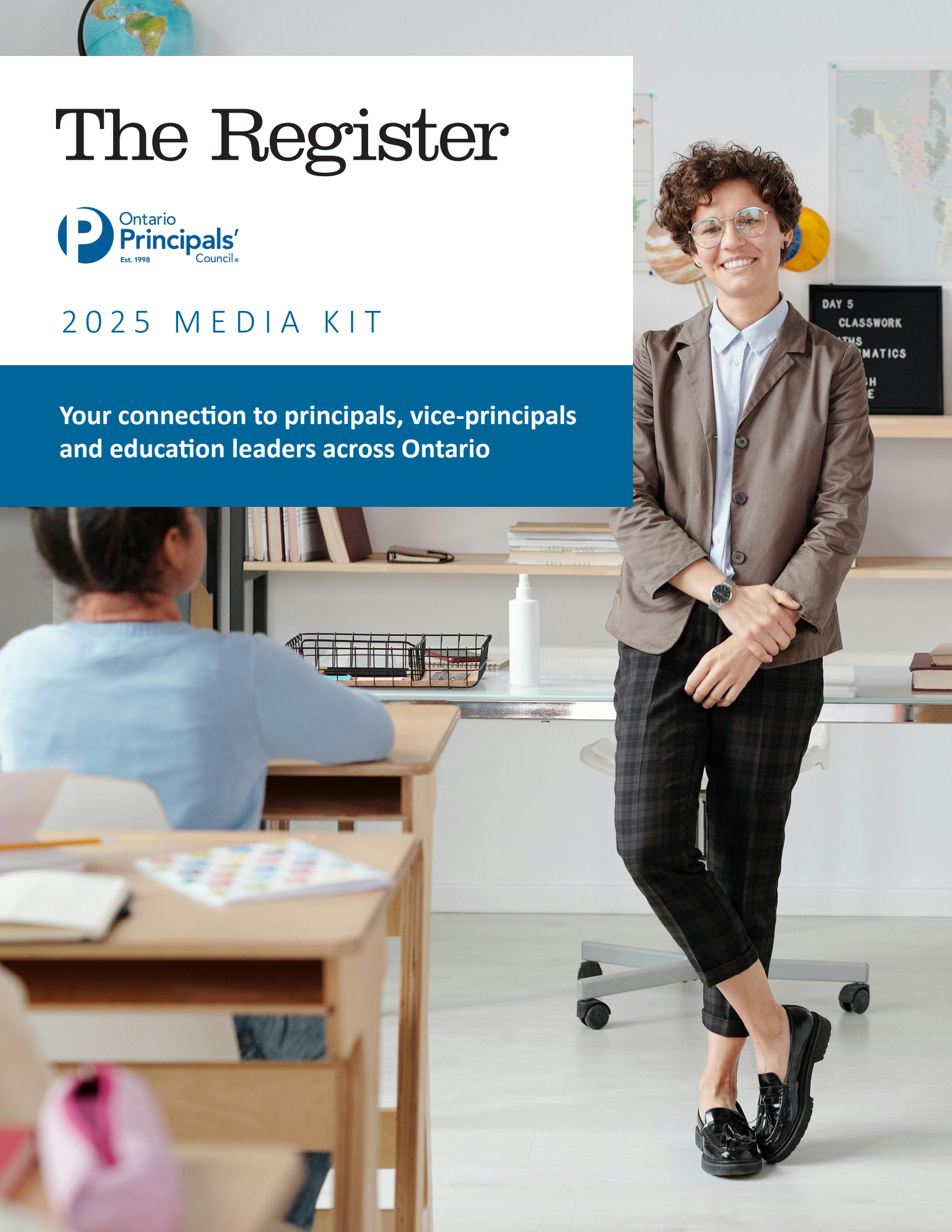


The Register



2025 MEDIA KIT

Your connection to principals, vice-principals
and education leaders across Ontario



The Register



The Ontario Principals' Council (OPC) is the professional association representing practising principals and vice-principals in Ontario's publicly funded schools. *The Register*, the official OPC publication, is a go-to resource for its Members. Aligning your brand with our publication provides you with the opportunity to have an impact on this established readership.

