

The Registrar magazine



MEDIA KIT

www.theregistrar.ca

The Registrar: Canada's Regulatory Sector Magazine

The Registrar is a B2B and B2C magazine about consumer protection in Canada.

To be published beginning on March 1, 2021, **The Registrar** is a monthly digital publication featuring news, legislative updates, legal analyses, and other important regulatory information.

With a strong focus on human interest stories, **The Registrar** will also profile regulators across the country whose careers are dedicated to protecting the public interest. 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 the general public.



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In Canada, there are dozens of regulated professions, meaning that by law, a license is required to practise that profession.

To become a professional of a regulated occupation, people are required to meet high academic qualifications, usually pass an exam administered or approved by the regulatory body, and have their professional conduct monitored once in the occupation. People can also be removed from an occupation if their professional conduct fails to meet the profession's standards. If removed, it is illegal for them to continue practising that profession and consequences for illegal practise can range from significant fines to serving jail time.

The role of Canadian professional licensing and regulatory bodies is critical, and The Registrar aims to increase their profile in the interest of further protecting Canadian consumers and patients.



The Role of Regulatory Bodies

In Canada, there are a number of different kinds of regulatory bodies. Some are government agencies and others are self-regulated. The Registrar primarily focuses on self-regulating organizations.

Self-regulating organizations are typically established by a provincial or territorial government, and their primary goals are to protect the public by enforcing legislation and codes of conduct that oversee a specific profession.

They do this by:

- Setting the standards of entry into a profession, which includes determining the type of education required and administering or approving an

entrance exam once the training has been completed;

- Enforcing professional conduct by ensuring legislation and codes of conduct are followed; and
- Overseeing and managing a complaints and discipline process which includes investigating allegations against professionals, managing disputes and tribunals, and determining whether any punitive actions should be taken against a professional which could range from skills training to removal from the profession.

More information on Canadian regulatory bodies can be found at www.regulatoryguide.ca.

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.

Campus Voices: Stories of post-secondary students and their transition to becoming regulated professionals.

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.

Case Study: A legal review of a past case as told by a lawyer.

Decisions: A summary of recent discipline decisions from regulatory bodies across Canada.

Careers: Featured employment opportunities in the Canadian regulatory sector

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

* **March 2021 Special:** March is Fraud Prevention Month, and The Registrar will profile the initiatives of Canadian regulatory bodies involved

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
APRIL ②	APRIL 5	MARCH 1	MARCH 12
MAY ③	MAY 3	APRIL 1	APRIL 18
JUNE ④	JUNE 7	MAY 1	MAY 25
JULY ⑤	JULY 5	JUNE 1	JUNE 21
AUGUST ⑥	AUGUST 2	JULY 1	JULY 19
SEPTEMBER ⑦	SEPTEMBER 7	AUGUST 1	AUGUST 24
OCTOBER ⑧	OCTOBER 4	SEPTEMBER 1	SEPTEMBER 25
NOVEMBER ⑨	NOVEMBER 1	OCTOBER 1	OCTOBER 18
DECEMBER ⑩	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

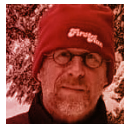
Marija is an internationally acclaimed and award-winning Master Graphic Designer who has worked with a number of publishing houses on magazines, books, and educational tools. She has also been the Graphic designer for *the Brussels Times Magazine* and *European Business Magazine*, and has worked with 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

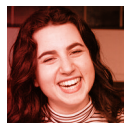
Lana Hall is an experienced writer, editor and communications strategist. She is a former municipal affairs reporter, bylines in *Spacing Magazine*, *Post City* and more. She has a degree from the Ryerson School of Journalism in Toronto.



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.



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*.



Marco Vigliotti

Contributor

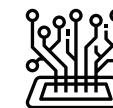
Marco Vigliotti is a journalist and editor based out of Ottawa. He mostly recently served as the senior editor of *iPolitics*, an online news service that provides in-depth Canadian political coverage. In this role, he led the outlet's initial coverage of the COVID-19 pandemic, 2019 federal election, 2019 federal budget and the SNC-Lavalin scandal. Prior to joining *iPolitics*, he spent nearly three years with *The Hill Times*, a prominent independent newspaper covering federal politics and life in the Parliamentary Precinct, where he covered a variety of different beats, including health, ethics and lobbying, transportation and defence. He has also reported for daily and weekly newspapers in Alberta, Saskatchewan and southern Ontario.

AUDIENCE AND DISTRIBUTION



Emailed to:

- senior and administrative staff of all Canadian regulatory bodies
- hundreds of businesses including legal and engineering firms
- 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.



Provincial/ Territorial Distribution



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



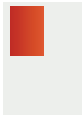
Full page
210 x 297 mm



Half page vertical
83 x 250 mm



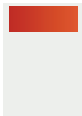
Double page spread
420 x 297 mm



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?

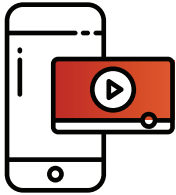
Contact info@mdrpublicaffairs.ca for professional graphic design services.

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



MDR
Public Affairs

MDR Public Affairs is a social enterprise that provides strategic communications services to organizations that improve access to education and those committed to building safer, healthier, and greener communities. A social enterprise, MDR Public Affairs also provides digital marketing solutions to increase the profile of the Canadian regulatory sector. MDR Public Affairs founded ConsumerProtection.info, a digital toolkit to promote regulatory bodies and the work they do to protect consumers and patients in Canada. Its resources include the Canadian Regulatory Guide and RegulatoryJobs.ca

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