

The Registrar magazine



MEDIA KIT

www.theregistrar.ca

The Registrar: Canada's Regulatory Sector Magazine

The Registrar is a trade and industry publication about consumer protection in Canada.

First published on March 1, 2021,

The Registrar is a digital publication that humanizes and brings to life the complex world of licensing and professional regulation.

With a strong focus on human interest stories,

The Registrar shares stories of ordinary regulators doing extraordinary things across the country, provides insight into regulatory practices in other jurisdictions, and highlights best consumer protection practices. The publication will also feature regulated professionals recognized for their exemplary leadership in their respective industries and communities and explore the lives of Canadian consumers and patients.

The editorial team consists of an impressive, diverse, and highly qualified panel of professional journalists across Canada with track records delivering insightful, engaging, and thought-provoking business and human-interest stories for Canada's leading print and digital publications. This team promises to increase the visibility and recognition of the Canadian regulatory sector with a unique lens that appeals to staff, industry professionals, and even the general public.



EDITORIAL FOCUS

IN EVERY ISSUE:



From Coast-to Coast-to Coast: The latest news and updates from the Canadian regulatory sector.

Leadership Profile: The personal and professional story of a senior leader in a Canadian regulatory organization.

Distinguished Professionals: Honouring achievement, The Registrar shares stories of professionals recognized by their regulatory bodies for professional excellence.

In the Public Interest: Insight into a Canadian regulatory body and how the changing world,

amended legislation, and new leadership are changing and enhancing their consumer protection role.

Leading Edge: Innovative solutions to best practices in licensing and professional regulation

Careers: Featured employment opportunities in the Canadian regulatory sector

People on the Move: Recent appointments to senior-level roles in the Canadian regulatory sector.

2021 Editorial Calendar

I S S U E		PUBLICATION DATE	AD CLOSE	ARTWORK SUBMISSION DEADLINE
MARCH <i>Special</i>	1	MARCH 1	FEBRUARY 1	FEBRUARY 15
JUNE	2	JUNE 7	MAY 20	MAY 25
SEPTEMBER	3	SEPTEMBER 7	AUGUST 1	AUGUST 24
DECEMBER	4	DECEMBER 6	NOVEMBER 1	NOVEMBER 22

TEAM



M. Daniel Roukema

Editor in Chief

Daniel is President & CEO of MDR Public Affairs. An award-winning regulatory communications professional, he is the creator of *The Registrar* magazine and founder of ConsumerProtection.info, a toolkit of digital platforms that support and promote the Canadian regulatory sector's consumer protection mandate. Daniel has overseen several regulatory communications departments and spent several years working in communications and government relations, leading significant stakeholder engagement processes that impacted public policy in consumer protection, environment, economic development, and immigration and public health.



Damian Ali

Contributor

Damian is a journalist with a strong background in multimedia content creation, corporate communications, and marketing. Having been a part of 680 NEWS and other digital media organizations, he remains steadfast about advocating for social justice and environmental issues, and hopes to make a practical difference using the skills he has acquired throughout his career.



Leah Golob

Contributor and Content Editor

Leah Golob is a Toronto-based freelance writer and editor with over 10 years of professional experience. Previously, she was a reporter at Investment Executive, a trade newspaper for finance and investment professionals. Her writing has also appeared in *The Globe and Mail*, *Corporate Knights*, *Vancouver Observer*, *The Georgia Straight*, *FORUM Magazine*, and other publications.



Marija Hajster

Production Manager and Graphic Designer

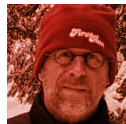
Marija is an internationally acclaimed and award-winning Master Graphic Designer who has worked with a number of publishing houses on magazines, books, and educational tools. She has also been the Graphic designer for *the Brussels Times Magazine* and *European Business Magazine*, and has worked with Cambridge University, *the Global Thinkers Forum*, and *Canada's Home and Land Magazine*. Marija attended the Faculty of Applied Arts in Belgrade, Serbia.



Lana Hall

Contributor

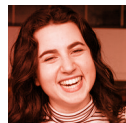
Lana Hall is an experienced writer, editor and communications strategist. She is a former municipal affairs reporter, bylines in *Spacing Magazine*, *Post City* and more. She has a degree from the Ryerson School of Journalism in Toronto.



