



2019
MEDIA KIT

Professionally Speaking

3

Pour parler profession



**Ontario
College of
Teachers**

Setting the
Standard for
Great Teaching





Editor's Note

When you advertise in *Professionally Speaking*, you are connecting with over 230,000 teachers across the province. Ontario Certified Teachers are influencers and decision-makers. They have strong purchasing power that spans both the educational and consumer markets.

Professionally Speaking is also circulated to more readers than other education magazines — and our readers have a higher household income compared to top consumer and business publications. Advertising

in *Professionally Speaking* leaves a lasting impression: our 2018 reader survey tells us that the majority of our readers continue to retain the magazine for an extended period of time.

Our award-winning magazine provides a forum for discussion of issues relevant to the future of teaching and learning, teachers' professional learning and standards of practice. Through surveys, our readers have indicated that they are looking for practical information, resources and strategies that they can use in their classrooms. As such, the magazine also provides service-style journalism, as well as deeper reads on issues affecting the profession.

The professional quality of our writing and design earns us international recognition each year. In 2018, *Professionally Speaking* was one of only six publications to receive four or more awards in the Tabbie Awards, presented by TABPI (Trade Association Business Publications International), which recognizes excellence in trade, association and business magazines worldwide. This year, we took home five honours.

We continue to build on our success by listening and responding to our audience's needs. We consulted our readers through an online survey and focus groups, and they identified a need to streamline *Professionally Speaking* to enhance the reader experience.

The result of those consultations includes a redesigned magazine, launched in December 2018, as part of a larger College-wide brand refresh. We've introduced a new font, more white space, easier navigation and shorter articles. These changes — and more — are part of our proactive and ongoing efforts to better connect with our readers. We're confident that *Professionally Speaking*'s new design and compelling content will go a long way in helping you engage your target market.

K. Doucet

Kristin Doucet
Managing Editor

Professionally Speaking, the official publication of the Ontario College of Teachers, is home delivered to **every teacher, vice-principal and principal in Ontario.**

Canada's
#1
Education Magazine

232,314*

Circulation (English & French)

2.34**

Readers per copy

4

Issues per year

543,614

Total audience

We are an

Award-Winning magazine

2018 TABBIE AWARDS

Top 25

Best Single Issue

Top 25

Feature Article

BRONZE

Best Design of an opening Spread

Honourable Mentions: Best Department and Best Profile

Highly engaged and influential

Our audience is worth reaching: *Professionally Speaking* readers are highly educated professionals with strong purchasing power that spans both the educational and consumer markets.

Our readers find value in *Professionally Speaking*

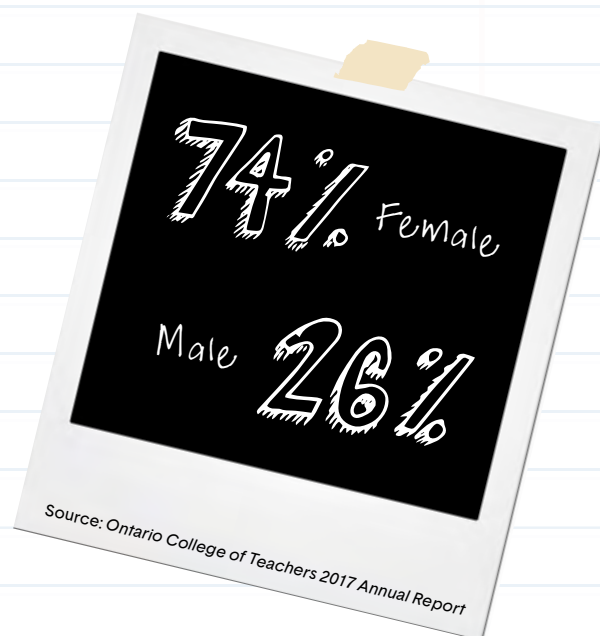
89% have a bachelor degree or higher*

98% are satisfied with the content

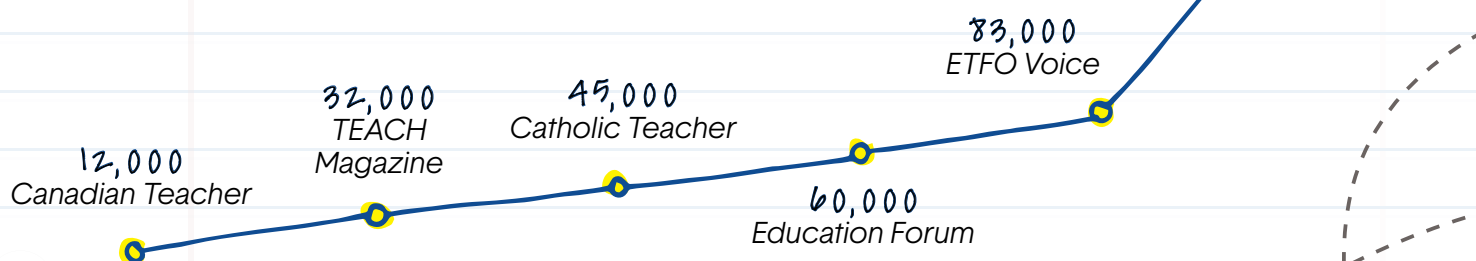
74% read up to four issues

89% spend 30-60 minutes reading the magazine**

Sources: *Vividata, Summer 2018; ***Professionally Speaking*, 2018 Reader Survey



Professionally Speaking is circulated to more readers than other education publications.



