



# CAREERING | 2019 By/Par CERIC | MEDIA KIT

**A resource publication that reaches over 7,000 career development professionals across Canada.**

CERIC is a charitable organization that advances education and research in career counselling and career development, in order to increase the economic and social well-being of Canadians.



# CERIC

Advancing  
Career  
Development  
in Canada

Promouvoir  
le développement  
de carrière  
au Canada

December 1, 2017

CERIC is pleased to partner with the award-winning Market Zone Productions Ltd. to produce its flagship publication, *Careering*, Canada's Magazine for Career Development Professionals.

In the years since the magazine's launch, *Careering* has become essential reading for thousands of professionals who turn to it for the latest career counselling and development theories, practices and resources in Canada.

Canada's career professionals value the bilingual magazine (in both its print and digital formats) as a high-quality publication with timely and relevant content that meets their needs.

*Careering's* continued success is due to the editorial content contributed by respected experts in the career development field and high-profile Canadians, as well as the advertisers whose collaboration helps make the magazine possible.

We encourage Canada's education, training and career communities to lend their ongoing support to this worthwhile initiative.

Sincerely,

Riz Ibrahim  
Executive Director

**CERIC** is a charitable organization that advances education and research in career counselling and career development.

Le **CERIC** est un organisme caritatif voué à la progression de l'éducation et de la recherche en matière d'orientation professionnelle et développement de carrière.

CANNEXUS

CAREERWISE  
ORIENTATION

CAREERING

SUMMERSKILLS

CANADIAN  
JOURNAL OF  
CAREER  
DEVELOPMENT

REVUE  
CANADIENNE DE  
DÉVELOPPEMENT  
DE CARRIÈRE

GRADUATE  
STUDENT  
ENGAGEMENT  
PROGRAM

PROGRAMME DE  
MOBILISATION  
DES ÉTUDIANTS AUX  
CYCLES SUPÉRIEURS

“ Thank you! There are some really great articles that will help all career service workers understand the challenges of their clients with a fresh perspective. ”

— Neasa Martin, Neasa Martin & Associates

“ This is a great magazine and recommended reading to all our staff! ”

— Wendy Lau, CEO, Leads Employment Services

“ What a wealth of information for career practitioners. Keep up the good work!! ”

— Patty Watt, Client Service Consultant, Saskatchewan Ministry of the Economy

“ Reading my *Careering* magazine via @ceric\_ca & LOVING every page of it! Great material, articles, guides & resources. ThankYou. ”

— @EdwynnaCES, Sheridan College Student Affairs



## National distribution: over 7,000\* print and 8,200 electronic copies

*Careering* magazine is the official publication of CERIC. Produced triannually, this resource publication reaches CERIC stakeholders - career development professionals across Canada who on a daily basis, assist individuals with their career choices and educational training options.

## Newsstand quality design & must-read content

Designed to engage and inform career service professionals, *Careering* magazine provides analysis and reflection of the latest counselling and career development theories, practices and resources in Canada. Between its covers you will discover timely and relevant information that will serve to educate and inspire the reader.

## Maximum value exposure

CERIC's stakeholders are instrumental in advising Canadians about career opportunities, education, training options and career development strategies. *Careering* magazine offers you an excellent opportunity to showcase your organization to this influential audience.

## Environmentally conscious

*Careering* magazine is published using state-of-the-art, environmentally sound production processes and prints on certified recycled paper. Each issue of the magazine is replicated in a fully interactive digital format, which is distributed to an audience of career services professionals across Canada.

## Bilingual content

Spanning the nation, with an audience of both English and French subscribers, each issue of *Careering* dedicates approximately 30% of its overall editorial to French content.

\* includes 400 bulk copies

## Contact:

Trevor Shirliff, Account Executive

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Tel: 1-888-634-5556 x100

Fax: 204-515-1185

Market Zone Productions Ltd.

