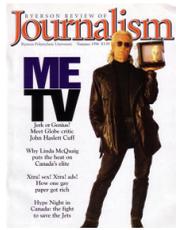
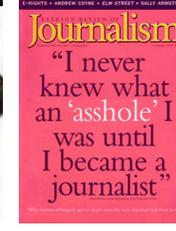
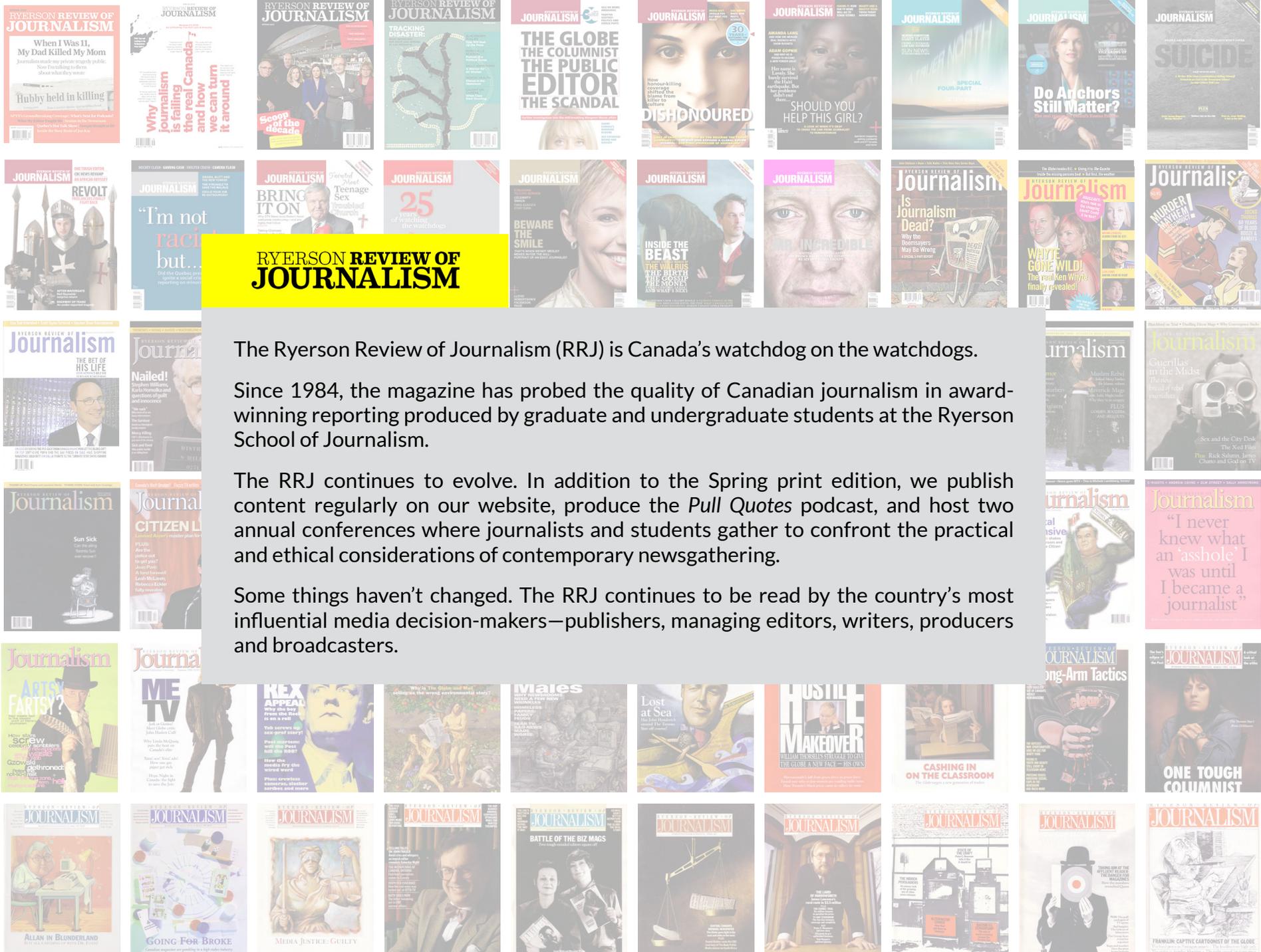


RYERSON REVIEW OF JOURNALISM

Media Kit - Spring 2018





RYERSON REVIEW OF JOURNALISM

The Ryerson Review of Journalism (RRJ) is Canada's watchdog on the watchdogs.

Since 1984, the magazine has probed the quality of Canadian journalism in award-winning reporting produced by graduate and undergraduate students at the Ryerson School of Journalism.

The RRJ continues to evolve. In addition to the Spring print edition, we publish content regularly on our website, produce the *Pull Quotes* podcast, and host two annual conferences where journalists and students gather to confront the practical and ethical considerations of contemporary newsgathering.

Some things haven't changed. The RRJ continues to be read by the country's most influential media decision-makers—publishers, managing editors, writers, producers and broadcasters.

