



EDUCATION FOR EMPLOYMENT



L'ÉDUCATION POUR L'EMPLOI

2025 MEDIA KIT

Showcasing the College and Institute advantage to Canada's high school guidance and career counsellors.

10
YEARS / ANS

Guidance and career counsellors play a vital role in providing sound advice to individuals who are seeking information regarding career and post-secondary education options available to them in Canada.

Take advantage of this great opportunity to showcase what your organization has to offer its students to this important and influential audience!



National distribution: more than 6,000

Education for Employment / L'Éducation pour l'emploi is a tri-annual publication that was launched in 2015 as a collaborative effort with Colleges & Institutes Canada. Ten years later, the publication remains a strong, valued resource and is embraced by its loyal readers. It is published with the well-respected *Canadian School Counsellor magazine* and is direct-mailed to virtually every high school counsellor in Canada as well as resource counsellors in post-secondary institutions and colleges across the country. A secondary stand alone title of *Education For Employment* is received by an additional 2500 career service professionals working within organizations such as Service Canada, transition and immigration centres along with employment agencies.

Education For Employment is posted online and is available to qualified subscribers in a fully interactive digital format. This provides tremendous exposure to a very targeted demographic - an audience of individuals that influence decisions of both high school and mature students who are seeking direction regarding post-secondary options in an attempt to gain employment.

Education For Employment continues to be supported and shared by Colleges and Institutes Canada as a valuable source of information.

Bilingual Features

Spanning the nation and reaching an audience of English and French readers, *Education for Employment / L'Éducation pour l'emploi* will highlight the benefits and distinct advantages offered by Canadian colleges and industry groups in both official languages.

Production Schedule

Issue	Material Deadline	Distribution Date
Spring	February 5, 2025	February 13, 2025
Fall	August 29, 2025	September 12, 2025
Winter	November 6, 2025	November 19, 2025



Donna Billey
Account Executive



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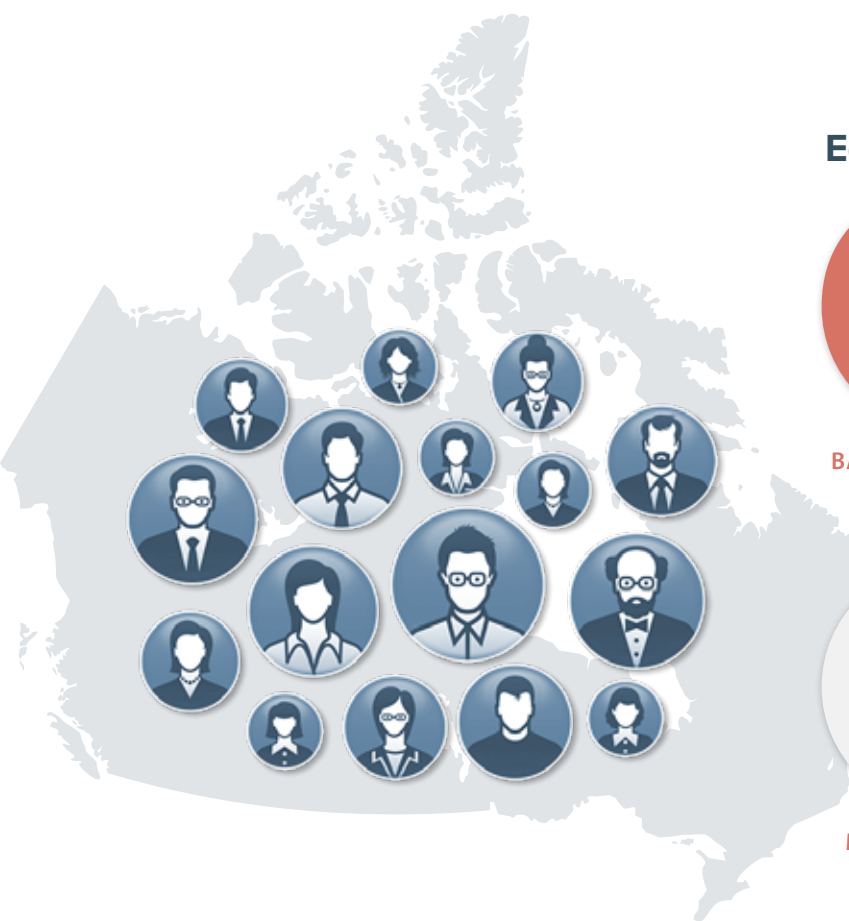
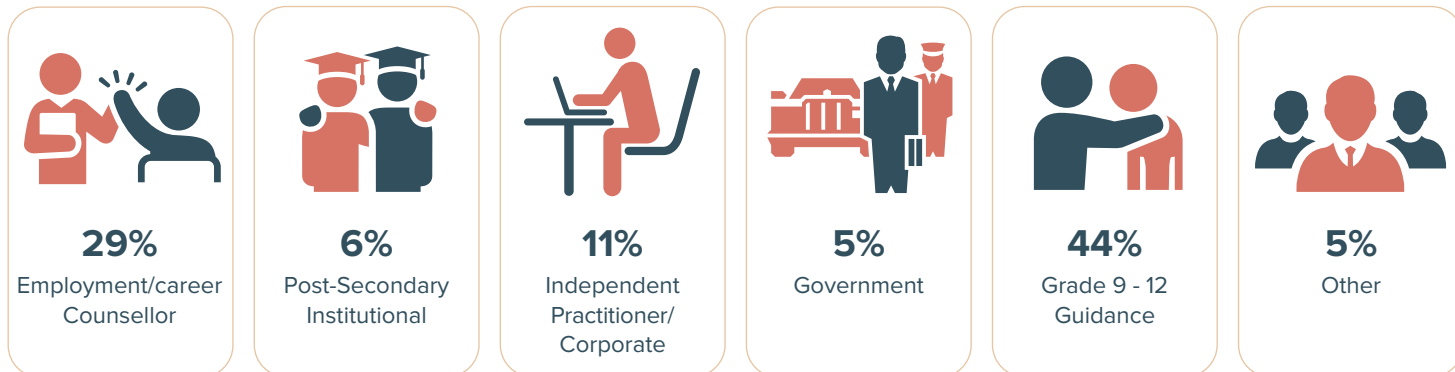


