

QUEEN'S ALUMNI REVIEW

MEDIA KIT

ABOUT US

queensu.ca/alumnireview | review@queensu.ca

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."

1927

Year the QAR
was established

4x

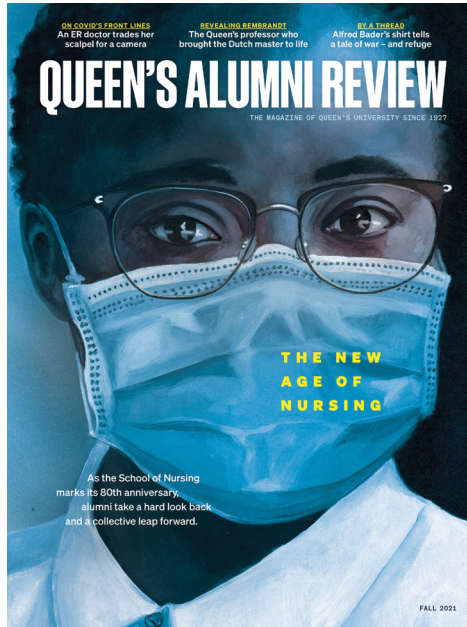
Frequency of
distribution

109,000

Circulation

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→ [Browse past issues](#)

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

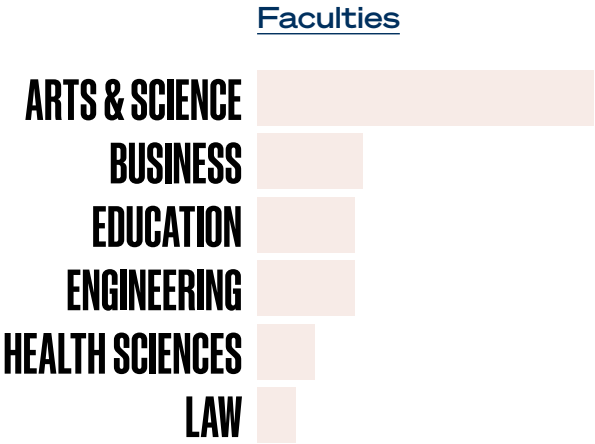
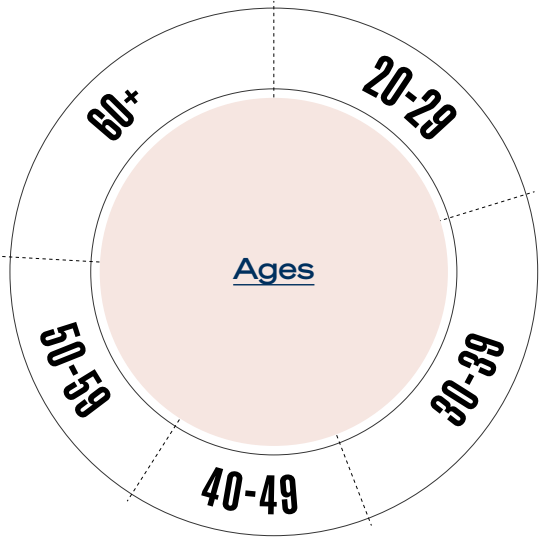
National Magazine Awards 2022
Two honourable mentions – Art Direction of a Single Article

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

Case Circle of Excellence of Awards 2022
Silver for Magazine Design

OUR READERS

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.



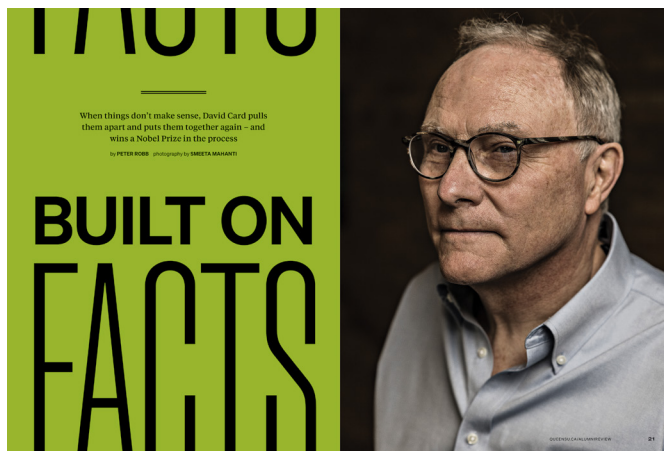
327,000
Estimated readership

54% **46%**
Female Male

72%
Of readers are in Ontario
Top 3 cities:
Toronto 25%
Kingston 11%
Ottawa 10%

INSIDE THE QAR

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Features

The big stories, profiles, and narratives that demonstrate the impact of Queen's – at home and abroad.

