



2025 **MEDIA KIT**

The magazine for Canada's high school
guidance counsellors



Whether as an **ADVOCATE** or an **ADVISOR**, today's counsellors assist students through a variety of issues. Canadian School Counsellor magazine provides the counsellors with the access to some of the many tools and resources they will require when discussing the options available to their students, allowing them to make informed life choices and decisions about their future education and career goals.



DISTRIBUTION & READERSHIP

Canadian School Counsellor is the only national magazine created specifically for high school guidance counsellors in Canada. The magazine is nationally distributed to virtually every high school, and approximately 700 First Nations offices in Canada at key times during the school year: February, May, September and November.

Our readership is 100% qualified. Each issue of the magazine is sent directly to the most current listing of school guidance and career counsellors – our subscriber listings are internally monitored and regularly maintained to ensure accuracy.

EDITORIAL

Spanning the nation and reaching an audience of both English and French readers, each issue of *Canadian School Counsellor* publishes bilingual content which is reflected in its translation of the cover, and secondary editorial features.

Between the covers of this award winning magazine you'll find editorial tailored to the reader's professional needs. From the latest developments in their field, to one-on-one interviews with renowned experts, along with the most recent updates on today's trending topics, all content is designed to engage and inform today's high school guidance counsellors.

MAXIMUM VALUE EXPOSURE

Canadian School Counsellor magazine maximizes your advertising dollars as it is the only publication of its type that specifically targets high school and career service professionals in Canada. While similar publications are available, *Canadian School Counsellor* magazine is the only one reaching the unique and target audience of high school counsellors. It is the only national magazine that is received exclusively by those professionals who are counselling today's high school students and providing them with direction in regard to their post-secondary education and career options.

SUSTAINABLE

MZP Inc. is committed to protecting the environment. Like all of our titles, *Canadian School Counsellor* is published in the most sustainable way, and is printed on certified, recycled paper. Each issue of the magazine is replicated in a fully interactive, digital format.



Donna Billey, Account Executive



1-204-802-7549



donna@mzpinc.ca



TECHNICAL SPECIFICATIONS



MAGAZINE SPECIFICATIONS

Canadian School Counsellor magazine is printed to superior offset printing standards on quality certified recycled stock, perfect-bound and trimmed to 8.5" x 11" dimensions.

ARTWORK REQUIREMENTS

For optimum reproduction all digital colour files should be supplied in CMYK mode at 300 dpi resolution. Grayscale artwork should be provided at 300 dpi, and line art should be at 600 dpi.

Your final file should be a press-ready PDF

UPLOAD INSTRUCTIONS

Upload your press-ready material or your high-resolution images and logos as well as desired text to:

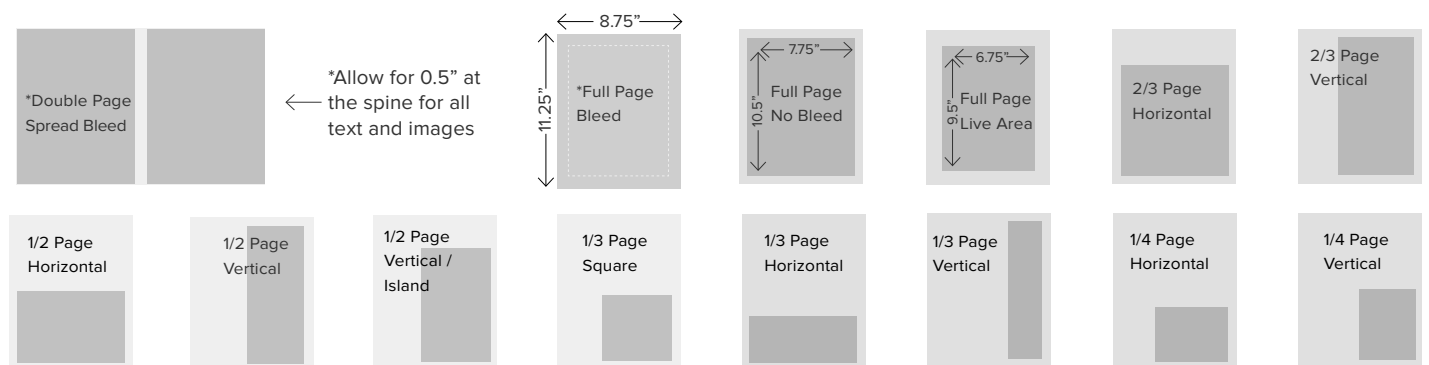
<https://spaces.hightail.com/uplink/mzpin-upload>

DESIGN & PRINT SERVICES

The publisher offers professional ad design and printing services for magazine and direct mail advertisers.

