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INNOVATIVE. ENGAGING. AWARD-WINNING.

Concordia University Magazine and its companion publications are the premier sources for compelling news on research in next-generation fields such as preventative health care, consumer trends, cybersecurity, aerospace, energy efficiency, sustainability, art, design and much more. With the magazine's three issues of 64 or 72 pages per year, our readers connect with innovation at Concordia — and the world around them.



Circulation



Concordia University Magazine is published **twice per year, reaching up to:**



135,000 Households in Quebec



165,000 Households throughout Canada



180,000 Households worldwide



EDITORIAL DEPARTMENTS

Why advertise? Award-winning *Concordia University Magazine* reaches a critical mass of 177,000 highly educated readers. Our content is tailored to graduates whose interests reflect their own successes in industries as diverse as health care, sports management, information technology, marketing, entrepreneurship, media, engineering, design, investing, banking, art and beyond.



New@Concordia: Stories about the university's newest leaders, initiatives and research.

News Bites: An insider's guide to Concordia's achievements and exceptional alumni.

Features: Gripping insights on Concordia's research, discoveries and community.

Student Work: Entertaining and expertly delivered work by Concordia students.

The Campaign for Concordia: A spotlight on our generous community of donors.

Women and Leadership: A showcase of alumnae who fill the ranks of leadership positions across sectors.

Alumni Events: The latest in university and alumni events, webinars and news.

Alumni Updates: The lowdown on movers and shakers: from exhibitions to presidential appointments.

Kudos: Charting the rise of Concordia's most renowned alumni.

Words & Music: Unveiled literary and musical successes of Concordia's graduates.

First Person, Last Word: Offbeat and often moving life-affirming tales by Concordians.

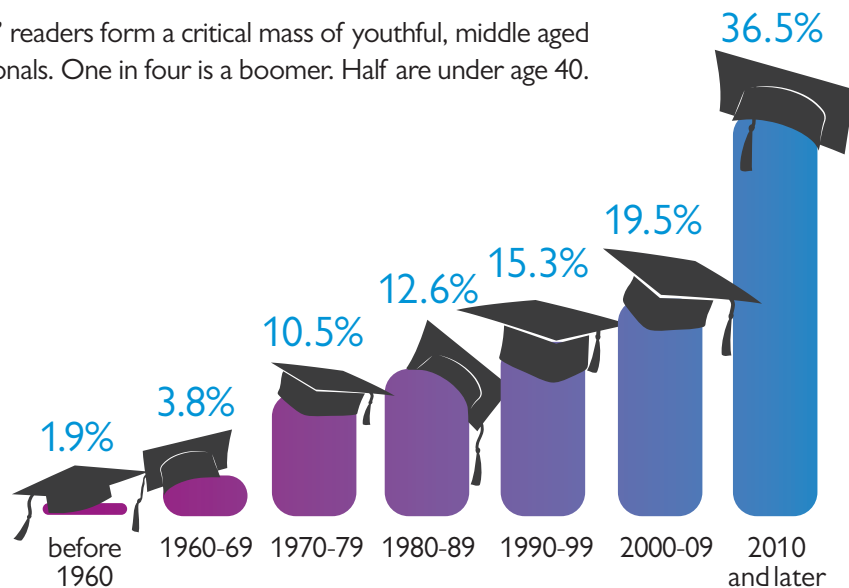
CONCORDIA

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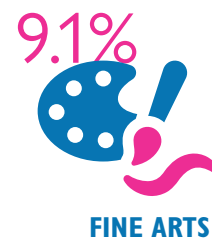
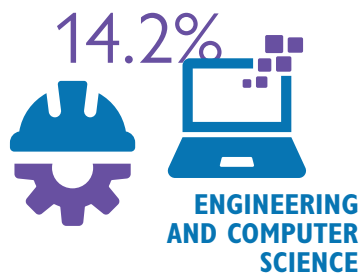
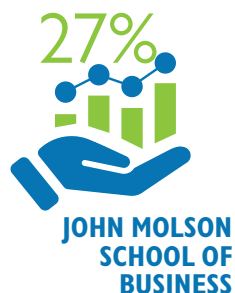
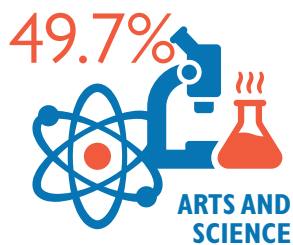
For information, please visit concordia.ca/magazine
To advertise, contact magazine@concordia.ca | 514-848-2424, ext. 3876

A U D I E N C E

Concordia publications' readers form a critical mass of youthful, middle aged and older professionals. One in four is a boomer. Half are under age 40.



