

# healthy schools ALBERTA

FALL 2024 MEDIA KIT



Investing in healthy futures for all children.



# ABOUT



Ever Active Schools is a registered national charity designed to create and support healthy school communities. We engage and support schools through a Comprehensive School Health framework, which addresses health and education goals to improve the social outcomes of children and youth in Alberta.

Ever Active Schools began in 2001 as a special project of the Health and Physical Education Council of the Alberta Teachers' Association to provide quality professional development opportunities around health and physical education for all teachers. The transition to a charity came in 2020. While we still offer workshops and learning events, we have expanded our work to include grant-funded projects and resource creation. For twenty years, Ever Active Schools has been a hub for healthy school community development.



Healthy Schools Alberta Magazine is an extension of the work of Ever Active Schools, providing stories, insights and recommendations to its readers. We work to curate content from health champions and dedicated partner organizations to ensure the most relevant information makes it to our audience. We are on the ground with our readers to capture their stories and bring unique ideas to those who need them.

# READERSHIP

The Alberta Teachers' Association distributes Healthy Schools Alberta Magazine to every single school in the province of Alberta on our behalf. That's **2,110 schools!** We also send it directly to all **41 First Nations School Authorities, more than 300 additional stakeholders** in the health and education sectors, and provide copies for delegates to access at our events. The magazine is digitally distributed through the Ever Active Schools website, e-newsletter and social media channels. Readership demographics range from school staff to jurisdiction leaders to government to community partner organizations. Previous editions live online so that all the content remains accessible for school communities and health champions.

## ONLINE ENGAGEMENT IN 2022/23



- 66,900+ website sessions
- 15K+ email contacts
- 1,600+ Instagram followers
- 7,300+ Twitter subscribers
- 2,200+ Facebook followers



# EDITORIAL CALENDAR

Healthy Schools Alberta magazine is published once annually at the beginning of September as a kick off to the new school year.

Content curation begins in the Spring, when schools are moving into the final stages of project work and have fresh, exciting stories to share.



Pitch meeting: .....	APRIL 2
Content confirmed: .....	APRIL 5
Content due: .....	JUNE 28
Advertising booking deadline: .....	JULY 17
Advertising artwork due: .....	AUGUST 1
Edition finalized: .....	AUGUST 20
Send to print: .....	END OF AUGUST
Mailout: .....	EARLY-MID SEPTEMBER (TBA)

# SUPPLIED ARTWORK SPECIFICATIONS

FULL PAGE AD  
7.375"w x 9.6875"h  
\$1,000

1/2 PAGE AD  
7.375"w x 4.7188"h  
\$500

1/3 PAGE AD  
7.375"w x 3.0625"h  
\$330

1/4 PAGE AD  
7.375"w x 2.2344"h  
\$250

## Supplied Artwork Checklist:

- Full Colour CMYK
- Artwork is correct size
- Print ready, high-res PDF;  
OR, high-res (300 dpi) jpg; OR, flattened psd
- No crop marks or bleed
- File name has no spaces and includes company name
- File is no larger than 125MB
- Emailed to [info@everactive.org](mailto:info@everactive.org) by no later than August 1, 2024