177 McDermot Avenue, Suite 200

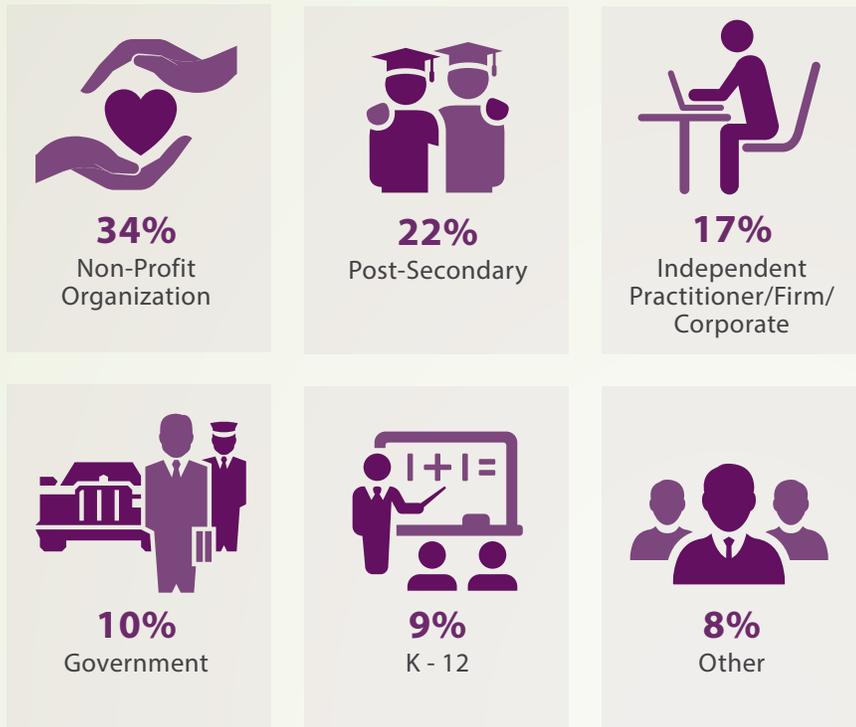
Winnipeg, Manitoba R3B 0S1

[www.marketzone.ca](http://www.marketzone.ca)

