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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 two issues of 64 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:**



37,000 Households in Quebec



45,000 Households throughout Canada



52,000 Households worldwide



EDITORIAL DEPARTMENT

Why advertise? The award-winning print version of *Concordia University Magazine* reaches a critical mass of 52,000 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, finance, art and more.



"We should aim for a better balance between work and leisure at every age."
**Gillian Lettman, BA
BSc, MSW, PhD 16**

CREATING A FOUNDATION FOR GROWTH

The first challenge in studying happiness is that it means different things to different people. In fact, it's such a slippery word that positive psychologists tend to use other, more precise terms instead.

One of those concepts, subjective well-being (SWB), has three main components: high levels of pleasant emotions, low levels of negative emotions and overall satisfaction with life. There are two quantitative measures in SWB:

"SWB is a bit narrower than happiness, partly because it leaves a place for negative emotions," says John Helliwell, PhD, who teaches in the psychology department at John Abbott College in the Montreal suburb of Blainville. Helliwell earned a PhD in psychology from the University of Toronto.

Another way of breaking down happiness into components is known as the PERMA model, developed by the positive psychology pioneer Martin Seligman. He refers to an acronym that stands for Positive emotion, Engagement, Relationships, Meaning and Accomplishment.

LIKES: PSYCHOLOGY

we'll see if people have found something that equates to each of the five categories. If not, that's fine. That's where you are. Maybe the exercise itself helps you think about which aspects of happiness you're not currently wanting."

The exercise plays well in an ever-evolving environment, including social systems. Some people, as a result, have a lot more stress and health-related stressors.

"I don't want to tell vulnerable people that they're totally responsible for their own happiness," says Helliwell. "I don't want to over-educate the intervention to health, either, because that's not about life-changing. I just want to empower people to better understand themselves and provide them with the direction they can take to go on."

THE POWER OF POSITIVE RELATIONSHIPS

Back in 1978, Harvard University researchers revealed the benefits of having people to rely upon in what is now known as the Harvard Study of Adult Development. The goal, revealed last October, was "to study people from more consistently and possibly well with it, and study through a better knowledge of how we can and enjoy all the good things the world has to offer them."

Eighty-five years later, the project is still tracking the lives of the original participants, making it an exceptionally long-running study. In fact, it has consistently found that our best predictor of happiness more than any other: good relationships.

The influence of social interaction on well-being is a topic that the research William Bukowski, a psychology professor and researcher in his early education development at Concordia, has worked on since an adolescent and adult experiences with peers.

"Happiness has a certain amount of stress in their lives," Bukowski says. "And some people have more than others."

Examples of childhood stressors could include transitioning into a new school year or getting bullied. "The question is, which childhood stressors could have lasting effects on their experiences?" asks Bukowski.

LIKES: PSYCHOLOGY

ANNIVERSARIES

Groundbreaking Drama Therapy graduate program celebrates 25 years

Alumni are "bringing drama therapy practice to countries all over the world"

ANNIVERSARIES **DRAMA THERAPY** **CONCORDIA** **GRADUATE PROGRAM** **CELEBRATES 25 YEARS**

The 25th anniversary of the program is being celebrated with a special event on campus. The program, which was founded by Dr. John Helliwell and Dr. John Helliwell, has grown significantly since its inception. It is now one of the most respected and well-regarded programs in the field of drama therapy.

The program's success is a testament to the dedication and hard work of its faculty and students. It has produced many graduates who have gone on to work in a variety of settings, including hospitals, schools, and community organizations.

The program's impact is far-reaching. Graduates have taken drama therapy practice to countries all over the world, bringing it to new and diverse populations. This global reach is a testament to the program's quality and effectiveness.

The 25th anniversary is a special occasion for the program and its alumni. It is a time to reflect on the journey and to celebrate the achievements of everyone who has contributed to its success. The program's future is bright, and we look forward to many more years of growth and discovery.

ALUMNI **BRINGING** **DRAMA** **THERAPY** **PRACTICE** **TO** **COUNTRIES** **ALL** **OVER** **THE** **WORLD**

Dr. John Helliwell, PhD, is the co-founder of the program. He is a leading expert in the field of drama therapy and has published numerous articles and books on the subject. He is also a frequent speaker at international conferences and workshops.