Charles Mandel

Senior Contributor

An editor and writer based in Nova Scotia, Charles Mandel's news stories and features have appeared in both of Canada's national newspapers, and the majority of its leading magazines, including *Canadian Business*, *Canadian Geographic*, and *Report on Business*. He has been the Canadian correspondent for *wired.com*, the Atlantic correspondent for *CanWest News Service*, and the climate change reporter for *the National Observer*.



Natalie Pressman

Contributor

Natalie Pressman is a journalist with Northern News Services Limited reporting on courts, cops and general news in *Yellowknife, NT*. Natalie's work has appeared in trade publications like the *Pile Driving Contractors Association*, literary journals like the *Feathertale Review*, and online publications of many stripes. Natalie, originally from Toronto, has also held contracts as a radio trainer with Journalists for Human Rights, and was a communications officer with an NGO focused on sustainable development.



Mitchell Scrimgeour

Managing Editor

Brown is a writer, editor, and regulatory communications professional. He is currently managing editor of *The Registrar Magazine*, Canada's consumer protection publication. He is also the editor of *Beyond*, the quarterly magazine of the Bereavement Authority of Ontario, and was previously the Editor-in-Chief of the Canadian Retailer, the Retail Council of Canada's bi-monthly trade magazine. Mitchell is a former adjunct professor in the school of journalism at the University of King's College.



Anqi Shen

Contributor

A writer based in Mississauga, Ontario, Anqi Shen has reported for *The Globe and Mail* and *University Affairs* magazine. Her articles have also appeared in *Briarpatch*, *This*, and *National Gallery of Canada Magazine*, among others.



Dr. Alan Viau

Editor—Government and Public Policy

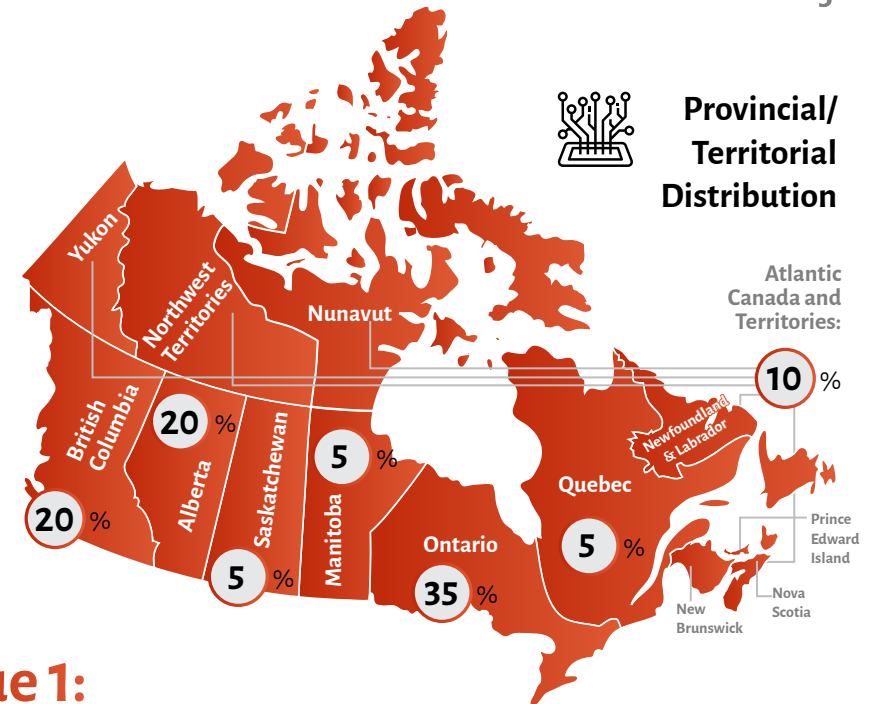
Dr. Alan Viau has 30 years of experience in the regulatory field. He has a BSc in Biochemistry, a PhD in environmental analytical chemistry, and Master's Certificates in Public Administration and Marketing. Alan worked at *Hewlett-Packard* as a scientific expert in the pharmaceutical, environmental and petrochemical markets around the world. At Health Canada, he was Director of the *Bureau of Pharmaceutical Sciences* responsible for the regulatory approval of generic drugs. He was an active member in the *Community of Federal Regulators*.