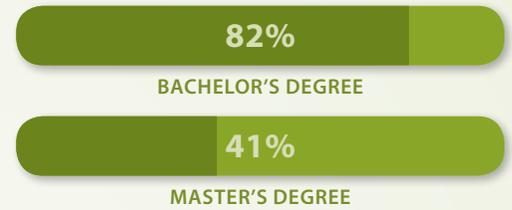


# Careering Magazine Readership Profile

## Audience by Sector



## Education Level



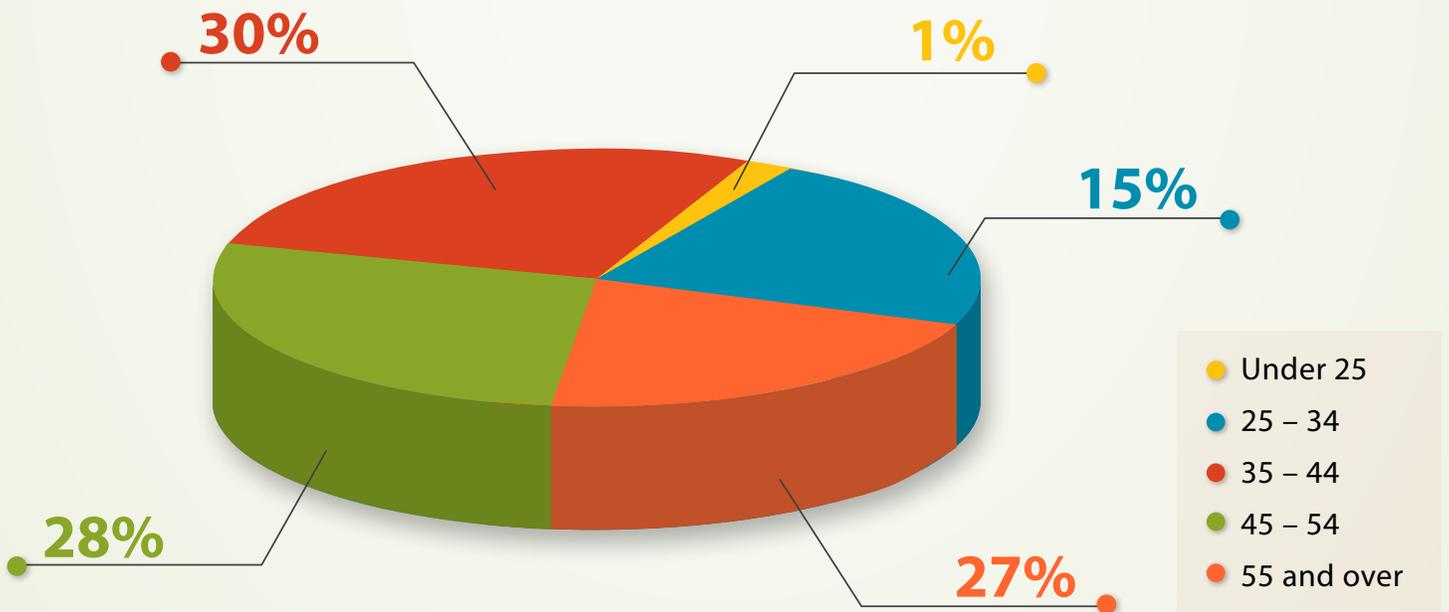
**82%** have completed a **Bachelor's degree**

**41%** have completed a **Master's degree**

### Areas most frequently studied:

Counselling, psychology, career development, education, organizational behaviour, human resources and social work

## Audience by Age



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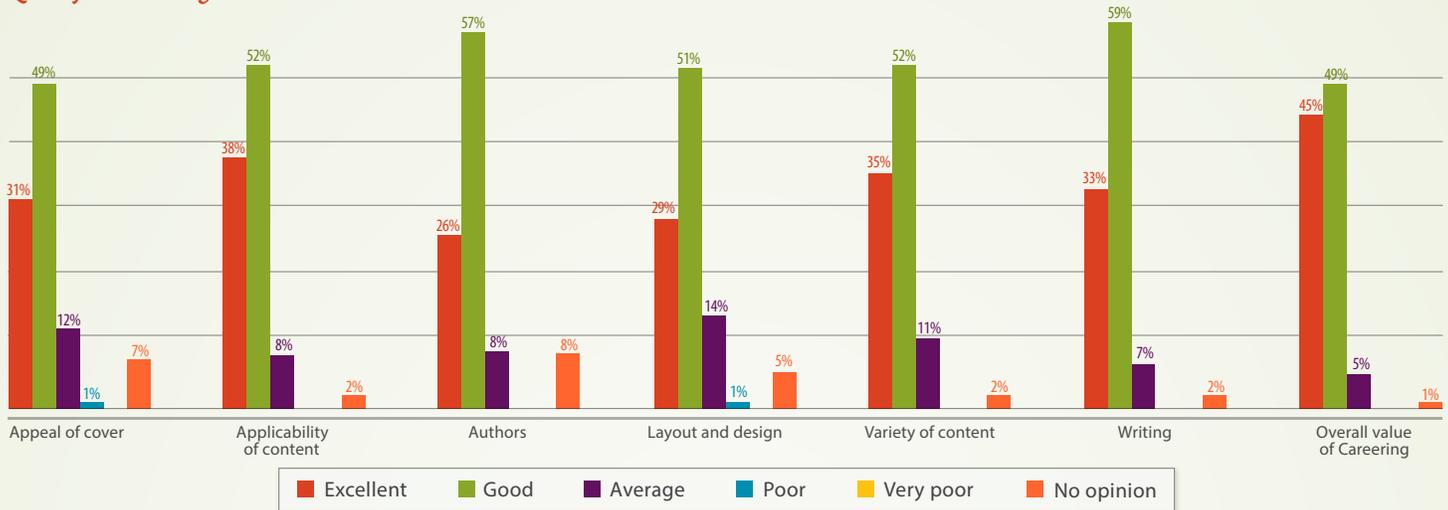
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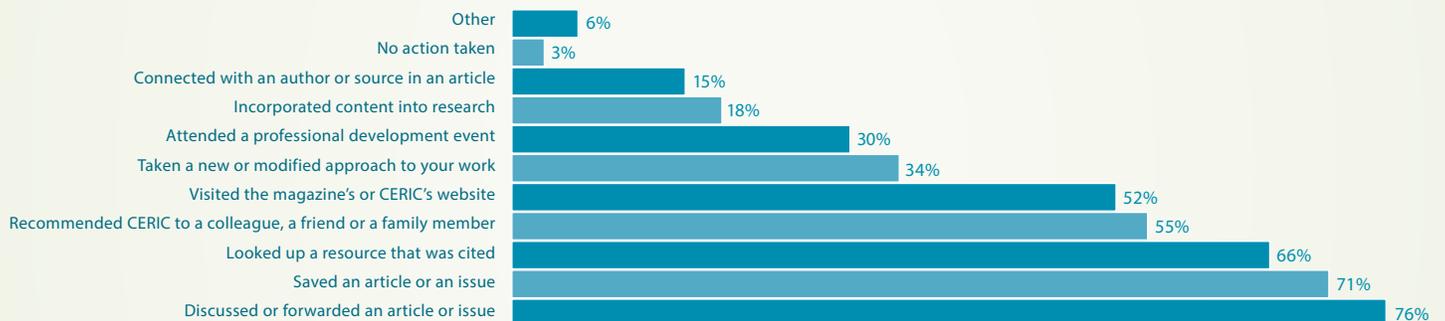
# Some Results from a Recent Reader Survey

