



Media Kit 2014

{10 Years in Circulation}

Mission Statement

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THE BULL & BEAR



The Bull & Bear serves as a platform of **knowledge**, **insight**, and **inspiration** to the McGill community. As the premier student magazine on campus affairs, we seek to advance insightful reporting and the presentation of in-depth analysis, with the ultimate goal of establishing The Bull & Bear as McGill University's most reliable and enriching source of information.

Introduction

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THE BULL & BEAR



C U Advertising
on behalf of The Bull & Bear
8185 Yonge St. Ste. 212
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The Bull & Bear

Based out of the world-renowned McGill University Desautels Faculty of Management, The Bull & Bear is the premier student-run magazine on campus. We offer an unparalleled and authoritative insight into the campus affairs, issues, and discussions that matter via our four sections of News, Lifestyle, Business, and Opinion. Unlike other campus periodicals, The Bull & Bear is an ideas publication, with a mission to explore the deeper issues behind events and with each section contributing a unique focus, style, and approach. We seek to advance the way insightful reporting and analysis is presented, with the goal of establishing The Bull & Bear as the most reliable and enriching source of information on campus.

Already operating within one of the most prestigious educational institutions worldwide, The Bull & Bear speaks to some of the most high achieving and high potential students from around the world. The publication taps into a truly global network of distinctive minds and is proud to have a incontestable connection and voice within the Desautels Faculty of Management, which a large number of successful business leaders around the world call their alma mater. Readers of The Bull & Bear are connected by a unique way of thinking, a drive of high achievement, and a search for intellectual stimulation who pick up copies around campus and visit The Bull & Bear's online presence on a regular basis. They are young, ambitious, and entering into fields ranging from quantitative finance to political science.

In partnership with C U Advertising, The Bull & Bear offers the opportunity for organisations to share their message and tap into this upper echelon of an already elite student body. By advertising within the publication, an organisation is making an investment that will pay off consistently over a long-term horizon. Advertising is available in full colour within monthly print issues of 1,000 copies, published 8 times throughout the academic year. Electronic copies are also uploaded to The Bull & Bear Online, our rapidly growing online platform averaging over 20,000 pageviews per month.

To further discuss advertising opportunities for the 2013-2014 academic year, please contact C U Advertising. We will be happy to assist you.

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Publication Dates

2013

Sep
12

Oct
10

Nov
7

Dec
5

2014

Jan
16

Feb
13

Mar
13

Apr
10



Undergraduate Innovation: A Campus Wide Opportunity

McGill's undergrads contribute to breakthroughs

Kathleen Tully
NEWS WRITER

To maintain its reputation as a world-class research institution, McGill University has a responsibility to encourage scientific innovation. Our researchers have discovered the basic of radioactive elements, the functions of different parts of the brain, and even helped mould the foundations of modern medicine. With the advancement of technology, funding, and time, the realm of discovery is expanding at McGill. Though most of the focus is placed on the research done by postgraduate, for many students, research at McGill can begin at the undergraduate level.

"As the Associate Dean once said, in so many ways, there is really not that much difference between an undergraduate and a master's student," asserted Victor Chisholm, the Undergraduate Research Officer in the Faculty of Science. "Master's students have more hard skills and training, but undergraduate students can also have fresher eyes and approaches."

In 2013, 47 percent of Bachelor of Science students were enrolled in an undergraduate research course. Within Science, all honors students are required to take a research course, and an additional 36 percent of non-honors students enrolled in these research courses last year by choice. This demonstrates a ten percent rise in students enrolling in these courses since 2006. "These numbers are impressive; plus, students also participate in other extracurricular research activities, such as volunteering or summer research stipendships, which are not captured in these numbers," stated Chisholm.

Research-based courses place undergraduate science students in the laboratories of leading researchers for credit and allow students to gain practical experience. "Students become

engaged in creating knowledge and figuring things out rather than just memorizing the facts," Chisholm noted. Through work in a laboratory, undergraduate researchers have gained exposure and have contributed to major discoveries. Jazm Abouaziz, a 2013 McGill graduate and current graduate student pursuing a PhD in physics at Princeton University, partook in research at McGill in the labs of epidemiologist Professor Moshe Sorel and biophysicist Professor Walter Reimer.

"McGill's excellent support of undergraduate research via courses, funding, and conferences means that you can immerse yourself in scientific immersion," Abouaziz explained. "Logical experimental research plans taught me discipline of thought and action, sustained perseverance, and how necessary it is to reflect on one's observations to ensure objectivity."

"There are several programs piloted by McGill connecting students to research opportunities, such as the Soup and Science series of presentations and funding initiatives available through the Undergraduate Research Office. Recently, Chisholm found that the number of students paid for research conducted in the summer is approximately the same as the number of tenure track professors doing the same thing."

A force leading the public representation of undergraduate research is the McGill Science Undergraduate Research Journal (MSURJ). The journal features original research conducted by undergraduate students. Submission of articles to the journal provides undergraduate students with the opportunity to participate in the drafting and review of scientific articles.