[illegible][illegible][illegible]

AND PICTURE

Agness's vault

The gallery is packing up the collection with great care

BY KATE FISKE

More than 5000 works of art and objects are housed at Queen's University's Agness Foundation gallery. It is a treasure trove of art historical and 20th-century Canadian art, and it is the gallery's responsibility to ensure that the collection is preserved for future generations. The gallery is currently packing up the collection to move it to a new location. The works are being packed in a way that will ensure they are safe during the move. The gallery is using a variety of materials to pack the works, including bubble wrap, foam, and cardboard boxes. The gallery is also using a variety of techniques to pack the works, including wrapping them in bubble wrap, placing them in foam, and placing them in cardboard boxes. The gallery is also using a variety of materials to pack the works, including bubble wrap, foam, and cardboard boxes.

Agness collection, Kingston
The gallery is packing up the collection with great care

BY THE NUMBERS

Temperature

is 18 to 20°C in the gallery

Humidity

is 45 to 55 per cent

6,875 sq. ft.

7,568

is the amount

90

is the number

Lights

is the number of lights

Sensors

is the number of sensors

10

is the number of sensors

10

is the number of sensors

10

is the number of sensors

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is the number of sensors

10

is the number of sensors

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is the number of sensors

10

10

SEPTEMBER 2021

Photography by Anthony C. Lim

DESIGNER: CALVIN PEREIRA

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Interviews with alumni who followed their passions to the careers of their dreams.

INSIDE THE QAR

CAREER — BOOKS — CLASS NOTES AND MORE

OFF CAMPUS

First Up
Janet T. Planet
ENGINEER, DESIGNER,
INNOVATOR

Fascinated by the way systems work and interested in how things fit together, Janet T. Planet (BSc '86) found innovation in her career in part because she never really left the factory floor. After co-founding Los Angeles-based The Planet Group, she trained her mind thinking on helping businesses put all the parts in place to turn their vision into reality.

When I was studying mechanical engineering at Queen's, I worked as an intern at the Leaf Confectionery factory in Scarborough, Ont., which produced those traditional, bubblegum-covered gumdrops. This led my already well-developed fascination with the way different things fit together and my interest in thinking about systems of things, whether it's ingredients, manufacturing processes, business, or the players within a business ecosystem.

Gumdrops may seem pretty simple, but it's actually a highly complex process to produce them, with many phases. Every day that I worked at Leaf, I made a point of going up on a balcony that looked down over this one area in the factory (about the size of a football field) where they kept thousands of trays of different coloured gumdrops. We could take in the beauty of this enormous kaleidoscope of millions of shiny spheres. It was just like magic.

One thing that became apparent to me was the small number



Photography by Mia Barnes

QUEEN'S CA ALUMNIREVIEW 37

IF THESE WALLS COULD TALK



166 UNIVERSITY AVENUE

BUILDING
Two-story
Gothic Revival,
built circa 1890,
possibly designed
by Arthur Ellis.

STYLE
Late Victorian with
brick and wooden
cladding, survived
seismic retrofitting
a piece with character
and under the
windows.

It had been 166 University Avenue back then. Now it's 451 Union Street.

"I know it had been moved," Mr. Sterling says, "but I didn't know where."

The transportation of these houses — 162, 166, and 168 University — was big news in the summer of 1992. That August, the houses had been jacked up, placed on flatbed trucks, and taken up Princess Street and down Sir John A. Macdonald Boulevard to their new resting place. The university had been clearing land for the construction of Stuffer Library and the three houses, built around 1890, were destined too grand to be razed.

When Brian Sterling moved, with five others, into the top two floors of the house in the fall of 1973, he was impressed by the carved balustrade, the high baseboards, and the woodwork. Also, the big four-foot bathtub

Brian Sterling (BSc '74) returned to Queen's for a reunion recently. Sitting in his car outside the Donald Gordon Centre waiting for a friend, he glanced up from his phone and spotted the handsome Victorian brick home he had shared with friends during his last two years at the university.

He was surprised. The house was two kilometres from where he left it more than 40 years earlier.

Illustration by Wendy Torrance Architectural research by Jennifer McKinstry

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SPRING 2023

BOOKMARKS

New content from faculty and alumni



HOBSES IN THE SAND
LORNE PETER



RUNNING SIDEWAYS
LORNE PETER



SUMMITS OF SELF
ALAN MALLORY



CALLED
REV. DR. GORDON PULLI, AN '71

After publishing her memoir in 2020, **Lorne Peter**, EdPhD, recalled her story wasn't quite finished. Her story in the Sand her second memoir, is coming this spring from Island Publications. With this short story collection, Peter details the life and the ways they impacted her coming out to her family, meeting her life partner and discovering her Métis heritage and the complexity of belonging that came with it.