SIZE	WIDTH	HEIGHT
*Double Page Spread Bleed	17.25"	11.25"
Full Page Bleed	8.75"	11.25"
Full Page No Bleed	7.75"	10.5"
Full Page Live Area	6.75"	9.5"
2/3 Page Horizontal	6.75"	6.33"
2/3 Page Vertical	4.5"	9.5"
1/2 Page Horizontal	6.75"	4.556"
1/2 Page Vertical	3.2917"	9.5"
1/2 Page Vertical Island	4.5"	7"
1/3 Page Square	4.5"	4.5"
1/3 Page Horizontal	6.75"	3"
1/3 Page Vertical	2.137"	9.5"
1/4 Page Horizontal	4.5"	3.416"
1/4 Page Vertical	3.2917"	4.556"

*Allow for 0.5" at the spine for all text and images



Donna Billey, Account Executive



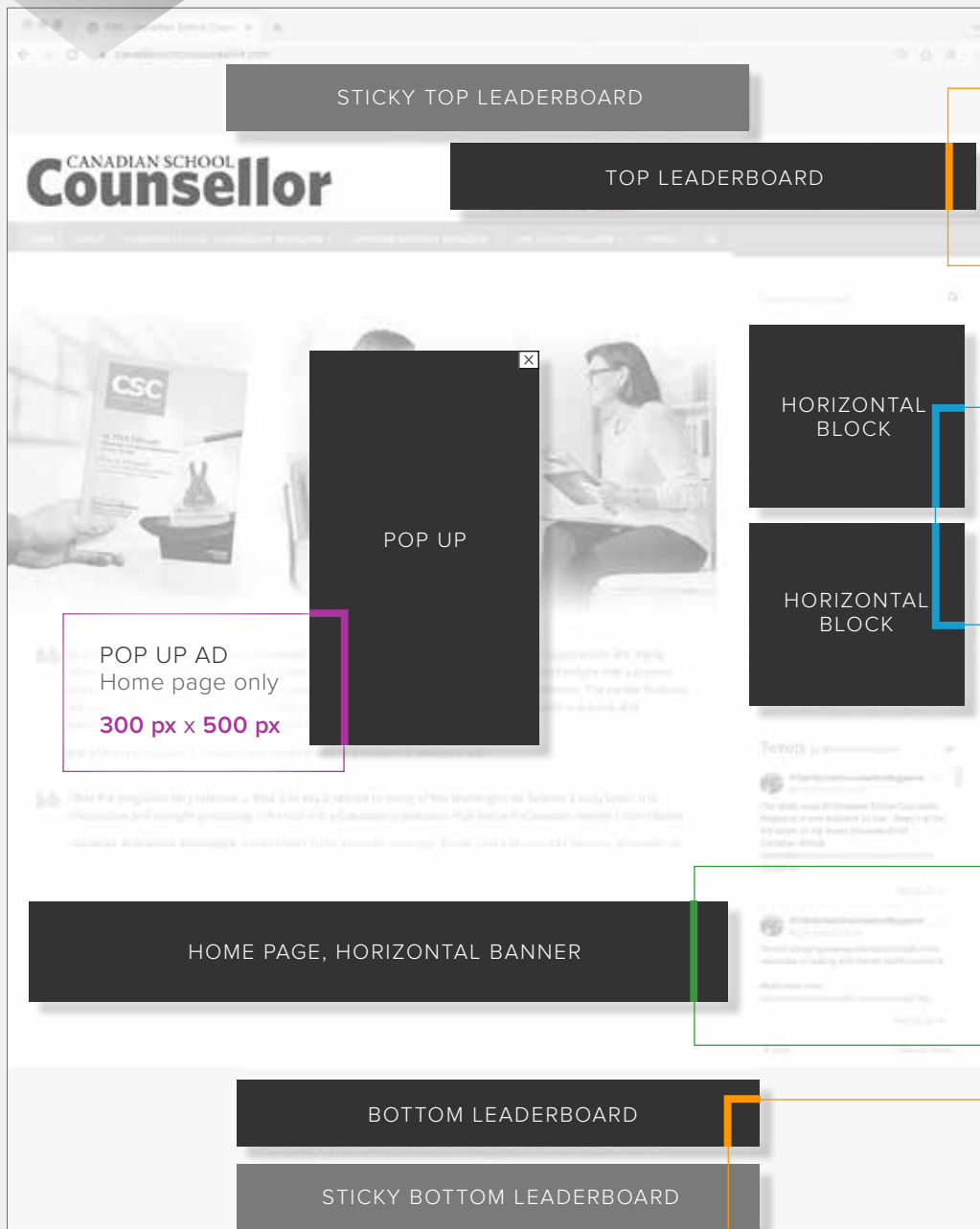
1-204-802-7549



donna@mzpin.ca



HOME PAGE



TOP LEADERBOARD,
HORIZONTAL BANNER
Rotating, ROS
728 px x 90 px

HORIZONTAL BLOCK
Static, Appears on
all Canadian School
Counsellor pages
300 px x 250 px

POP UP AD
Home page only
300 px x 500 px

