



# EDUCATION<sup>FOR</sup> EMPLOYMENT



# L'ÉDUCATION POUR L'EMPLOI

## 2026 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, 2026  | February 13, 2026  |
| Fall   | September 9, 2026 | September 22, 2026 |
| Winter | November 6, 2026  | November 13, 2026  |



**Donna Billey**  
Publisher



204-802-7549



[donna@mzpinc.ca](mailto:donna@mzpinc.ca)



# Who's Reading Education For Employment?

## Audience by Sector



**29%**

Employment/career  
Counsellor



**6%**

Post-Secondary  
Institutional



**11%**

Independent  
Practitioner/  
Corporate



**5%**

Government



**44%**

Grade 9 - 12  
Guidance

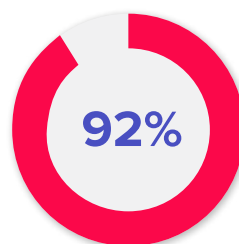


**5%**

Other



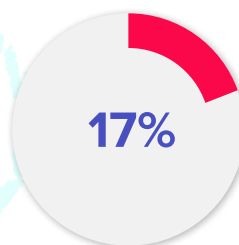
## Education Level



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

## Program Profile Rates - Per Issue

Each issue of Education For Employment will highlight a unique industry or service.  
Take advantage of this option to showcase your participation.

Full page advertisement - includes 500 word profile

1/2 page advertisement - includes 300 word profile

Profile space is limited and will be allocated on a first come basis with written confirmation.

\*Profiles should be submitted in a Word document and the appropriate word count must be included.  
Special formatting cannot be guaranteed so please refrain from submitting as such.



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

## Let us “address” your direct-mail piece!

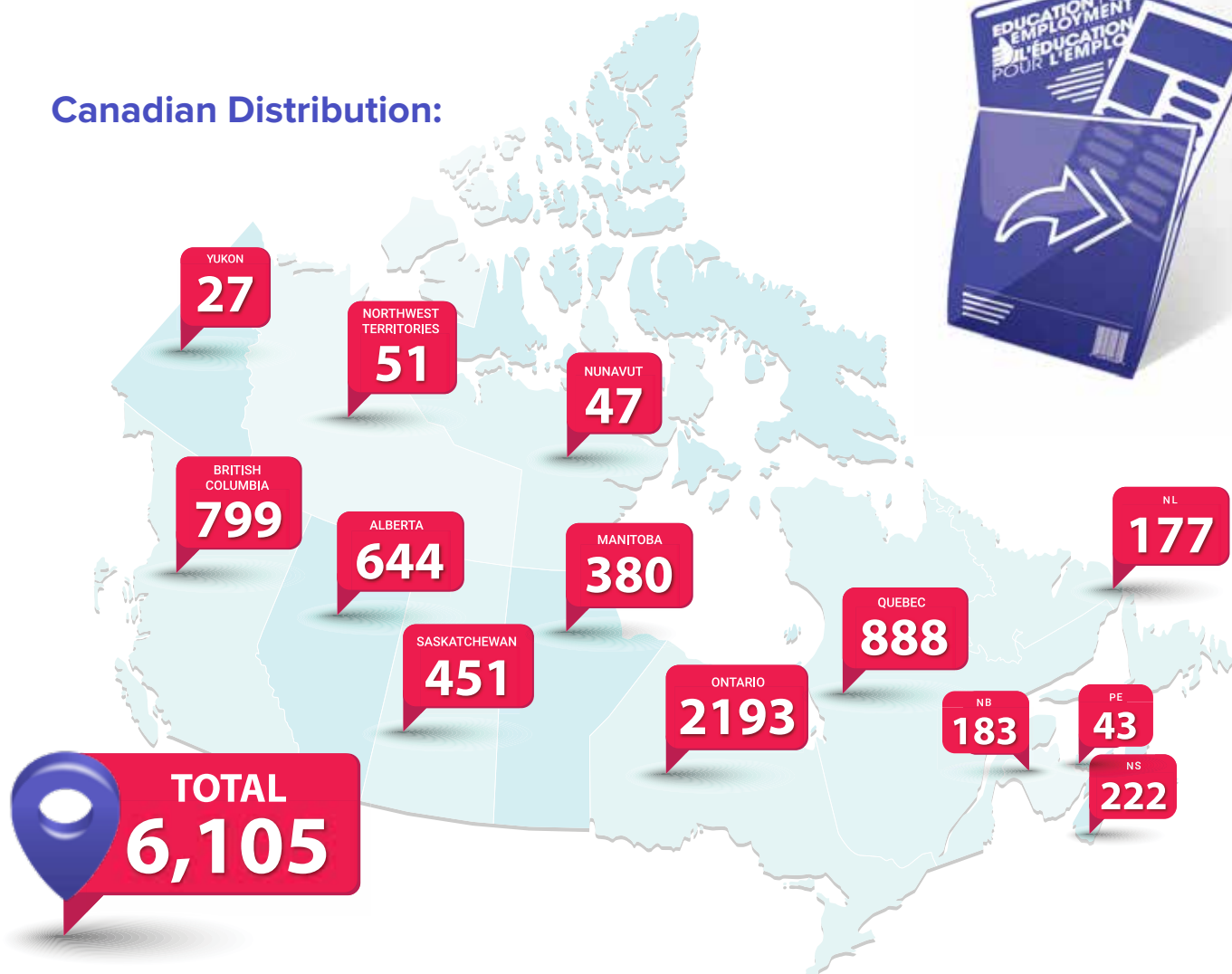
Showcase your organization or product by including your unique promotional piece within the protective polybag that the magazine is mailed in; either nationally, or more specifically to a defined, geographic region that you are targeting.

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:



\*These numbers reflect print distribution only and do not include delivery to subscribers of digital subscriptions.



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