

RYERSON REVIEW OF JOURNALISM

CANADA'S AWARD-WINNING MAGAZINE ABOUT JOURNALISM

The *Ryerson Review of Journalism* is read by the country's most influential media decision-makers – publishers, managing editors, writers, producers and broadcasters – and regularly sells out on newsstands. Your message in the Review will reach the leaders in publishing and journalism across Canada.

The *Ryerson Review of Journalism* has won numerous National Magazine Awards, and has been recognized as one of the top student publications in North America by the Association for Education in Journalism and Mass Communication.

A FEW WORDS FROM THE PUBLISHER

For 28 years, The *Ryerson Review of Journalism* has been a watchdog and mirror for journalists in Canada. The magazine's award-winning reports sometimes provoke, but more often enlighten readers who work in, or care about, news and the media. As the leading publication covering journalism in Canada – and the only one to offer both print editions and an online presence – it attracts notice on tables and desks in every newsroom in Canada, and a story in the Review is a must-read in news organizations that are touched by its reports, both directly and otherwise.

The Review also nurtures the future of journalism by providing its writers and editors, all graduate and senior undergraduate students of the School of Journalism, with experience in investigative and long-form reporting and in the business of producing a consumer magazine in both print and online forms. Beyond its impact on newsroom leaders and decision-makers, your advertisement in the Review will associate your company with one of the world's most respected journalism schools, with the rising generation of journalists, and with a steadfast striving for excellence.

Ivor Shapiro

Chair, School of Journalism, Ryerson University

Publisher, Ryerson Review of Journalism



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PRAISE FROM ADVERTISERS AND READERS

KATHY ENGLISH

Public Editor, Toronto Star

“The *Ryerson Review of Journalism* has been a must-read for me for 20 years. The depth of reporting, professional writing quality and critical insights into the issues and personalities that matter in Canadian journalism are extraordinary for any media magazine – let alone one created by student journalists.”

WILF DINNICK

OpenFile

“The *Ryerson Review of Journalism* is essential reading for anyone in the Canadian news business. It has the most in-depth, original and important stories that are shaping our industry. The magazine offers a fantastic look at where the media is now, and where it is headed.”

SHEREE BOND

Media Relations Officer, Communications and Government Relations Team, Ontario Nurses' Association

“We know that journalists are busy and need reliable sources. Our leadership and front-line members are experts in what's happening on the ground in every sector of health care, and advertising that in the Review just makes sense.”

SARAH MURDOCH

Managing Editor, Features, National Post

“There are always one or two articles in every issue of the Review guaranteed to draw howls of outrage and buckets of bile from within the profession, which is always fun to observe.”

DAVID MACFARLANE

Author, Magazine Writer and Columnist

“I can think of no other publication in this country that regularly holds journalism up to so clear and uncompromising a light.”

ALISON SMITH

Senior CBC Correspondent/Host, The National

“The Review is a thoughtful and well-written review of a craft and a profession that is seldom the subject of intelligent criticism. I like reading it and I like knowing it's a sneak preview of Canada's next generation of journalists.”

IAN BROWN

Broadcaster, CBC, TVO; and Features Writer, The Globe and Mail

“The Review is the closest thing to a reliable conscience that Canadian journalism has.”

PATRICIA D'SOUZA

Associate Editor, Canadian Geographic

“The Review should be essential reading for Canadian journalists. It makes us better informed and better at what we do.”

SCOTT WHITE

Editor-in-Chief, The Canadian Press

“The *Ryerson Review of Journalism* is one of the few places that gives the Canadian media industry the same type of scrutiny the media gives other important institutions in society. We generally do a lousy job of reporting on ourselves. The RRJ raises issues about Canadian journalism that aren't raised anywhere else.”

D.B. SCOTT

President, Impresa Communications Ltd.

“I have been heard to say, more than once, that if the *Ryerson Review of Journalism* didn't exist, we'd need to invent it. This student-produced, twice-a-year publication often publishes stories about journalism in this country in ways that can be found nowhere else, including magazines.”