Graduates of 500 programs in four faculties, our readers are affluent and worldly individuals who work in an astonishing diversity of fields.



Urban and urbane, our readers live in major cities throughout Canada and worldwide.

Percentage of *Concordia University Magazine* readers who live in...



EDITORIAL

Issue	Ad close	Ad copy	Mailing
Fall 2023	Sept. 8, 2023	Oct. 10, 2023	Nov. 2023
Spring 2024	Feb. 12, 2024	Mar. 15, 2024	May 2024
Fall 2024	Sept. 9, 2024	Oct. 4, 2024	Nov. 2024

ADVERTISING



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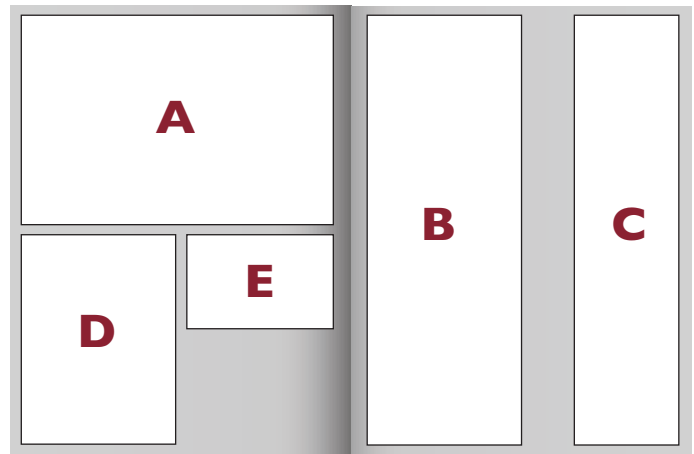
ADVERTISING RATES *

Position	Size (inches)	Single	One year	Two years
Back cover	8.125 X 10.75	\$4,500	\$4,200	\$3,900
Inside back cover	8.125 X 10.75	\$4,000	\$3,800	\$3,600
Inside front cover	8.125 X 10.75	\$4,000	\$3,800	\$3,600
Full page	8.125 X 10.75	\$3,800	\$3,600	\$3,400
A. 1/2 page horizontal	7.625 X 5	\$2,700	\$2,500	\$2,300
B. 1/2 page vertical	3.5 X 10.25	\$2,700	\$2,500	\$2,300
C. 1/3 page column	2.5 X 10.25	\$2,000	\$1,800	\$1,600
D. 1/4 page box	3.6875 X 5	\$1,700	\$1,500	\$1,275
E. 1/6 page card	3.5 X 2.25	\$1,000	\$925	\$850

*Price per issue, plus taxes where applicable.

INSERTS

Concordia University Magazine accepts one insert or outsert per edition. Prices are available upon request. Targeted deliveries to specific demographics are available on demand.



PRODUCTION SPECIFICATIONS

Digital file format only, all related elements and fonts included, ready for printing, no spot colour plates.

FILE TYPES

- Press-ready, high-resolution PDF (PDF/X-1a compliant)
- Crop marks offset at least 0.125"
- Collected Adobe InDesign file
- Adobe Illustrator file with all fonts converted to outlines
- Zip or Stuffit compression
- Further information on file formats available on request

Advertising terms and conditions

All non-editorial space is allocated on a user-pay basis. Advertisers will be charged as per this rate card. The publishers of *Concordia University Magazine* reserve the right to approve the content and design of all advertising submissions and reject an advertisement they deem inappropriate or unsuitable.

All artwork must be delivered by ad copy deadline.

All advertising is published upon the understanding that the advertiser and advertising agency assume full and complete responsibility and liability for all advertising material that is submitted, printed or published.

Cancellations

The publishers reserve the right to cancel an advertisement at any time. Neither the advertiser nor its agency may cancel or make changes to the order after the space reservation deadline.