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CONCORDIA'S TOP FIFTY UNDER FIFTY SHAPING TOMORROW

Celebrating #CUalumni leading the way in 2023

ALUMNI **BRINGING** **DRAMA** **THERAPY** **PRACTICE** **TO** **COUNTRIES** **ALL** **OVER** **THE** **WORLD**

When I left Concordia, few women were working as directors in Quebec. My background at the Mel Hoppenheim School of Cinema provided me with the creativity and qualifications I needed to make my pitch."
-Marlouise Walle, BFA 03

- #### MEDIA AND CULTURE
- Actors, designers, thinkers and storytellers
- Lorraine Carleton, BA 02
Sales and marketing
 - Marlouise Walle, BFA 03
Film director
 - Naar Johnson, BA 06
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 - Laurie Kishore, BA 99
Event producer
 - Patrick Knapik-Cham, BA 06
Actor
 - Nicole Lussier, BCom 03
Partner, PricewaterhouseCoopers
 - Zimé Rangelle Bissina, BFA 06
Film director
 - Estelle Gauthier, BFA 01
TV producer
 - John Christian, BA 01, MEd 07
Director of production and operations, Intrepid Entertainment
 - Stefanie Wilson, BCom 02
Co-owner and producer, Intrepid Entertainment
 - Jean-François Bédard, BFA 06, MA 07
Director and CEO, Intrepid Entertainment
 - Peeter Kang, MA 06
Healthcare producer and sales, CBC

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.

In Good Company: Spotlight on companies, organizations and industries that employ a large number of Concordia alumni.

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.

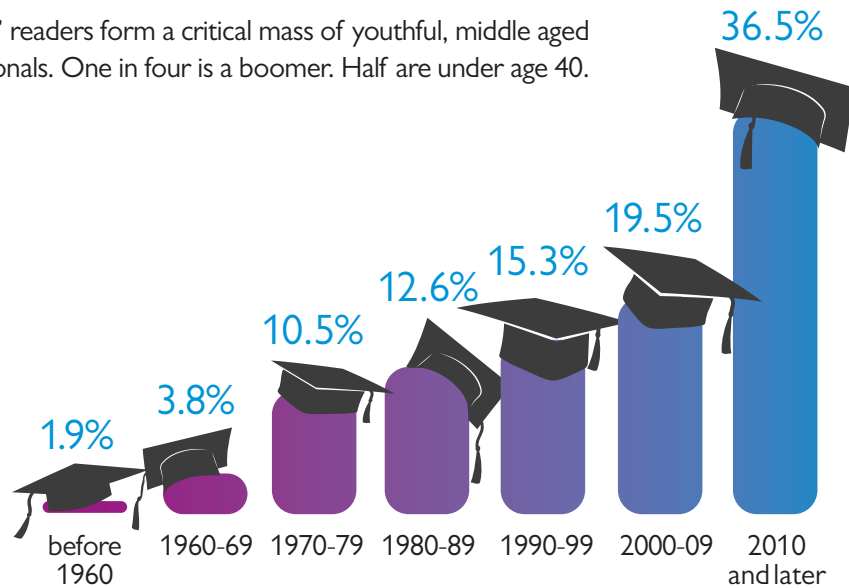


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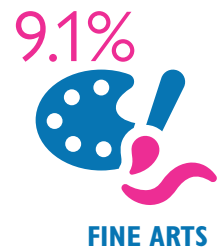
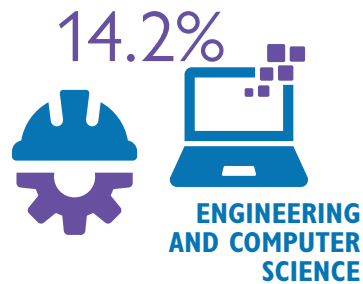
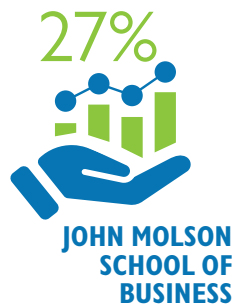
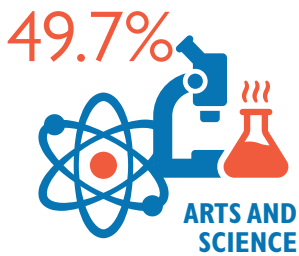
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A U D I E N C E

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
Spring 2025	Feb. 14, 2025	Mar. 7, 2025	Apr. 2025
Fall 2025	Sept. 12, 2025	Oct. 1, 2025	Nov. 2025
Spring 2026	Feb. 13, 2026	Mar. 13, 2026	Apr. 2026

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FIRST PERSON, LAST WORD
Loyola College 'became a refuge'
How one of Concordia's founding institutions forever changed two Boston boys
BY STEVE F. COOPER, MA BA
Growing up in the shadow of a man who was regarded by his peers as unlikable, I had the usual high-achiever angst. I was a member of the Phi Kappa Phi Honor Society, a member of the Phi Kappa Phi Honor Society, a member of the Phi Kappa Phi Honor Society...
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50 CONCORDIA
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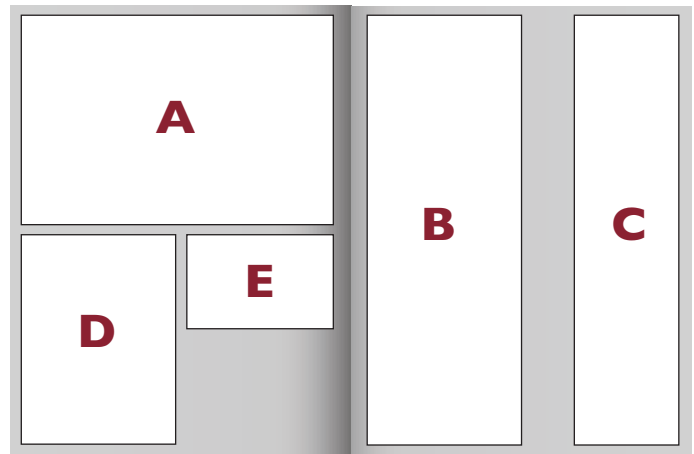
ADVERTISING RATES *

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.

