

# LEARNING CURVES

100 ISSUES AND STILL GOING STRONG!

CONTINUING EDUCATION + JOB TRAINING

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"It goes quickly. People look out for it now."

Librarian

"I support Learning Curves by taking a subscription for my office."

An MPP

"A good resource for clients."

Employment counsellor

"I can't get this type of overview information anywhere else."

Learner

"We get a great response to our ads."

Advertiser

"That article made sense of mature student admission to the colleges."

College dean

**Your ad will stand out** in the only community newspaper for adult education in **Toronto** and the **GTA!** Learning Curves has affordable rates to promote your educational programs and services to adult learners, teachers, counsellors and policy makers.

Learning Curves is published by the WEA, a registered charity which is over 108 years old in Canada. Our volunteers are professionals in the field of journalism, design, project management and adult education who donate their time to keep our rates affordable. 2019 will be our 21st year of publication.

Learning Curves' mission is to create an informed, credible, visible media voice for adult learners in Toronto. One out of every five adults takes courses. That makes a community of over

1,000,000 adult learners in Toronto and the GTA.

The editorial is informative and insightful – profiling programs, learners and government policy for adult learning. Every issue is a 'keeper' – readers keep their copy as reference for essential information and lend copies to their friends or clients. Teachers and counsellors use the articles for their classes and workshops. See our website [www.learning-curves.ca](http://www.learning-curves.ca) for full issues or [www.learning-curves.org](http://www.learning-curves.org) for back articles.

**Our Readership:** • New Canadians • working and unemployed people trying to upgrade skills or change careers • older workers looking for a third career • youth returning to school • seniors looking for leisure learning • employment counsellors • adult educators • employers • policy makers

**Our Circulation:** 19,000 -650+ sites published every term fall, winter, spring summer.

**Our Drop Points:** • all public libraries • Employment Ontario sites • apprenticeship offices • universities • colleges • adult day schools • ESL sites • Learning Centres • many community-based trainers • Parks and Recreation centres • educational associations

**Ask about opportunities to place ads on [www.learning-curves.org](http://www.learning-curves.org)  
To place your advertisement, call at 416-923-7872, or email at [learningcurves@hotmail.com](mailto:learningcurves@hotmail.com)**