September 2017

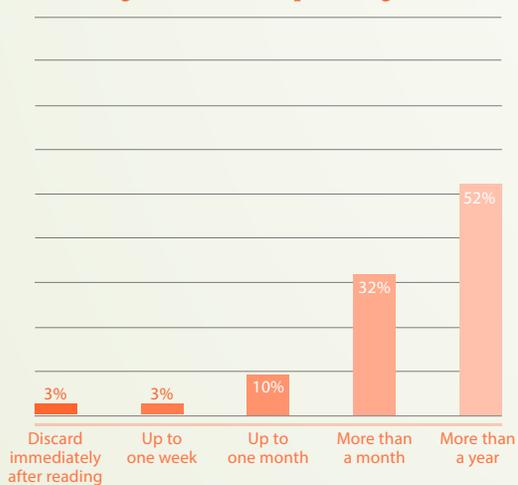
## Quality of *Careering*



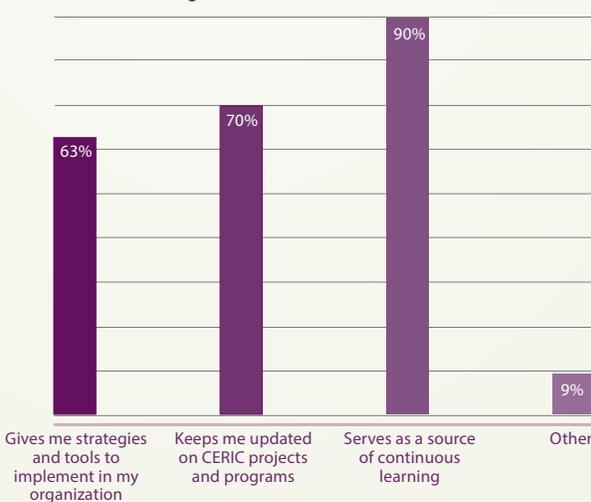
## Actions taken after reading *Careering*