RYERSON REVIEW OF JOURNALISM

ADVERTISING RATES AND SPECS 2014

CIRCULATION: 4,500

DISTRIBUTION: MARCH

INSIDE POSITIONS

SIZE	COLOUR	B/W	TRIM	BLEED
Double Page Spread	\$3,900	\$2,830	16.25" x 10.875"	16.75" x 11.375"
Full Page	\$2,500	\$1,730	8.125" x 10.875"	8.625" x 11.375"

SIZE	COLOUR	B/W	NON-BLEED
Half Vertical	\$1,980	\$1,375	3.45" x 9.875"
Half Horizontal	\$2,035	\$1,375	7.125" x 4.85"
2/3 Page Vertical	\$2,300	\$1,625	4.675" x 9.875"
1/3 Page Vertical	\$1,730	\$1,100	2.25" x 9.875"
1/4 Page	\$1,250	\$900	3.45" x 4.85"
1/6 Page	\$800	\$600	2.235" x 4.85"

ARTWORK SPECIFICATIONS

File format: InDesign, QuarkXPress and PDF files are all accepted. Please include all high resolution images (300 dpi) and fonts along with a full colour proof. Ads should be provided on a CD or DVD.

Trim size: 8.125" x 10.875"

Bleed: No charge; full-page minimum unit size.

Spot colour: Add \$260.00 to B/W rate

Tax: All ads GST/HST and PST exempt

Banner ads for RRJ.ca: email to rrj.advertising@ryerson.ca as either JPEG or GIF.

Banner size: 468 x 60 pixels.

Courier Address: Ryerson Review of Journalism, Advertising, 80 Gould St., RCC 141, Toronto, ON M5B 2M7 – Phone: (416) 979-5319

Mailing Address: Ryerson Review of Journalism, Advertising, 350 Victoria Street, Toronto, ON M5B 2K3

WEBSITE ADVERTISING

RRJ.ca has even more content online that's viewed by thousands of readers who anticipate daily updates and smaller features refreshed regularly from October to April. Recent stats show 27,000 pageviews per quarter.

With the purchase of a 1/2 page ad or larger, advertisers are entitled to a 468 x 60 pixel web ad on RRJ.ca for an additional **\$100 only**.

Individual web ad purchase:
\$300/month.

AD CLOSING DATES

ANNUAL SPRING ISSUE 2014

Space: Monday, January 27, 2014

Material: Monday, February 3, 2014

Release date: Monday, March 3, 2014

ADVERTISING REPRESENTATIVE

Trevor Battye

T: 647-376-8090

E: cleversmedia@gmail.com

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RECENT AWARDS

ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION'S STUDENT MAGAZINE CONTEST

2011 (WINTER)

First Place, in the Single Issue of an Ongoing Print Magazine: Editorial category, the first-ever issue of the Review produced by a team that started work in the spring (Editor: Liam Casey).

First Place, Consumer Magazine Article: Investigation and Analysis – “Suicide Notes,” by Liam Casey

First Place, Consumer Magazine Article: Feature – “140 Characters in Search of a Story,” by Ashley Csanady

Second Place, Consumer Magazine Article: People – “Not All Smurfs and Sunshine,” by Matthew Scianitti

2011 (SUMMER)

Third Place, Consumer Magazine Article: First Person – “War Torn,” by Vesna Plazačić

Third Place, Consumer Magazine Article: Feature – “Vice Goes Global,” by Stephen Baldwin

2010

Third Place, Single Issue of an Ongoing Print Magazine (Editorial): Katherine Laidlaw, Editor

Second Place, Consumer Magazine Article (Feature): Mai Nguyen for “I’m Dyin’ Up Here...!”

Third Place, Consumer Magazine Article (Investigation and Analysis): Matthew Halliday for “Anatomy of a Tragedy”

2009

First Place, Single Issue of an Ongoing Print Magazine (Editorial): Marit Mitchell, Editor

First Place, Consumer Magazine Article (People): Ashley Walters for “Deconstructing Barry”

First Place, Consumer Magazine Article (Investigation and Analysis): Carolyn Morris for “One Powerful Union Tactic”

Second Place, Consumer Magazine Article (Feature); Greg Hudson for “The Long Goodbye”

Third Place, Consumer Magazine Article (Investigation and Analysis): Eve Tobolka for “Hot Topic”

Third Place, Consumer Magazine Article (Feature): Greg Harris for “Pissed Off”

NATIONAL MAGAZINE AWARDS

2009 Honourable Mention, One of a Kind Articles: Greg Harris for “Pissed Off”

2008 Honourable Mention, Best Student Writer: Canice Leung for “Investigating Harvey”