HOME PAGE,
HORIZONTAL BANNER
Static, Home page only
1170 px x 158 px

BOTTOM LEADERBOARD,
HORIZONTAL BANNER
Rotating, ROS
728 px x 90 px

DIGITAL ARTWORK REQUIREMENTS

For optimum quality, all online digital files should be supplied in RGB mode at 150 dpi resolution. Accepted file formats are high-resolution GIF, JPEG or PNG.



Donna Billey, Account Executive



1-204-802-7549



donna@mzpinc.ca

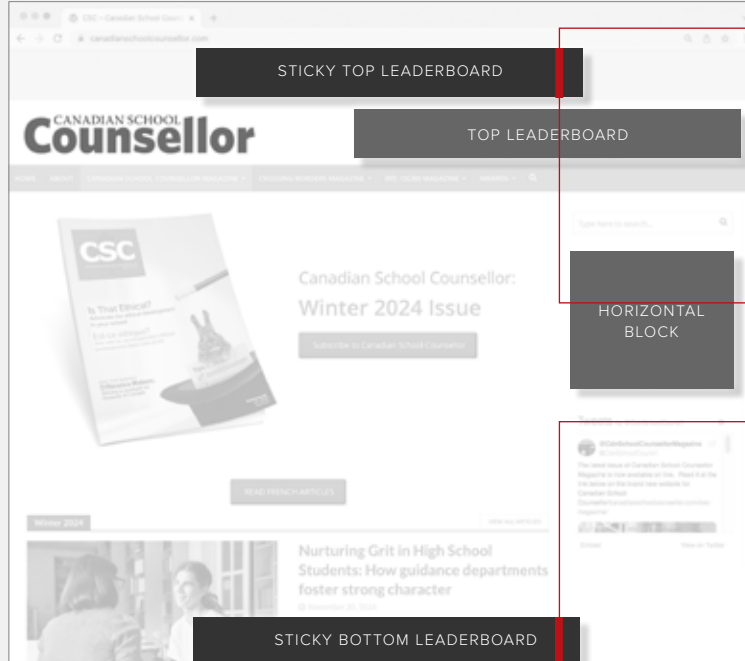




PREMIUM STICKY POSITIONS!

Sticky ads will stick to the top or bottom of the page and remain visible while viewers scroll. Your ad will always be visible to the viewer, which increases ad viewability and dwell time.

SUBSEQUENT PAGES



STICKY TOP LEADERBOARD, HORIZONTAL BANNER

maximum 3 in rotation. Exclusive static placement available. Ask your account executive for more details.