CONCORDIA
UNIVERSITY MAGAZINE

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To advertise, contact magazine@concordia.ca | 514-848-2424, ext. 3876

ACCENT / CAPSTONE

ARE THE VIBRANT ELECTRONIC COMPANIONS TO CONCORDIA UNIVERSITY MAGAZINE.

ACCENT // Faculty of Arts and Science
September 2022



International campus index recognizes Concordia's progress on sustainability
The university receives high marks for performance in research and transportation, and its move to social and environmental impact investments.

'A gratifying way to leave a legacy'
Donor and grad Joel Lukaseider, BEng 92, honours parents with \$500,000 planned gift in engineering and chemistry.

Three-time grad Lillian Jackson among Concordia's first Black commerce alumnae
Long-time Science College administrator was one of just two women in her program in the early 1970s.


MentorConnect supports 30+ startups with \$2M gift from National Bank
The District 3 business mentoring program has seen major growth over the past year.

Meet the Shuffle fundraisers marching for climate justice
Concordia's Office of Sustainability leads a team raising awareness and funds for environmental action.

<MTL> CONNECTE LA SEMAINE NUMÉRIQUE 15 au 23 OCTOBRE

Sept. 28: Growing vegetables in space matters! Find out why from Ed Rosenthal, BA 74.

CAPSTONE // Gina Cody School of Engineering and Computer Science
July 2022



50 Under 50 Shaping Tomorrow
Meet the 2022 honorees and learn how their Concordia education enabled their journeys.

From stargazing to powering the future with fusion
Scientist Behrooz Alayan, BEng 80 credits Concordia for fostering his love of physics, lasers, and unlocking the universe's mysteries.

Sharing a vision for the next generation
Irad Mosenich, BEng 97, and Mark Hazio, BEng 04, pay it forward at their alma mater.


Informing innovation through experience
PhD student Cereniwa Albert-Ajayi, BEng 17, MASt 21, is the recipient of a Hydro-Québec Doctoral Scholarship.

Clean-tech solution by Concordia prof gets a green light for international commercialization
Maria Elektroczk's innovative process combines electricity with biology to reduce the environmental impact of wastewater treatment.

Uses of graphene oxide on microsystems
Aug. 3: A presentation by Anas Alazzam, PhD 13.

Neighbourly kindness inspires \$150,000 bequest to the Campaign for Concordia
Gift from the estate of Laura Krasonodubsky came about from friendship with a university staff member.

ACCENT // John Molson School of Business
August 2022



Mark your calendar, Homecoming 2022 is around the corner
SEPT. 14-17: Register for Queen Homecoming, the Loyola Model Homecoming and more!

OPINION: Transitioning economy? Expand experiential learning
Concordia President Graham Carr explains how the university is preparing students.

Ned Goodman (1937-2022): a trailblazer in business education
"We must all be on a program of perpetual learning," he once said.

This Concordia is merging science and business
Julie Wilton, MBA 08, explains how the university's program offers the "holistic package".


Here's how a grad is making wellness expertise more accessible
The pandemic underscored a need Michelle Veles, BComm 04, was already leaning into.

Alumna helps major cities learn what models to use to meet climate goals
Meet Andrea Fernandez, BComm 05, managing director at C40 Cities.

'It is important to collaborate as one global community'
Hana Kieba, BComm 17, supports youth and communities around the world.

MONTRÉAL GAZETTE Traded news that matters to you and your city \$3.50 WEEKLY (plus GST) MONTRÉAL.COM

CAPSTONE // Gina Cody School of Engineering and Computer Science
July 2022



\$1.5M expands creative arts therapies at Concordia's Faculty of Fine Arts
Programs for youth and adults with neurodiversity and developmental challenges to be strengthened by gifts from the Fondation Sandra et Alain Bouchard et Fondation Famille Mongeau.

Meet alumna and donor Sandra Chartrand, BA 88
Learn about her \$1M gift from Fondation Sandra et Alain Bouchard that will benefit our students and our community.

Hear why leaders of Fondation Famille Mongeau gave \$500,000 to Concordia
Donors support children in foster care and new Concordia Arts in Health Centre.

Montreal-based family foundations help propel key programs for the community
Lino A. Saputo, Campaign for Concordia co-chair, thanks donors for major gifts to creative arts therapies.

