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.

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 #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.
DAL MAGAZINE

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
<table>
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<th>18 – 34</th>
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OVER 107,000 UNIQUE READERS EACH ISSUE!

AD PLACEMENT

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<th>AD PLACEMENT</th>
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<th>FULL YEAR: TWO ISSUES (PRICE PER ISSUE)</th>
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ALL ADVERTISING REVENUE HELPS TO SUBSIDIZE THE COST OF PRINTING AND DISTRIBUTION.

BOOKING CONTACT
Dalhousie Communications, Marketing & Creative Services
Stefanie Wilson
dalmag@dal.ca

AD DEADLINES

FALL
- Booking deadline: 16 September 2022
- Ad artwork deadline: 22 September 2022
- Magazine drop date: December

SPRING
- Booking deadline: 18 March 2022
- Ad artwork deadline: 22 March 2022
- Magazine drop date: June