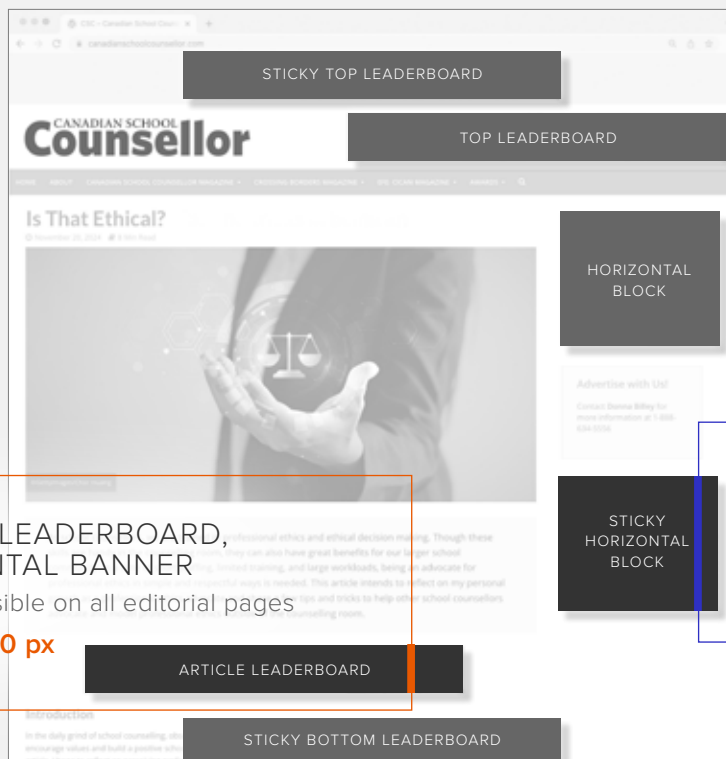
728 px x 90 px

STICKY BOTTOM LEADERBOARD, HORIZONTAL BANNER

maximum 3 in rotation. Exclusive static placement available. Ask your account executive for more details.

728 px x 90 px

EDITORIAL PAGES



ARTICLE LEADERBOARD, HORIZONTAL BANNER

Rotating, visible on all editorial pages

728 px x 90 px

STICKY HORIZONTAL BLOCK /PER ISSUE

Sticky, Static, Editorial pages only

300 px x 250 px



Donna Billey, Account Executive



1-204-802-7549



donna@mzpinc.ca



The analytics for **canadianschoolcounsellor.com** are evidence enough as to why this is a wise investment for your marketing dollars!

ANNUAL ANALYTICS



USERS:

11,411

UNIQUE USERS:

11,391

TOTAL EVENTS:

259,218

UNIQUE EVENTS:

190,852



IMPRESSIONS:

258,682



Donna Billey, Account Executive



1-204-802-7549



donna@mzpinc.ca



REACHING HIGH SCHOOL COUNSELLORS AND CAREER SERVICE PROFESSIONALS ADVISING AND GUIDING TODAY'S YOUTH IN CANADA.



BI-MONTHLY ENEWSLETTER

Horizontal Banner, guarantees a minimum of 6 eNewsletters within the 12 month period.

Banner positions rotate throughout the year. Maximum 4 banners sold per eNewsletter.

728 px x 90 px

EXCLUSIVE EBLAST

Take advantage of this option to promote your exclusive message to a national, targeted audience of high school counsellors and career service professionals across Canada. Layout can be tailored to your specifications and can include images, banners and text.

ASK YOUR ACCOUNT EXECUTIVE FOR MORE DETAILS ON HOW WE CAN CUSTOMIZE A MESSAGE SPECIFICALLY FOR YOU!



Donna Billey, Account Executive



1-204-802-7549



donna@mzpinc.ca



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

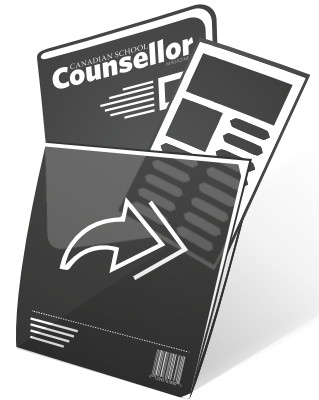
Let us “address” your direct-mail piece!

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 BY PROVINCE:

