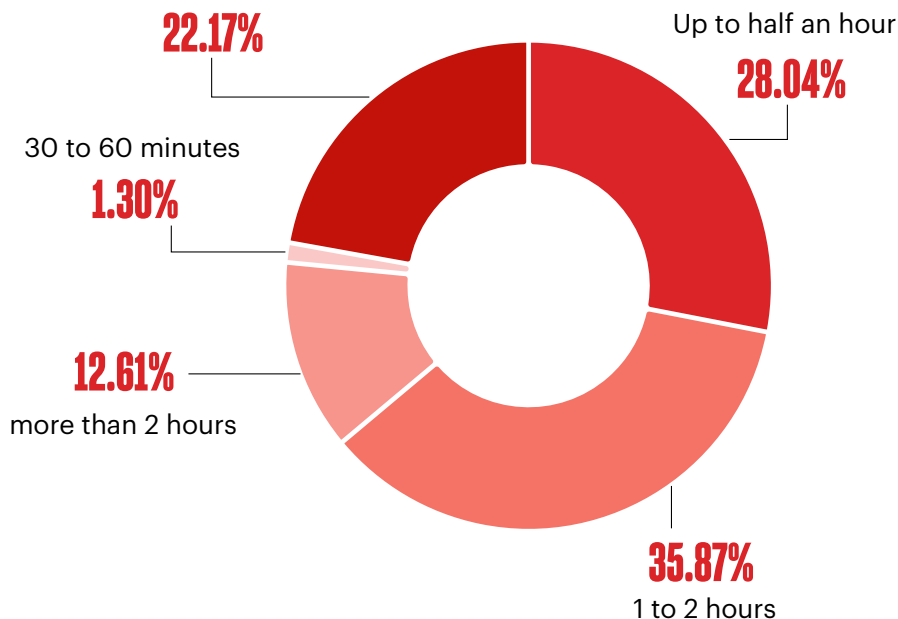
The magazine has an extraordinary pass along rate with over

60%

first learning about the magazine from a colleague or campus source.

Readers spend a lot of time with the magazine:

Pick up and put down several times over a span of days or weeks



Readers engage with the brand in different ways

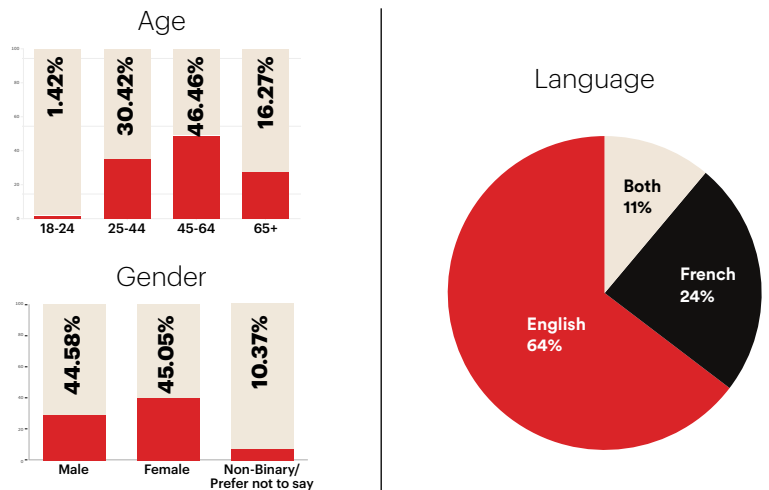
Readers Engagement with the Brand	Print
Receive the weekly newsletter via e-mail, then click to read content online	14.87%
Visit universityaffairs.ca website directly	4.07%
Subscribe to and read the print magazine	72.93%
Subscribe to and read the digital edition (i.e. digital print replica delivered as a pdf, not the newsletter)	8.14%

*2023 UA Reader Engagement Survey

Our **readership spans** every segment of the university:

- 46%** Faculty and Researchers
- 13%** Administrators
- 11%** Professional Staff
- 11%** Other (Government, stakeholders)
- 9%** Executive Leadership and Board Members
- 10%** Graduate, Post-Graduate Students

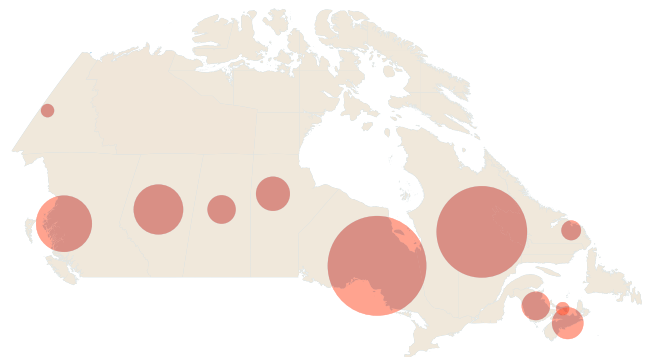
Some of our **print readership demographic:**



Location Distribution

In Canada

- 33.89%** Ontario
- 28.57%** Quebec
- 10.85%** British Columbia
- 8.53%** Alberta
- 3.99%** Manitoba
- 3.43%** Nova Scotia
- 3.32%** Unknown
- 2.77%** Saskatchewan
- 2.77%** New Brunswick
- 1.33%** Newfoundland & Labrador
- 0.44%** Prince Edward Island
- 0.11%** Yukon



Advertising **Rates** and **Deadlines (Print & Digital)**

All rates are quoted in net dollars.