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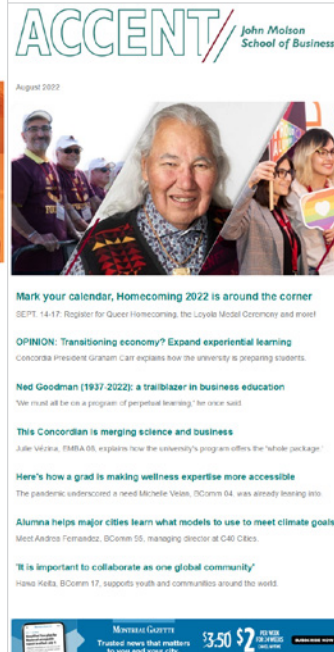
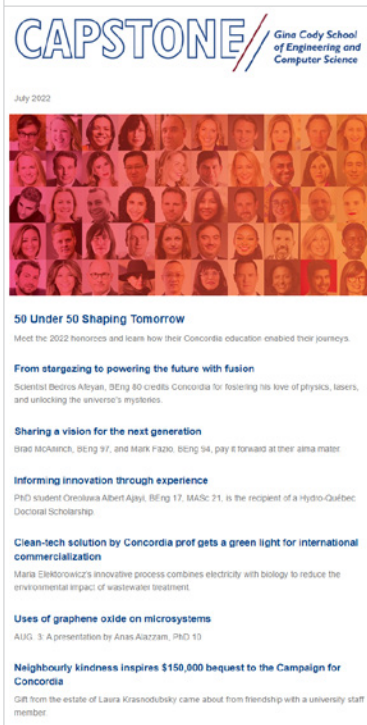
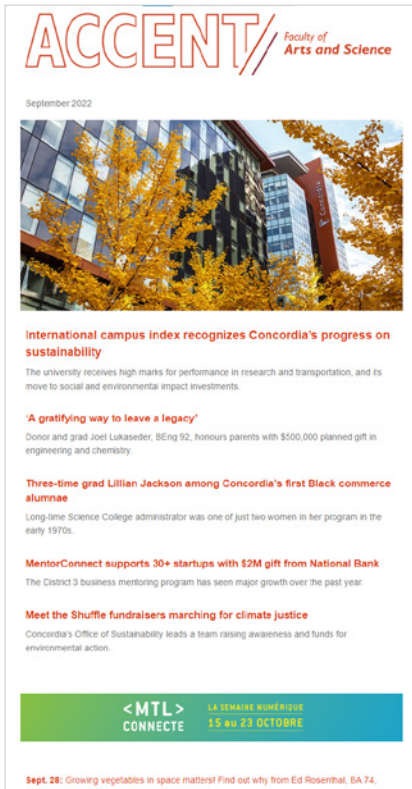


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Packed with engaging alumni-centric news and events, including dynamic videos and podcasts, *Accent/Capstone* are compelling mixed-media e-newsletters. Every month, the newsletters offer a roundup of news, features and events delivered to the inboxes 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..



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100,000 email subscribers per month



Social media support

Five major social media platforms help regularly promote our publications.

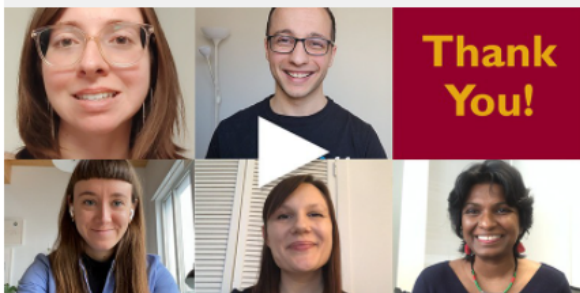


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WHY CONCORDIA?

[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 50,000 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](#). Named fifth on *Forbes'* Canada's Best Employers 2024, the university employs more than 6,700 faculty and staff and has over 262,000 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.

The university's 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 AND 50TH ANNIVERSARY

Concordia is leading its most ambitious fundraising effort ever ([concordia.ca/campaign](#)). 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 parallel with Concordia's 50th anniversary. From spring 2024 through spring 2025, our milestone celebrations will engage our community of more than 350,000 alumni and friends across Canada and beyond.



- 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).