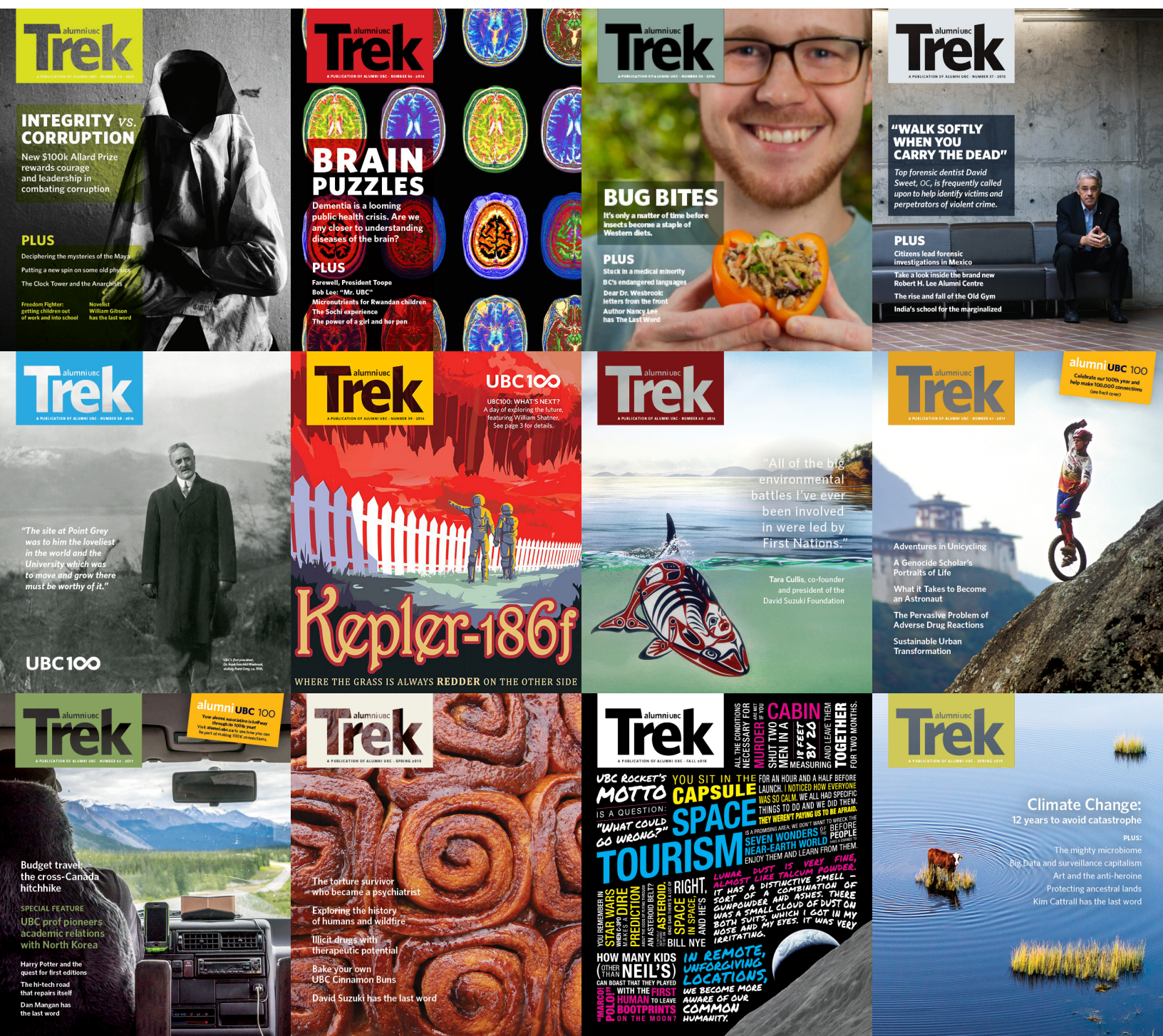
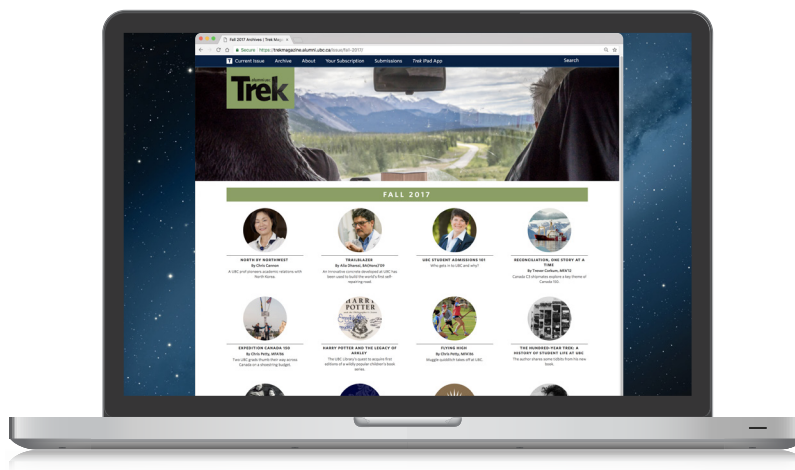


In your community and in the lives of students and alumni.