Salmon truck star **Pauline Dorn** is probably best known as the winner of the Caribou's first Individual Olympic gold medal in 2002, a medal she received in 2020, nine years after winning the race. Writing under the pseudonym **T.R. Todd**, **Jeff Todd**, EdMSc '04, tells the story of Dorn's rise from poverty to Olympic glory, and the shaping scandal that resulted in her untimely gold medal. **Running Sideways** The Olympic Champion's Made Thack and Paid history was released by Thomas & Littlefield in February.

A year after graduating from Queen's Engineering, **Alan Mallory**, EdMSc '07, and three members made history when they became the first family to score together. Mallory, who now works as a speaker and performance coach, uses this and other personal memoirs, self-published through Pressbooks in late 2021. While his story is untold and revealing, he says he is sharing it "to convey some hope and compassion to those readers who are desperately longing for a second chance."

How does a cynical, addicted dropout find faith, purpose, and a fulfilling career at a United Church of Canada minister? **Rev. Dr. Gordon Pulli**, AN '71, tells the story of his unlikely transformation as a speaker and performance coach, using this and other personal memoirs, self-published through Pressbooks in late 2021. While his story is untold and revealing, he says he is sharing it "to convey some hope and compassion to those readers who are desperately longing for a second chance."



QUEEN'S CA ALUMNIREVIEW 39

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.

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Advertising Rates

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

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

Production Schedule

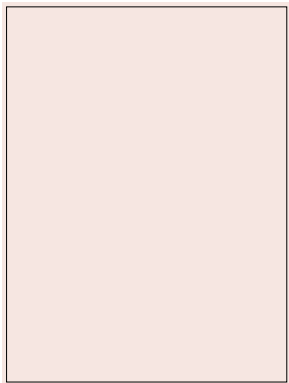
ISSUE	DISTRIBUTION	BOOKING DEADLINE	ARTWORK DUE
Spring	May 1, 2023	March 6	April 14
Summer	Aug. 1, 2023	June 16	July 14
Fall	Nov. 1, 2023	Sept. 20	Oct. 18
Winter	Feb. 1, 2024	Dec. 21	Jan. 18

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.

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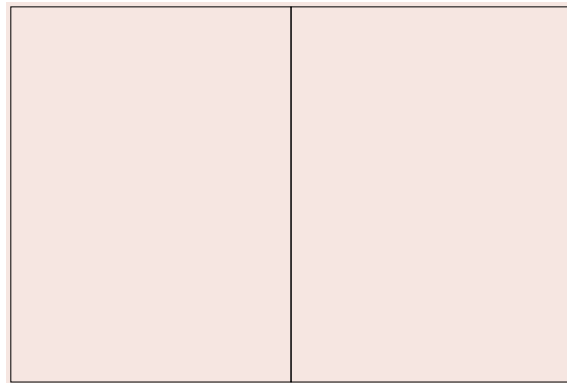
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Ad Sizes



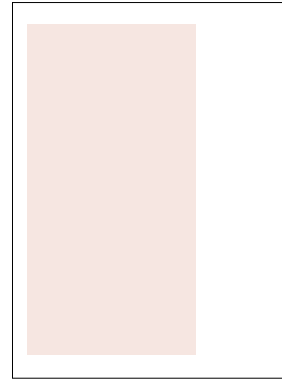
Full Page with Bleed

Trim size: 8.125" x 10.875"
With bleed: 8.375" x 11.125"
Live area: 7.625" x 10.375"*



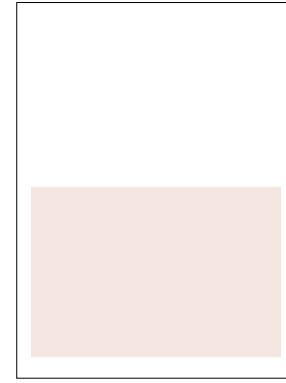
Double-Page Spread with Bleed

Trim size: 16.25" x 10.875"
With bleed: 16.5" x 11.125"
Live area: 15.75" x 10.375"*



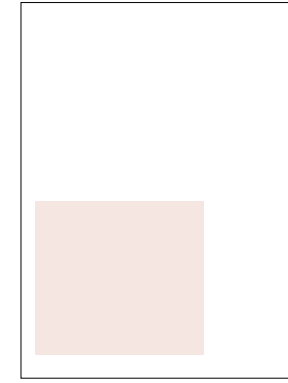
2/3 Page Vertical

5" x 9.775"



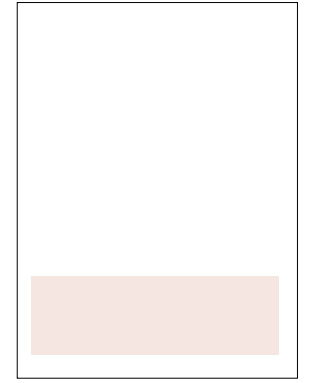
1/2 Page Horizontal

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.

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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.