AUDIENCE AND DISTRIBUTION



Emailed to:

- senior and administrative staff of all Canadian regulatory bodies
- trade associations and other provincial and national non-profit organizations.
- Canadian Members of Parliament, members of provincial legislatures, as well as Mayors and City Councillors across Canada.



Issue 1:



10,331
impressions



5,108
readers



14
countries

497

Canadian
regulatory
bodies

Number of
regulatory bodies
with **1-3**
The Registrar
readers:



Viewed by at
least one senior
regulatory decision
maker:



Federal, provincial
and territorial government
departments:

74

Professional service organizations:

1,475

Postsecondary institutions:

280

Members of Parliament:

338

Senators:

105

Provincial and Territorial legislators:

766

Municipal mayors:

25

Municipal and City Council Members:

374

MAGAZINE FORMAT

The Registrar will be produced in **digital flipping books** format to provide a virtual presence of the magazine with page-turning capabilities.

This format increases audience engagement, improves brand integrity, and contributes to greater lead generation.

The Registrar will be configured for easy viewing on desktops, laptops, tablets and smart phones.

For enhanced accessibility, The Registrar will also be available in PDF format.



RATE CARD

AD SIZE	1X	2 X	3 X	4 X	5 X
Opening page Double-spread	\$6,000	\$12,000	\$18,000	\$20,400	\$26,000
Opening page Single	\$3,000	\$6,000	\$9,000	\$10,200	\$12,000
Double-page spread	\$4,500	\$9,000	\$13,500	\$17,985	\$22,500
Full page	\$2,500	\$5,000	\$7,500	\$8,500	\$10,000
Half page	\$1,250	\$2,500	\$5,000	\$6,375	\$7,500
Quarter page video	\$1,500	\$3,000	\$4,500	\$5,100	\$6,000
Quarter page image	\$750	\$1,500	\$2,250	\$2,985	\$3,000

Contact advertising@theregistrar.ca for other sizes and additional information.

PRODUCTION SPECIFICATIONS

Artwork Dimensions

* All sizes based include safe text area.

* Please add Bleed 3mm and crop marks



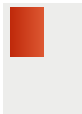
Full page
210 x 297 mm



Half page vertical
83 x 250 mm



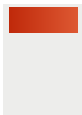
Double page spread
420 x 297 mm



Quarter page vertical
83 x 122 mm



Half Page horizontal
172 x 122 mm



Quarter page horizontal
172 x 58 mm



Artwork Specs

Ads based on 210 x 297 mm document

Images to be supplied at 300 dpi.

High resolution images only.

Finished artwork to be supplied as high-resolution PDFs with type in outlines.

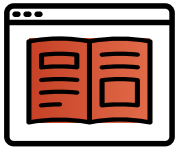
Video ads (See Quarter Page Digital) to be supplied in 4K resolution.

Need a Graphic Designer?

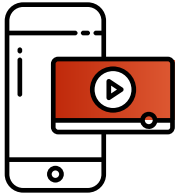
Contact info@mdrpublicaffairs.ca for professional graphic design services.

Production fees apply

SOCIAL MEDIA STRATEGY



Each issue will be available on **The Registrar** website.



Promoted with a **15-20 second video.**



Includes four months of paid **digital marketing campaign** to increase readership and subscription.



www.theregistrar.ca

CORPORATE INFORMATION

The Registrar is a
Consumerprotection.info
product, owned and operated
by MDR Public Affairs Ltd.

MDR
Public Affairs

MDR Public Affairs Ltd. is a boutique communications and organizational design agency that supports organizations committed to building safer, healthier, and greener communities.

We also support the Canadian licensing and professional regulation sector with a suite of digital platforms to promote the sector's consumer protection mandate that encourages a fairer and more informed marketplace.

info@mdrpublicaffairs.ca | www.mdrpublicaffairs.ca | 1-800-874-3820





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