You are helping foster dialogue that advances society.



Trek Magazine is published twice per year and reaches 190,000 UBC graduates and friends of the university. An online version, *Trek Online*, is offered concurrently, with two additional online editions in the summer and winter. *Trek Online* reaches more than 145,000 UBC alumni.



Advertising dollars are invested back into *alumni UBC's* programs and services. Your business supports:

- Students! Together we are creating career development programs, online resources and mentorship opportunities
- Professional development opportunities for alumni via our ever-expanding career programming
- Community education and dialogue events on campus and around the globe
- Connections for alumni living abroad, helping them feel a sense of community, achieved through advisory council positions, volunteer opportunities and events
- Content. *Trek* Magazine relies on advertising dollars to provide award-winning, thought provoking, and inspiring content to hundreds of thousands of readers every year, both in print and online.

TREK MAGAZINE

Lower Mainland	116,617	Total Rest of Canada	24,648
Rest of BC (excluding Lower Mainland)	30,221	US	9,553
Campus drops & special mailings	500	International	10,357
Total BC circulation	147,338	Total Circulation (based on Spring 2019)	191,896

TOP 10 CITIES - DISTRIBUTION

Vancouver	50,534
Richmond	12,390
Burnaby	10,004
Surrey	9,969
North Vancouver	7,842
Kelowna	5,336
Victoria	4,809
Calgary	4,484
Coquitlam	4,257
Delta	3,964

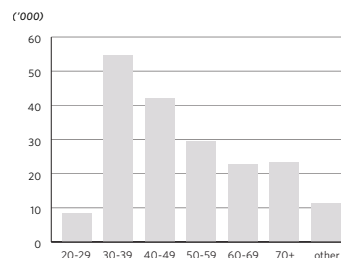
TOP 10 COUNTRIES - DISTRIBUTION

Canada	171,486
United States	9,553
Hong Kong	2,333
China	1,186
United Kingdom	997
Japan	557
Australia	473
Singapore	431
Taiwan	349
South Korea	344

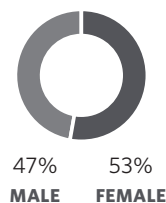
FACULTY BREAKDOWN

Arts	47,845
Applied Science	23,770
Business	22,347
Dentistry	2,211
Law	6,767
Education	30,077
Forestry	3,419
LFS	5,528
PharmSci	3,655
Science	23,902
UBCO	11,146
Medicine	9,937
Other	792
TOTAL	191396

AGE BREAKDOWN



GENDER BREAKDOWN



AUDIENCE + REACH

TREK E-BLAST

Lower Mainland	104,837	Total Rest of Canada	19,760
BC	126,332	US	7,398
Rest of BC (excluding Lower Mainland)	21,495	International	7,789
		Unknown	16,475
Total BC circulation	120,019	Total Circulation	178,200

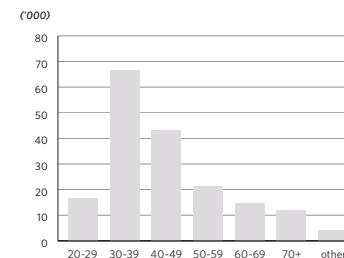
TOP 10 CITIES - DISTRIBUTION

Vancouver	49,994
Richmond	11,429
Burnaby	8,669
Surrey	8,141
North Vancouver	6,351
Kelowna	5,239
Calgary	3,709
Coquitlam	3,635
Victoria	3,253
Delta	3,033

TOP 10 COUNTRIES - DISTRIBUTION

Canada	146,092
United States	7,398
Hong Kong	2,191
China	1,325
United Kingdom	795
Japan	502
Singapore	403
Australia	336
South Korea	323
Taiwan	292