Display Size	Width	Height	Price
DPS	18"	10.875"	\$5700
Full Page	9"	10.875"	\$3000
Half Page*	8"	4.5"	\$1850
Quarter Page*	3.9"	4.5"	\$1200
IFC / IBC	9"	10.875"	\$3450
OBC	9"	10.875"	\$3750

*non-bleed ad sizes

Export files as: PDF/X-1a

Images: Convert to CMYK, minimum 300 dpi image resolution

Include: 0.125" type safety inside trim area; 0.125" bleed allowance on images; trim and bleed marks offset by 0.125"

Advertising **Deadlines**

Upcoming Issues	Reservation and non print-ready materials deadline*	Print-ready materials deadline	Publication Mail out
April 2026	March 6	March 9	April 13
September 2026	August 7	August 10	September 14
November 2026	October 9	October 12	November 16

WEB/MOBILE

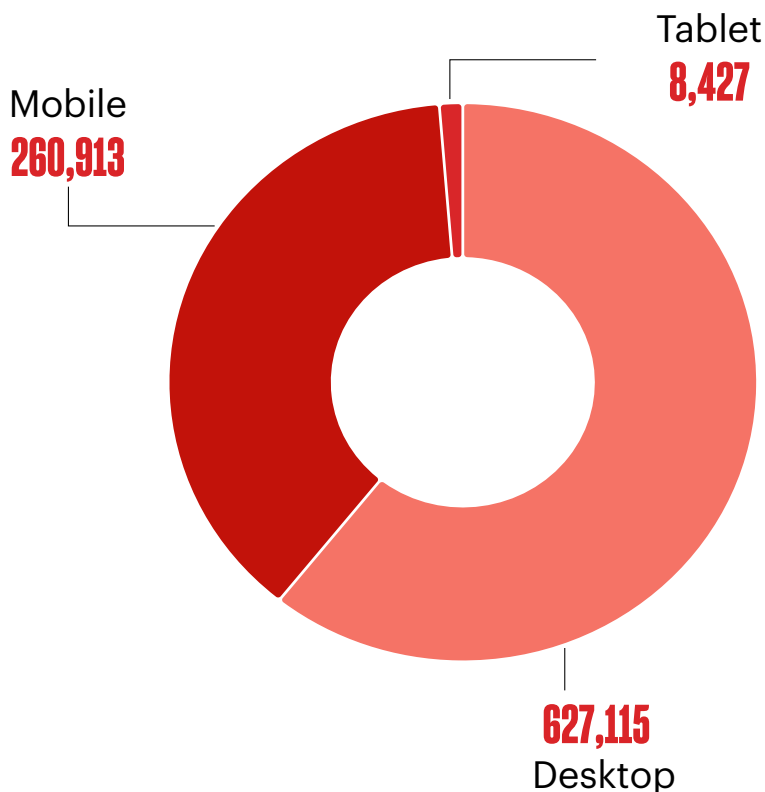
888,000+

unique web visits per year

Sections	Size
Box ad (under 100K)	300 x 250 px
Banner ad	728x90 px
Mobile	320x100 px

Rate: \$900 per month ROS on Home page and one section exclusive
CSS (Responsive) Box ads are additional **\$100 per position**
Please enquire for Home Page or Premium Section Takeover

WEBSITE TRAFFIC BY DEVICE



2025 DIGITAL METRICS

3.2M

Pageviews

888K

Active users

1.9M

Visits to job search listings

1m 42s

Average engagement time

29.1%

of visits were mobile devices

SPONSORED CONTENT PACKAGE

It is developed to be an educational benefit to our readers and delivered as a seamless experience with the same look and feel as our award-winning editorial content.

\$2500 Net

Program Details:

- Content developed by client based on editorial guidelines (up to 750 words)
- Published and archived on universityaffairs.ca
- Logo, Box ad and Leaderboard Ad on sponsored content page runs 1 month on homepage content hub
- Featured in one e-newsletter mailout
- 1x posting on UA social media channels

E-NEWSLETTER

Delivered weekly to **12,300 subscribers**

\$1300 per mailout

Dimensions:

- 600x250 px ad
- Each file under 100K
- GIF or JPEG
- Includes 100 words of promotion

PODCAST

The Academic Issue features interviews with thought leaders on the latest trends and issues impacting the student experience and how faculty and administrators can address them.

1000 LPE

Estimated audience

Only two positions per episode

1 Host-read ad at top of episode **15-25 seconds**

\$100 Net

1 Mid-roll ad **15 or 30 seconds** (agency supplied)

\$80 Net

For additional information on advertising:

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