The Queen’s Alumni Review (QAR) is an award-winning magazine with a long and trusted history. Published quarterly, the QAR represents where Queen’s University has come from, while at the same time, recognizing its innovative future and the diversity of its community. Each issue engages readers through storytelling, celebrating bold ideas, current events, cutting-edge research, student initiatives, and alumni achievement, from a Queen’s perspective.

From the Readers

“I just finished reading the latest issue of [the Alumni Review] cover to cover – and I’m not saying that flippantly. It’s a great issue. The writing, photography and design are so strong – the magazine is going from strength to strength. Congratulations to you and the team.”

“We always enjoy the Review and read it cover to cover. Many thanks for the ongoing great work in putting each issue together.”
ABOUT US

Recent awards

Society of Publication Designers 2023
Merit award for Magazine Redesign, Single Story Design, and Single/Spread Design

National Magazine Awards: B2B 2022
Gold and Silver – Best Art Direction of a Complete Issue

National Magazine Awards 2022
Two honourable mentions – Art Direction of a Single Article

Tabbie Awards 2022
Silver for Best Single Issue, Feature Design, and Opening Spread

Case Circle of Excellence of Awards 2022
Silver for Magazine Design

→ Browse past issues

queensu.ca/alumnireview | review@queensu.ca
The Queen’s Alumni Review is distributed subscription-free to alumni, friends of the university, and the campus community. Our audience consists of a diverse group of individuals from all sectors, living in rural and urban areas across various income brackets.

**Estimated readership**
- 327,000

**Gender distribution**
- 54% Female
- 46% Male

**Geographic distribution**
- 72% of readers are in Ontario
  - Top 3 cities:
    - Toronto 25%
    - Kingston 11%
    - Ottawa 10%

**Faculties**
- Arts & Science
- Business
- Education
- Engineering
- Health Sciences
- Law
Features

The big stories, profiles, and narratives that demonstrate the impact of Queen’s – at home and abroad.
INSIDE THE QAR

The Big Picture
We take you behind the scenes for a close-up look at the campus as you’ve never seen it before.

Work in Progress
Ground-breaking research that is happening right now at Queen’s.

How I Got Here
Interviews with alumni who followed their passions to the careers of their dreams.
First Up

Some of our most distinguished alumni tell us, in their own words, about their first jobs – and you won’t believe where some of their careers began.

If These Walls Could Talk

The stories of houses in the University District through the eyes of the alumni who called them home.

Bookmarks

Keep your eye on these alumni authors and content creators – they have something to say, and something you will want to read.
ADVERTISE WITH US

Advertising Rates

<table>
<thead>
<tr>
<th>DISPLAY ADS</th>
<th>X1</th>
<th>X2</th>
<th>X4</th>
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</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$5,850</td>
<td>$5,265</td>
<td>$4,388</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>$5,616</td>
<td>$5,054</td>
<td>$4,212</td>
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<tr>
<td>Double-Page Spread</td>
<td>$7,488</td>
<td>$6,739</td>
<td>$5,616</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,680</td>
<td>$4,212</td>
<td>$3,510</td>
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<tr>
<td>2/3 Page Vertical</td>
<td>$3,745</td>
<td>$3,371</td>
<td>$2,809</td>
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<tr>
<td>1/2 Page Horizontal</td>
<td>$3,042</td>
<td>$2,738</td>
<td>$2,282</td>
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<tr>
<td>1/3 Page Square</td>
<td>$2,185</td>
<td>$1,967</td>
<td>$1,639</td>
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<tr>
<td>Horizontal Banner</td>
<td>$1,755</td>
<td>$1,580</td>
<td>$1,316</td>
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<tr>
<td>Advertorial Full Page</td>
<td>$4,680</td>
<td>$4,212</td>
<td>$3,510</td>
</tr>
</tbody>
</table>

Plus $1 per word + photography services ($100/hr)

Production Schedule

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>DISTRIBUTION</th>
<th>BOOKING DEADLINE</th>
<th>ARTWORK DUE</th>
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<tbody>
<tr>
<td>Spring</td>
<td>May 1, 2023</td>
<td>March 6</td>
<td>April 14</td>
</tr>
<tr>
<td>Summer</td>
<td>Aug. 1, 2023</td>
<td>June 16</td>
<td>July 14</td>
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<tr>
<td>Fall</td>
<td>Nov. 1, 2023</td>
<td>Sept. 20</td>
<td>Oct. 18</td>
</tr>
<tr>
<td>Winter</td>
<td>Feb. 1, 2024</td>
<td>Dec. 21</td>
<td>Jan. 18</td>
</tr>
</tbody>
</table>

Ad material must be submitted as a press-ready high-resolution PDF. Convert all RGB and spot colours to CMYK, embed all fonts, minimum resolution of 300 dpi for all images at 100% size.
ADVERTISE WITH US

Ad Sizes

Full Page with Bleed
Trim size: 8.125” x 10.875”
With bleed: 8.375” x 11.125”
Live area: 7.625” x 10.375”*

Double-Page Spread with Bleed
Trim size: 16.25” x 10.875”
With bleed: 16.5” x 11.125”
Live area: 15.75” x 10.375”*

2/3 Page Vertical
5” x 9.775”

1/2 Page Horizontal
7.185” x 4.9”

1/3 Page Square
5” x 4.875”

Horizontal Banner
7.185” x 2.5”

*Keep text and images within the live area, 1/4” inside the trim size on all sides, except for those intended to bleed off the page.
Advertising Policies

1. The editorial team reserves the right to reject or cancel any advertisement.
2. Queen’s University and the alumni magazine are not responsible for the content of the advertisements.
3. The magazine reserves the right to label any advertisement as “sponsored content” or “paid advertisement” and does not guarantee specific placement.
4. Advertisements must be final upon submission by the artwork deadline, and changes may not be accepted thereafter.
5. Advertisements must be submitted in the correct format and deadline, and the magazine is not responsible for errors or omissions.

By placing an advertisement in the QAR, advertisers agree to comply with this policy. The editorial team reserves the right to revise this policy at any time without prior notice.

Payment Methods

Payments may be made by credit card, or cheque (payable to Queen’s University), and are due within 30 days of publication release.

Contact Us

For questions about advertising in the QAR, contact us at review@queensu.ca.