AGE BREAKDOWN



TREK ONLINE

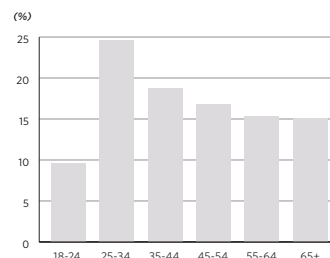
TOP 10 CITIES - VISITORS

Vancouver	22.95%
Toronto	3.49%
Burnaby	3.35%
Richmond	3.26%
Surrey	3.09%
Calgary	2.30%
Kelowna	1.78%
North Vancouver	1.72%
Victoria	1.67%
West Vancouver	1.33%

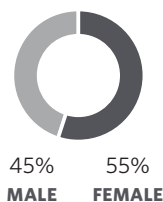
TOP 10 COUNTRIES - VISITORS

Canada	70.38%
USA	13.92%
UK	1.86%
Australia	1.61%
Hong Kong	1.04%
India	1.03%
Philippines	0.88%
Germany	0.56%
Japan	0.54%
Mexico	0.44%

AGE BREAKDOWN



GENDER BREAKDOWN



46,706 VISITORS
84,480 PAGE VIEWS



DEADLINES + AWARDS

BOOKING/ARTWORK DEADLINES

Trek

ISSUE

Spring 2020
Fall 2020

AD CLOSES

March 30
September 14

MATERIAL DUE

April 13
September 28

DISTRIBUTION

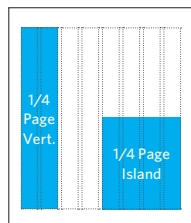
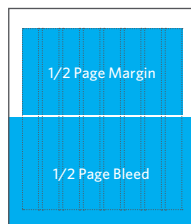
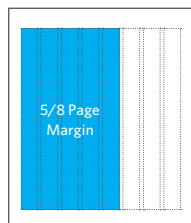
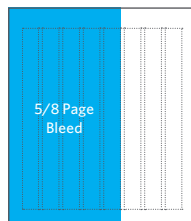
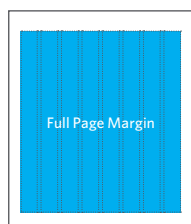
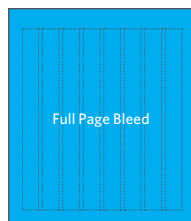
May 18
November 2

Trek Online

ISSUE

Winter 2020
Spring 2020
Summer 2020
Fall 2020

Not available this year
Dates to be confirmed
Dates to be confirmed
Dates to be confirmed



ADVERTISING SPECIFICATIONS

	INCHES WIDE	INCHES DEEP
Full Page Bleed*	9.125	10.75
Full Page Margin	7.8125	8.875
5/8 Page Bleed*	5.4375	10.75
5/8 Page Margin	4.8125	8.875
1/2 Page Bleed*	9.125	5.375
1/2 Page Margin	7.8125	4.375
1/4 Page Vertical	1.8125	8.875
1/4 Page Island	3.8125	4.375

The trim size of the magazine is 9.125" x 10.75"

ADVERTISING RATES

SIZE	
Double Page Spread	\$8,800
Full Page	\$4,800
5/8	\$3,800
1/2	\$3,000
1/4	\$2,200

COVERS

IBC	\$5,500
OBC	\$6,000

ARTWORK REQUIREMENTS

Ads may be supplied electronically as PDF (PDF/x-1a) or EPS (with all fonts embedded or converted to outlines).

All ads are full-colour. Artwork must only use CMYK colours. If RGB, spot or Pantone colours are used, they will be automatically converted to CMYK (some colour shifting may occur).

All images should be coloured correctly and be 300 dpi resolution at their final size.

All copy should be 0.5" away from all edges for bleed ads.

For all bleed edges, please add 0.125".

Do not save artwork with crop marks and extraneous content.

This includes full bleed ads.

Inserts: Specifications and rates on request.

Copy approval: Advertising and editorial are independent.

No special editorial consideration is implied in the sales agreement.

Terms of payment: 30 days net. Interest charges on unpaid accounts are 2% per month.

Liability of error: The maximum liability of Trek in the event of any error is limited to the ad space rate for that issue.



TREK E-BLAST ADVERTISING SPECS AND RATES

Ad placement includes positioning in the *Trek* Online e-blast, as well as rotating presence on the *Trek* Online website for the duration of the issue (3 months).

ADVERTISING SPECIFICATIONS

	WIDTH	HEIGHT
Banner	620px	160px
Big Box	300px	250px

ADVERTISING RATES

SIZE	
Banner	\$700
Big Box	\$700

DIGITAL SPECIFICATIONS

Accepted ad formats: .jpeg, .gif or .png
Maximum file size: 150kb