Sources: *Canadian Teacher*, 2018 rate card; *TEACH Magazine*, 2017/18 media kit; *Catholic Teacher*, 2018/19 media kit; *Education Forum*, 2017 rate card; *ETFO Voice Magazine*, 2018 rate card; *Professionally Speaking*, CCAB March 2018.



Purchasing power

outside of the classroom

Professionally Speaking
reaches more readers than
leading parenting magazines!

Professionally Speaking
232,314

Today's Parent - 85,731
Parents Canada (digital) - 82,000

Sources: Professionally Speaking, CCAB March 2018; Today's Parent, AAM December 2017;
ParentsCanada digital, Publisher's Claim May 2018.

Our readers have a
higher household income
when compared to leading
consumer and business publications:

Professionally Speaking
\$105,707

Macleans - \$93,116
Canadian Business - \$92,849
Canadian Living - \$86,017
Chatelaine - \$82,125*



OUR READERS

- 82% own their home *
- 64% have children living at home *
- 96% shop online **
- 78% own a tablet **

LEISURE TIME

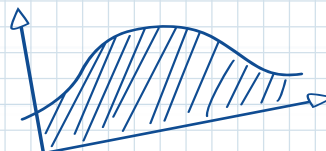
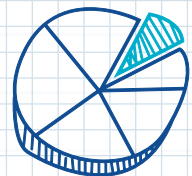
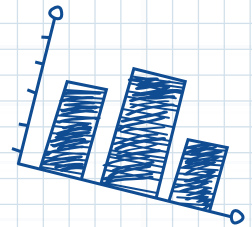
- 98% read **
- 97% entertain at home **
- 95% watch movies at home **
- 83% attend live musical performances,
live-theatre or opera **

Sources: *Vividata, Summer 2018;
**Professionally Speaking, 2018 Reader Survey

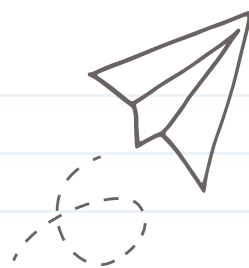
On average our readers charge

\$1,587

each month on their credit cards.*



Purchasers and planners in the classroom



98% find our content valuable
to their work as a teacher*

82% find our magazine useful
for ideas in the classroom*

90% find *Professionally Speaking* useful for information
on educational products and services*

89%
spend up to
60 minutes per week
reading print magazines*



Ongoing professional learning is important to our
readership. In 2017 Ontario Certified Teachers took

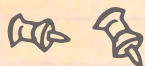
→ **31,348** Additional qualification
courses (AAs)**



Top 5 items teachers purchase



Books



Office Supplies



Writing Utensils



Writing Paper



Art Supplies*

Be in front of teachers as they make purchasing decisions.

Total government investment in Ontario schools is

22.9 BILLION*

82%

find Professionally Speaking useful for information on education products & services**

Teachers make purchasing decisions for over

2,006,700 students.*

FUNDRAISING

80%

of Ontario teachers are involved in fundraising.**

FIELD TRIPS

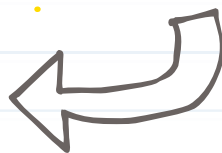
Teachers plan field trips in advance; **now is the time to advertise** your field trip venue and services.

83%

plan up to three trips per year

58%

plan up to six months ahead ***



Sources: Ontario Ministry of Education, 2016-17 Facts; **Professionally Speaking, 2018 Reader Survey; *** Professionally Speaking, 2013 Reader Survey



Engagé

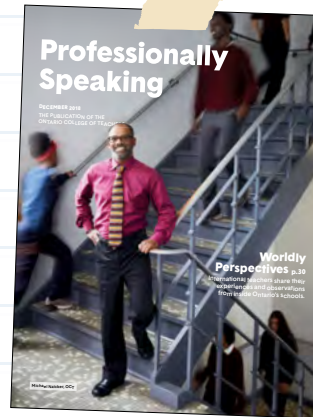
your target audience
with our different options

PRINT ADVERTISING

Professionally Speaking
Pour Parler Profession

**Home-delivered to EVERY teacher,
vice-principal and principal in Ontario.**

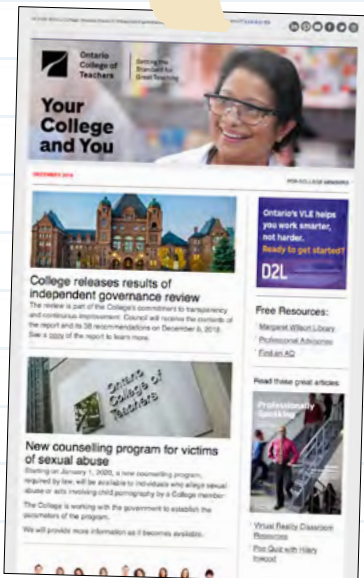
Multiple advertising solutions including
Inserts/Outserts and Cover Wraps



E-NEWSLETTER

Your College and You

The College's official newsletter
is delivered directly to the inboxes
of Ontario teachers, vice-principals
and principals.



210,900

English

13,284

French

Advertising Sales:

DOVETAIL COMMUNICATIONS

Dovetail Communications Inc.
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Published by



**Ontario
College of
Teachers**

Setting the
Standard for
Great Teaching

Professionally Speaking is the official publication of the Ontario College of Teachers. The College is the licensing body for all Ontario Certified Teachers (OCTs) who work in elementary and secondary public, catholic, French and private schools.

Established in 1997, the College regulates the teaching profession in Ontario and promotes excellence in teaching by setting and maintaining the highest standards in professional learning, classroom practice and ethical conduct.



Professionally Speaking is CCAB audited and Vividata measured