"MSURJ is a peer reviewed journal, open to science and non-science students," Brian Krug, the journal's Associate Editor, completed research relating to

related Farah Musharbash, Senior Editor of MSURJ. "After submission, we send it to professors and researchers to review two to three times, as well as read the articles themselves. After the process, we pick which ones will make it to the journal."

Aside from reviewing and publishing the work of other undergraduates for the journal, the editors behind the publication are involved in their own research pursuits. Musharbash assists a PhD student in a biomedical engineering lab supervised by Dr. David Jankers, in which specific proteins called biomarkers are studied. The biomarker proteins, detectable through blood tests, could be used in the future to catch high mortality diseases, such as cancer and heart disease.

"Before, the only way to know that someone has a disease was through symptoms, but now they are looking to blood tests. Researchers are looking to detect the disease through blood tests, before they actually 'get' the disease," stated Musharbash. Yuhao Shi, Executive Editor of MSURJ, has had the opportunity to work in the prestigious Genome Innovation Center supervised by Dr. Jack Majewski. At the Genome Innovation Center, the fields of computer science and biology are merged to study how the use of computers can analyze the genomes of people with genetic disorders.

"I helped conceive a new algorithm for detecting a special class of mutations," Shi beamed. "My work has helped identify the genetic causes of several disorders, as well as profile the exomes of cancer patients. Traditionally these endeavors could take years, but now we can accomplish them in a matter of weeks."

Brian Krug, the journal's Associate Editor, completed research relating to

FEATURE

plant evolution and drug development for cystic fibrosis. "The advantage of doing undergraduate research is that it helps you form ties with professors that will benefit you in completing graduate degrees," Krug advises. "An independent research project or summer internship can give you a jump-start on your master's. If you form a connection with a professor that you enjoy working with, you can know what you're getting into."

Chisholm emphasizes that experience is the main target of the research program at McGill. "Personal innovation is the goal, not just to have one discovery and it's over with, but that we transform students so that they can discover their gift or their talents and see what they can do with that day after day."

Paul Wiseman, one of McGill's most renowned researchers as well as leading chemist and physicist, discovered his interest and field of research in chemistry and health during his years as an undergraduate student. Now, Wiseman has discovered properties of malaria that allow for more accurate and simple diagnosis.

The research efforts of undergraduate students are showcased yearly at the Undergraduate Research Conference, occurring this year on October 10 in the Arts Building. Research featured this year spans many disciplines and delves into topics such as "the fear of missing out," glacier melting, green pharmaceuticals, and sensory stimulation. Chisholm says that many people that attend the conference believe some of the research conducted by the undergraduates is graduate level work.

Chisholm attributes the depth of the work to both the quality of the students and the willingness of professors to accept and mentor students in research. Yuhao Shi supported that the collaboration of the university and undergraduates is important to the advances made in research. "Most people think McGill is fostering groundbreaking research because it recruits the best faculty. While I don't disagree with that, I strongly believe that innovation can just as easily come from undergraduate students," Shi agreed. "In the end, it is this rich research culture that makes a difference."



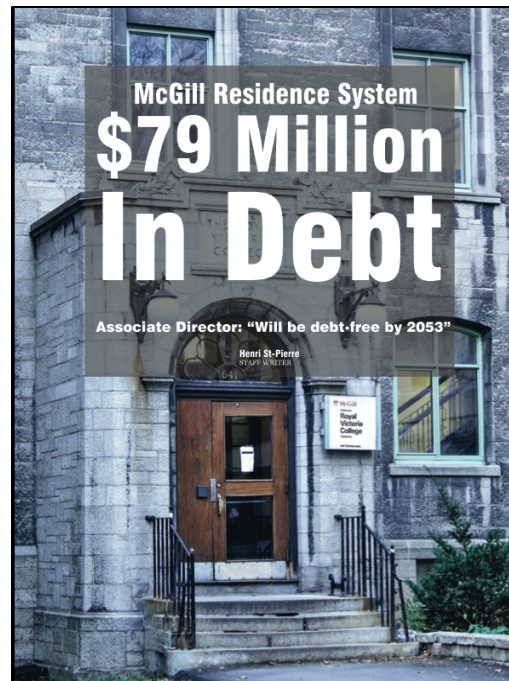
The Bull & Bear - October 2013

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McGill Residence System

\$79 Million In Debt

Associate Director: "Will be debt-free by 2053"



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Going Your Own Way

Start-up culture at McGill

Jeanne Chan
LEAD BUSINESS EDITOR

In a recent study from Western University, post-secondary students in Canada were asked to list and rank their primary motivation and goals for attending university at both the beginning and end of their academic career. It should come as no surprise, especially to those of us who have struggled through the trials and tribulations of university life, that the working world, that the difference in perspective was drastic after 4 years. Students enrolling into courses for the first time often do so with a lot of anxiety, nervousness, and a general feeling of being overwhelmed. Years later, after several semesters of academics, finals, and career advice, students had more than their share of finding a career eventually appropriate all due to the fundamental goal of a university education.