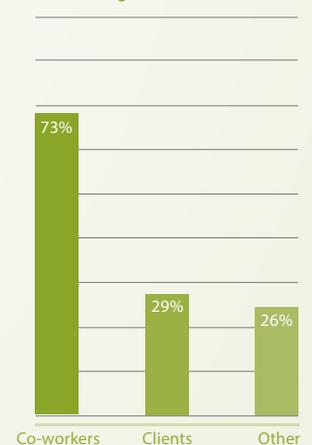
## How long our readers keep the magazine



## How *Careering* benefits our readers



## *Careering* is shared with...



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Net full-colour rates per issue	1X	2X	3X
Double Page Spread	\$3,900.00	\$3,600.00	\$3,300.00
Outside Back Cover	\$3,000.00	\$2,800.00	\$2,600.00
Inside Front Cover	\$2,700.00	\$2,475.00	\$2,250.00
Opposite Inside Front Cover (page 3)	\$2,700.00	\$2,475.00	\$2,250.00
Opposite Table of Contents	\$2,700.00	\$2,475.00	\$2,250.00
Inside Back Cover	\$2,550.00	\$2,325.00	\$2,100.00
<b>PRIME POSITIONS ALLOTTED ON A FIRST-COME FIRST-SERVED BASIS</b>			
Full Page	\$2,450.00	\$2,175.00	\$1,950.00
2/3 Page	\$1,800.00	\$1,650.00	\$1,450.00
1/2 Page Island	\$1,600.00	\$1,450.00	\$1,250.00
1/2 Page	\$1,350.00	\$1,225.00	\$1,100.00
1/3 Page	\$950.00	\$850.00	\$750.00
1/4 Page	\$750.00	\$675.00	\$600.00
1/6 Page	\$600.00	\$540.00	\$480.00
<b>SPECIAL REQUEST AD PLACEMENTS ALLOTTED ON A FIRST-COME FIRST-SERVED BASIS</b>			

## Direct mail / outsert opportunities

Showcase your organization by including a unique direct mail or promotional piece within the protective poly bag that *Careering* magazine is mailed in. Distribute multi-page promotional materials or DVDs that contain in-depth information about your organization and what it has to offer to Canada's mature student population. This flexible option enables the advertiser to communicate larger amounts of information and geo-target it to the specific regions of the country that they want to reach!

## Production Schedule

Issue	Distribution Date	Materials Deadline
<b>Spring / Summer</b>	May 31, 2019	May 16, 2019
<b>Fall</b>	October 4, 2019	September 13, 2019
<b>Winter</b> <span style="border: 1px solid black; border-radius: 10px; padding: 2px;">Conference Issue Bonus Circulation</span>	January 26, 2019	January 14, 2019



## The digital edition of Careering

As a sustainable alternative to the print copy of *Careering*, each issue is available in a digital format. This high-end, fully interactive format is delivered electronically to over 8,200 career development professionals across Canada. In today's society, this eco-friendly publication is proving to be the preferred format for a growing number of magazine readers.

Placing your advertisement in the print version of *Careering* will automatically ensure you're a part of the e-mag in which all ads are hyperlinked, allowing readers direct access to your website.

### Digital advertising options/rates

Integration of video clips, exclusive

Sponsorship positions, vertical banner, rotating

Sponsorship positions, horizontal banner, rotating

Integration of flash elements

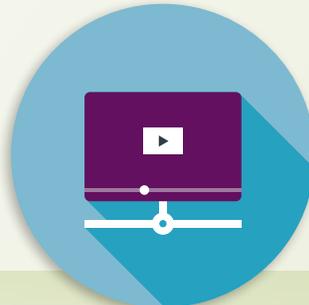
### Per issue

\$200 per minute – minimum charge of \$600  
(320 pixels w X 120 pixels h, FLV format)

\$400 per spot (120 pixels w X 600 pixels h)

\$400 per spot (468 pixels w X 60 pixels h)

\$100 per element



View issue archives here: [www.marketzone.ca/cer-archives/](http://www.marketzone.ca/cer-archives/)

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# Technical specifications

## Specifications

*Careering* is printed to superior offset printing standards on quality certified recycled stock, saddle stitched and trimmed to 8.5" x 11" dimensions.