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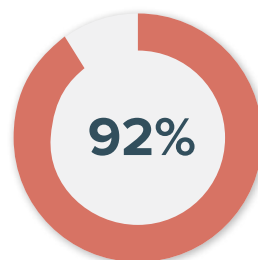


Who's Reading Education For Employment?

Audience by Sector

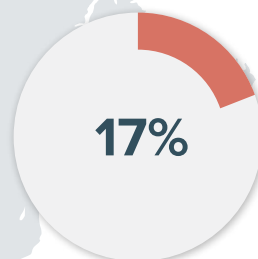


Education Level



BACHELOR'S DEGREE

92%
have completed a
Bachelor's degree



MASTER'S DEGREE

17%
have completed a
Master's degree

Areas most frequently studied:

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



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

Let us “address” your direct-mail piece!

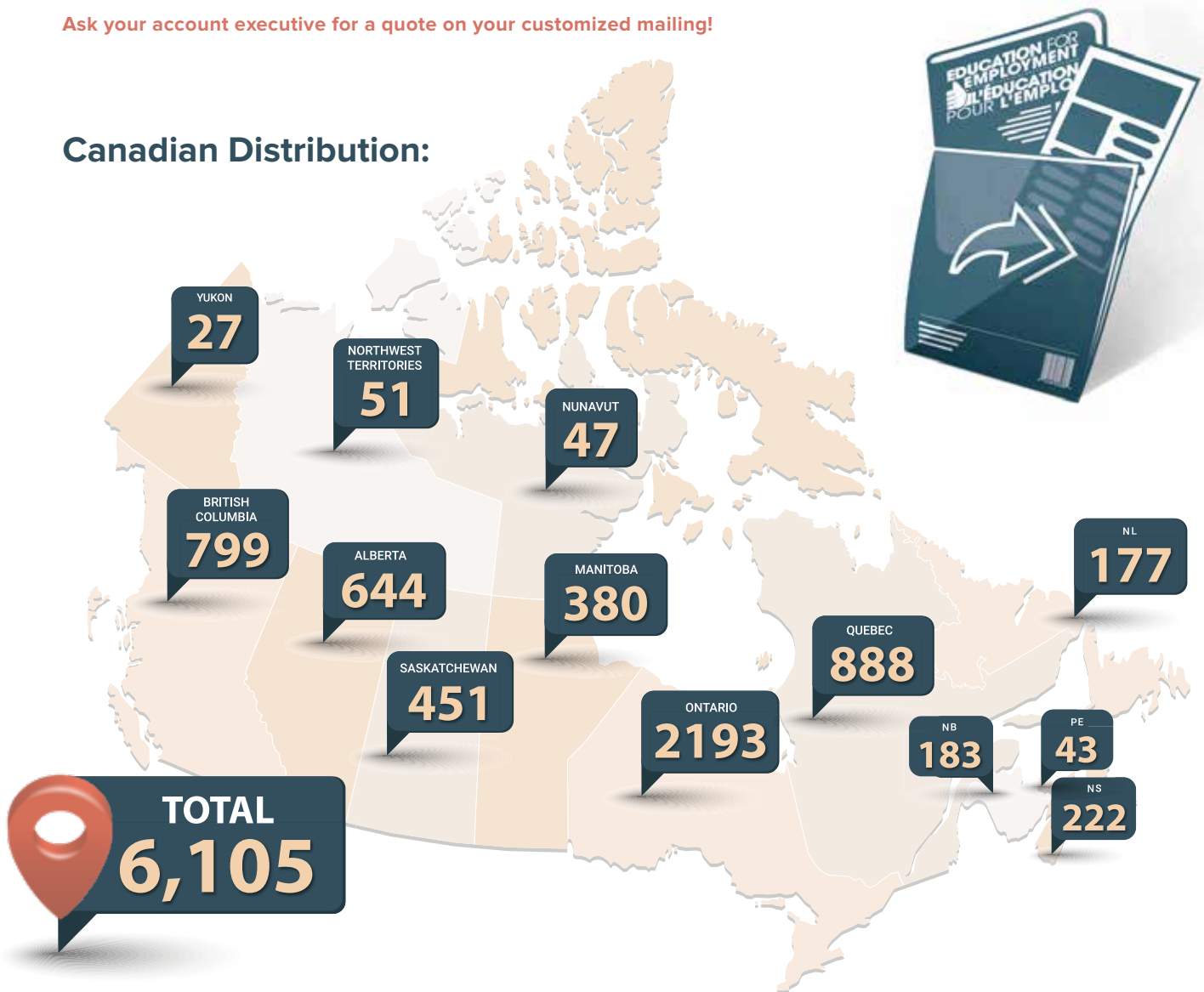
Showcase your organization or product by including your unique promotional piece within the protective polybag that the magazine is mailed in; either nationally, or more specifically to a defined, geographic region that you are targeting.

Distribute multi-page promotional pieces and cost-effectively communicate more of your information to our readers. Utilizing this service will reduce internal mail preparation time and expenses as well as 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; as our client, we realize the importance of ensuring your marketing piece reaches its intended recipient.

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

Canadian Distribution:



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