

DAL MAGAZINE

DAL Magazine is Dalhousie University's flagship publication, a key link between over **107,000 readers** — alumni, faculty, staff, friends and students — and the university. This award-winning biannual publication appears in print and online, and highlights the research, teaching and community impact of Dalhousie's researchers, students, faculty, staff and alumni. From world-leading research in clean energy, vaccines and oceans to inspiring artistic accomplishments; from thought leadership in social sciences and diversity to groundbreaking entrepreneurial endeavours; from agriculture, food and IT to regional, national and global leadership in health care — on our pages, readers are welcomed into discussions with Dal's top minds about the issues that matter today, and those that will make a difference tomorrow.



ADVERTISING VALUE

WE CONSIDER ADVERTISERS in *DAL Magazine* to be vital partners with the university, and we are happy to work with you to ensure our partnership will result in increased sales or the desired call to action you're looking for. *Examples of customization include:*

AN INVITATION to become a member of our Alumni Benefit program where you are promoted on our alumni website and in benefit blasts on social. We will work with you to determine a strong benefit you would like to promote.

THE ABILITY to click through, on our digital newsstand versions, to your website or a page you design with additional detail for the reader.

When appropriate, the ability **TO PARTNER** with us during events, in-person or online, to further promote your organization.

THE DATA

THE #1 SOURCE OF INFORMATION about the university among Dal alumni — 7 out of 10 readers say it strengthens their connection to the university.

QUALITY CONTENT: 70% of readers rate content as good to excellent — advertisers benefit by being in a publication that is well received.

HIGH ENGAGEMENT: 92% read some or most of the magazine: above industry average for a newsstand publication. 50% spend over 30 minutes with each issue and 63% keep the magazine for a month or more — excellent shelf life for an advertiser in today's media landscape.

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READERSHIP DEMOGRAPHICS

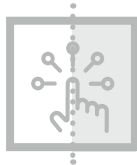


GEOGRAPHIC

Canada: **92.4%**, US **3.6%**, International **4.0%**

Atlantic Canada: **60.4%** of Canadian circulation

Halifax and surrounding areas: **31.7%** of Canadian circulation



AGE

	TOTAL
18 - 34	35.7%
35 - 49	32.8%
50 - 64	18.6%
65 +	12.9%

**OVER 107,000
UNIQUE READERS
EACH ISSUE!**

COMPETITIVE RATES

AD PLACEMENT	ONE ISSUE PRICE	FULL YEAR: TWO ISSUES (PRICE PER ISSUE)	TWO ISSUE DISCOUNT
Outside back	\$3,495	\$2,495	29%
Inside cover	\$2,995	\$2,295	23%
Full page	\$2,495	\$1,995	20%
1/2 page horizontal	\$1,295	\$995	23%
1/3 page square	\$995	\$795	20%

ALL ADVERTISING REVENUE HELPS TO SUBSIDIZE THE COST OF PRINTING AND DISTRIBUTION.

BOOKING CONTACT

Dalhousie Communications,
Marketing & Creative Services
AnnMarie MacKinnon
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AD DEADLINES

Fall/Winter '24	
Booking deadline	
Ad artwork deadline	
Magazine drop date	
Spring/Summer '25	
Booking deadline	
Ad artwork deadline	
Magazine drop date	