## Artwork requirements

For optimum reproduction all digital colour files should be supplied in CMYK mode at 300 dpi resolution. Grayscale artwork should be provided at 300 dpi, and line art should be at 600 dpi.

Accepted file formats are high-resolution PDF, EPS, TIFF or JPEG.

All fonts should be embedded in the file.

## Upload instructions

Upload your press-ready material or your high-resolution images and logos as well as desired text to:

<https://dropbox.hightail.com/file-and-document-upload>

Please name your files as your business name.

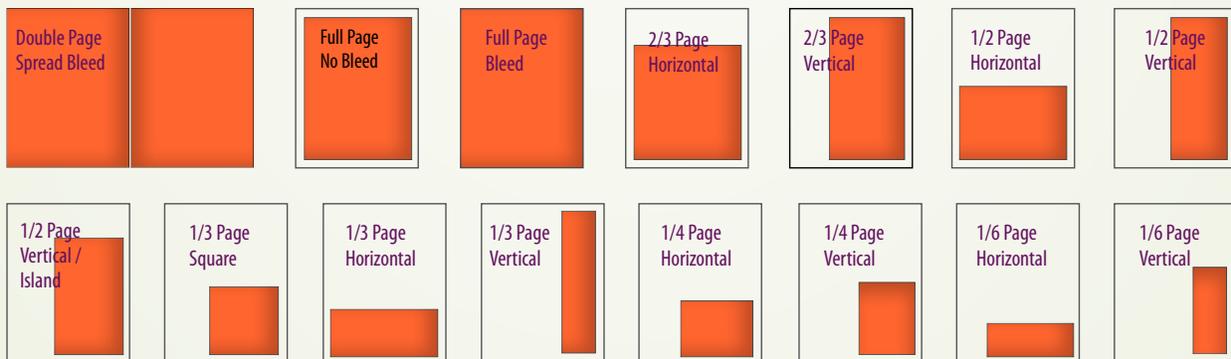
## Design services

The publisher offers professional ad design and printing services for magazine and direct mail advertisers.

**Magazine Dimensions:** Trim size: 8.5" x 11" Live area: 8" x 10.5"



Size	Width	Height	Size	Width	Height
Double Page Spread Bleed	17.25"	11.25"	1/3 Page Square	4.583"	4.583"
Full Page No Bleed	7"	9.5"	1/3 Page Horizontal	7"	3"
Full Page Bleed	8.75"	11.25"	1/3 Page Vertical	2.21"	9.5"
2/3 Page Horizontal	7"	6.333"	1/4 Page Horizontal	4.556"	3.416"
2/3 Page Vertical	4.639"	9.5"	1/4 Page Vertical	3.416"	4.556"
1/2 Page Horizontal	7"	4.556"	1/6 Page Horizontal	4.556"	2.21"
1/2 Page Vertical	3.416"	9.5"	1/6 Page Vertical	2.21"	4.556"
1/2 Page Vertical Island	4.583"	7"			



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Are you looking to share your customized piece with a targeted audience?

# Let us “address” your direct-mail piece!

Showcase your organization or product by outserting your brochure, poster, DVD or other unique promotional piece within the protective polybag that *Careering* magazine is mailed in; either nationally, or more specifically to a defined, geographic region that you are targeting.

Distribute multi-page promotional pieces and cost-effectively communicate a greater amount of information to your customers that typically could be done with a conventional magazine display ad. Also, by taking advantage of this service, you will reduce internal mail preparation time and expenses plus the associated postage costs of a direct mailing. Our distribution lists are current and regularly maintained so that you are guaranteed delivery to the individuals you wish to reach.

You invest a lot of time and money tailoring your products to meet the needs of your clients ~ Market Zone Productions realizes the importance of ensuring your marketing piece reaches its intended recipient.

Ask your account executive for a quote on your customized mailing!

## Canadian Distribution by Province:\*



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