New memorial fund honours Jean-Marc Vallée
The famed director inspired Concordia film students and alumni weeks before his death.

\$200,000 from Grace Dart Foundation for Centre for Research on Aging

Packed with engaging alumni-centric news and events, including dynamic videos and podcasts, *Accent/Capstone* are compelling mixed-media e-newsletters. Every month, the newsletters offer a roundup of news, features and events delivered to the inboxes of 100,000 alumni subscribers: *Accent* newsletters for Concordia alumni from the Faculty of Arts and Science, Faculty of Fine Arts and John Molson School of Business, and parents, donors and others; and *Capstone* for graduates of the Gina Cody School of Engineering and Computer Science..



Circulation

100,000 email subscribers per month



Social media support

Six major social media platforms help regularly promote our publications.



Receive a
10% DISCOUNT
when you purchase space in both
Accent/Capstone and *Concordia University Magazine*.

ACCENT/CAPSTONE ADVERTISING RATES*

Banner ad: SHORT
768px by 96px

Advertisement



How gifts from donors improve the student experience
Supporting Concordia helps enrich services, research, activities and more

Banner ad: TALL
768px by 192px

Advertisement

July events

July 7

[10 tips to navigate workplace politics](#)

July 15

[FUTURE OF: Fashion X Media](#)

July 22

[Boundaries Bootcamp](#)

HERO
768px by 384px

\$500 per ad, per issue

SPECIFICATIONS

Mobile-responsive ad:

Ad size indicates placement (see image)

Sizes

768px by 96px – SHORT

768px by 192px – TALL

768px by 384px – HERO

- can include animation (.gif)
- advertiser must provide alternate text for accessibility and blocked
- 1 target link

Terms and conditions

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* Plus taxes

ACCENT/CAPSTONE alumni e-newsletter

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WHY CONCORDIA?

[Concordia](#) is a next-generation university, continually reimagining the future of higher education. Established in 1974, Concordia is located in vibrant and multicultural Montreal, North America's favourite student city. Its two campuses are situated in Tiohtià:ke/Montreal, on the traditional lands and waters of the Kanien'kehá:ka Nation. Concordia is the [top-ranked university in North America founded within the last 50 years](#) and among the most innovative in its approach to experiential learning and cross-functional research.

The university annually registers 51,250 diverse and engaged students in its [Faculty of Arts and Science](#), [John Molson School of Business](#), [Gina Cody School of Engineering and Computer Science](#) and [Faculty of Fine Arts](#), and in [Concordia Continuing Education](#). The university employs more than 6,700 faculty and staff and has over 253,000 alumni worldwide. The university annually secures nearly \$61.9 million in sponsored research income.

Concordia's [strategic directions](#) set out a vision for the future and exemplify a daring and transformative outlook to some of the most important issues of our time. The university strives to be forward-looking, agile and responsive while remaining deeply rooted in the community and globally networked.

About 75 per cent of Concordia's courses have fewer than 60 students. Its student body includes over 36,400 undergraduate students and 9,600 graduate students in over 200 grad programs, more than 10,000 international students from some 150 countries and 3,000-plus co-op students. Concordia maintains formal ties with 181 institutions in 39 countries.

Concordia is committed to decolonization and Indigenization and being sustainably responsible.

For more information, visit concordia.ca.

THE CAMPAIGN FOR CONCORDIA: NEXT-GEN. NOW.

Concordia is leading its most ambitious fundraising effort ever (concordia.ca/campaign).

The campaign supports nine strategic directions that advance Concordia's role as Canada's next-generation university (concordia.ca/directions). With co-chairs Gina Cody, MEng 81, PhD 89, Andrew Molson and Lino A. Saputo, BA 89, volunteer leaders across Canada, the United States and Asia are helping to drive this major initiative. The Campaign for Concordia will culminate in 2024-25, the year of Concordia's 50th anniversary.



- Learn how Concordia's most ambitious campaign to date will empower tomorrow's leaders: [**concordia.ca/campaign**](https://concordia.ca/campaign).
- Discover what Concordia achieved first in Montreal, Quebec, Canada and the world: [**concordia.ca/concordiafirsts**](https://concordia.ca/concordiafirsts).