PRINT AD RATES & SPECIFICATIONS



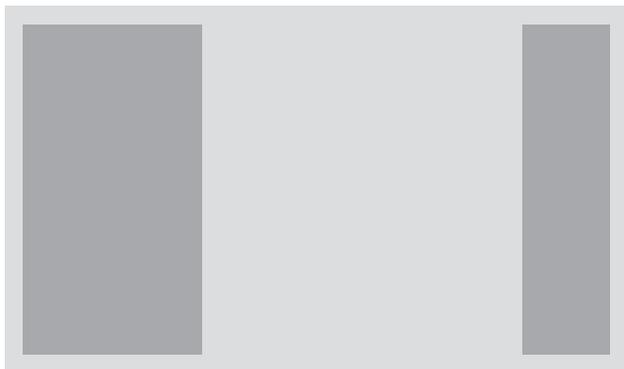
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The annual print edition of the RRJ has a circulation of 3,000, appearing on newstands throughout the country and read by publishing and journalism leaders.

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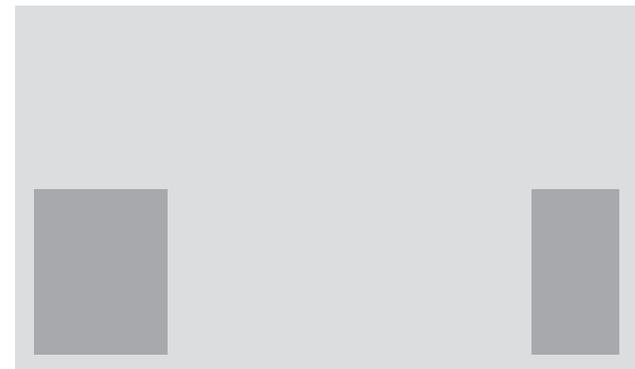
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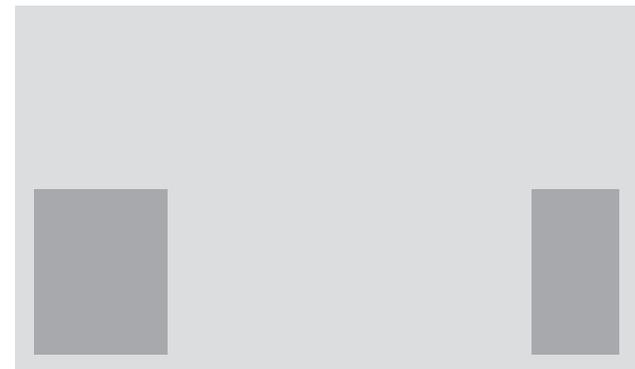
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Our website, rrj.ca, is viewed by thousands of readers who anticipate daily updates and smaller features.

Recent statistics show 27,000 clicks per quarter.

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MONTH	\$350
FOUR MONTHS	\$1,400
YEAR	\$2,800

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SIDEBAR

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MONTH	\$300
FOUR MONTHS	\$1,200
YEAR	\$2,400

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RYERSON REVIEW OF JOURNALISM

TOP BANNER

INSIDE THE BUSINESS
EYE ON DIVERSITY
INDIGENOUS ISSUES
THE THREAT TO LOCAL
DOING GOOD WORK
JOURNALISM'S CHAMPS

THE THREAT TO LOCAL

DESPITE WORRIES, POLICE NEWSCASTS CHANGING LITTLE ABOUT CRIME REPORTING

When Toronto police announced they'd "correct the record" with daily broadcasts via YouTube, local reporters were concerned it would affect information access.

EMMA MCINTOSH — FEBRUARY 10, 2018
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Toronto police Const. Victor Kwong, left, and spokeswoman Meaghan Gray in a Nov. 2, 2017 episode of TPS News. (Toronto Police Service/YouTube)

When the Toronto Police Service (TPS) announced it would stream daily "newscasts" starting in November in what it called an attempt to share its view of crime in the city, some journalists said it was an attempt to restrict the flow of public information.

The broadcasts feature TPS constables and civilian staff reading scripts earnestly, if awkwardly, in front of a camera for five minutes. In one newscast, a police officer delivers her script in front of stacks of boxes, later revealed to be cold case files. In another, a little boy who happened to be walking by joins the day's anchor in a standup on a Toronto residential street.

Two months later, little about how Toronto police communicate with media appears to have changed. However, the move is part of a trend in the relationship between cops and journalists in Canada, set in motion by the rise of social media, says Chris Schneider, a professor at Brandon University in Manitoba and author of the book *Policing and Social Media*.

"Up until very recently, police have had a virtual monopoly on getting to say what crime is," he

SIDE BAR

POPULAR POSTS

PULL QUOTES

A Pull Quotes Valentine: The Editor Of Modern Love

PULL QUOTES

Ep. 12: When You're A Female Reporter On Parliament Hill

#MEDIATOO CONFERENCE SPONSORSHIP

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By supporting the event, journalists on the frontlines of this important societal moment will be able to share their experiences with our students and inform best practices.

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RYERSON REVIEW OF JOURNALISM

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