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!



Peggy Sweeney
Editor



[View an Issue](#)

Circulation:

6,584*

Readers per copy:

1.3**

Published:

3x Annually

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

MEET THE REGISTER READER



Well-Educated and Engaged



Female
68%



Male
29%



95% are ages
35-64



81% have household income
of more than \$100,000

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

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

71% say the magazine provides timely and important information

ENGAGEMENT

87% read at least three issues

88% update their career knowledge with continuing education or professional development courses

56% attend events/conferences

PROFESSIONAL DEVELOPMENT ACTIVITIES READERS PARTICIPATE IN

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

Delivered to Every Public School Principal and Vice-Principal in Ontario

AUDIENCE OF LEADERS

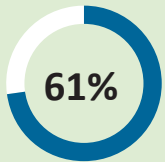
Create an impact with a responsive readership

Take Action

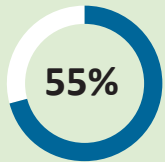
After seeing an ad in the magazine, our readers

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

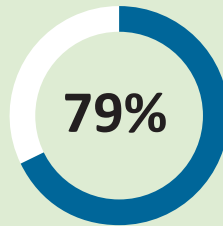
Engaged



read 50%+ of each magazine



spend at least an hour reading each issue



of readers find the advertising relevant

Media that Influence our Readers

- Internet
- E-news Alerts/ Newsletters
- Social Media
- Trade Publications

Hear what our readers have to say.

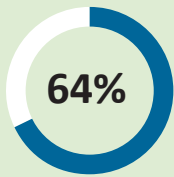
“
The Register is an informative and comprehensive publication.
”

“
Great magazine.
”

“
I look forward to reading it.
”

Principals have significant influence as both managerial and instructional leaders

Reach those with decision-making power



are involved in the purchasing process

School Spending



administer a spending budget

Top products and services readers buy/select/recommend for purchase

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

Fundraising/School Trips



recommend school trips

Top school trips recommended

- Museum
- Historical site
- Theatre
- Art Gallery
- Science Centre



are involved in fundraising projects

Top projects participated in

- Pizza Lunches
- Candy Sales
- Cookies/Muffin Sales










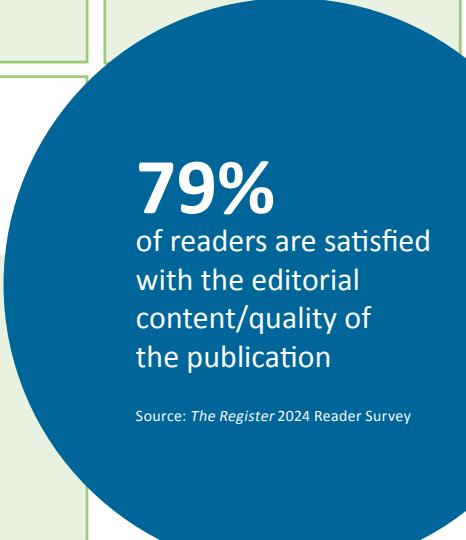
Principals manage the financial resources of the school.

The Register

ISSUE	SPACE CLOSING	MATERIAL CLOSING	LIVE DATE	FORMAT
Winter 2025	December 20	January 6	February 14	Digital
Spring 2025	April 4	April 14	May 30	Digital
Fall 2025	August 12	August 26	October 17	Print & Digital

Dates are subject to change

Regular Features

 <p>President A provincial perspective of activities around the province</p>	 <p>Legal Feature Legal hot topics in education</p>	 <p>Professional Leadership Highlights of upcoming program offerings</p>	 <p>Share Your Story Personal reflections from around the province</p>
 <p>Features Articles of interest, innovation and timely advice for school leaders</p>	 <p>Reviews Critiques of books, CDs, workshops, videos and materials relevant to education</p>	 <p>Event Line-up Upcoming professional opportunities for education professionals</p>	 <p>79% of readers are satisfied with the editorial content/quality of the publication</p> <p><small>Source: The Register 2024 Reader Survey</small></p>

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
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