This is not to say that an idealistic approach to education, pursuing education purely out of love for the subject matter, is necessarily misguided. It is, however, a problem that the highly structured and tightly defined nature of modern university programs perpetually desire an opportunity that is not fundamentally to both our personal and professional development. A consequence of this is a noticeable decline in the culture of entrepreneurship among graduates. Jeanne Chan, a co-founder at Western University and one of the developers of the study, attributes the absence of enthusiasm in the field of entrepreneurship to the failure of our own students, forcing them to follow their own career path.

It was with this in mind that Thomas Bug and Noah Dwyer decided to create a different path for their university experience. The two undergraduate students, studying entrepreneurship and computer science respectively, have been active in starting up culture both within and beyond McGill since they first arrived in Montreal.

Between the two of them, Bug and Dwyer have developed multiple start-ups, with their latest taking shape as a website currently in beta testing. They have met with investors from coast to coast in both Canada and the United States, been invited to host a panel discussion at the 2013 Sun Festival, and have in the process gained first-hand knowledge of what it means to innovate, specifically at McGill.

"It wasn't until I came to McGill that I really started to consider starting a company," notes Bug. "I don't think most schools help (students) to think outside the box. The purpose of school is not to be innovative." McGill, however, is where both Bug and Dwyer were able not only to think like entrepreneurs, but to understand what it means to innovate, and to introduce new ideas to the professional world.

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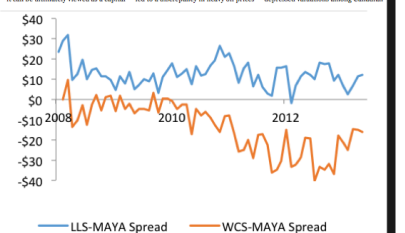
BUSINESS

Drilling Down on the West Canadian Select Oil Sands

Arbitrage opportunity across oil markets?

Belal Yassine
BUSINESS WRITER

It is estimated that every dollar invested in the Canadian oil sands will create about \$2.10 in total economic impact over the following 35 years. During the second quarter of 2013, Warren Buffett's Berkshire Hathaway reportedly bought a \$500 million stake in Calgary-based heavy oil (the type of crude oil coming from western Canada) producer. Energy. Although this represents a transaction in the secondary market, it can be ultimately viewed as a capital



10

NEWS



Investigating the HULT Controversy

A winning team, a disgruntled grad student, his angry father, and a solution for world hunger.

Tess Wroblewski
NEWS WRITER

At the end of September, shortly after McGill's Fall business team won \$1 million for their business proposal at the Hult Business Competition, a series of articles detailing the story of Jahid Dhanabai were published. Dhanabai is a PhD student in Architecture at McGill, who secured the Hult team of plagiarism, regarding their winning presentation at the Chinese Global Initiative.

I noticed, however, that all articles on the subject focused on one side or the other: either the Hult team was a global plagiarism against the team, interested in winning the money of the prize, especially after having interviewed the Hult team back in March. Or it was an interview with both the Hult team and Dhanabai.

On Wednesday, October 9, I interviewed the Hult business team. They had much to say about their win, their project, and their future plans, but were not interested in discussing the Dhanabai issue. Team member Jose Pantoja

responded that they were not at liberty to speak about the controversy with Dhanabai, but that "evaluations are being conducted with the McGill faculty, and both parties are cooperating."

I first spoke to Jahid Dhanabai two days later, and he was very willing to speak about the controversy. He described how he became involved with the team back in February 2013, when two team members approached him regarding their design for the contest. In the end, what I understood was about 50% of the graphic design for the presentation; he claimed (I also corroborated) some strategy and content for the presentation. Dhanabai maintains that the team made an informal agreement to make him a member of the team if they won at the Boston Regional Final. However, the Hult rules only allow for a maximum of five people per team, and the team already consisted of five members, after the Hult team wins at the Regional Final, Hult

judges refused to let Dhanabai join the team. "I expected that [informally] and I thought this was Dhanabai's role. They said if I did not work they would find another one!" Afterward, according to Dhanabai, the Hult team ignored him and then had credit for the graphic design he had made for the contest presentation at the Regional Final Competition.

The Hult team in March, following their win at the Boston Regional Final Competition. During the interview, the team disagreed over whether they should refer to Jahid Dhanabai as a "partner" or a "collaborator," and the debate continues today for the sake of the winning presentation should Dhanabai be given credit.

According to a resolution proposed by McGill Administrative staff on August 28, Dhanabai made a substantial contribution to the Hult Fall Business Final presentation that warrants recognition. In addition, Mr. Dhanabai originally filed a Report of

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{Features}

Each month, The Bull & Bear identifies a key topic, issue, or idea that is explored in detail from a wide variety of angles.

Within the vision of providing insight for the McGill community, Features are our unique way of informing at a level far beyond the casual dinner conversation.

{Business}

The Business section presents commerce, finance, and management from a variety of insightful perspectives.

We keep our readers aware of relevant, and interesting news in the world of business, expressed in non-technical language for a wide audience.

{News}

The Bull & Bear News is McGill's definitive source of insight into the important and trending issues on campus.

Offering more than just the facts, we present the complete story that students rely on to understand the way society is changing.



Our team also offers bespoke promo solutions on contract, which has been used for a number of large-scale events.

Our writers are outspoken and unafraid to present a strong yet respectful stance on the topics that students find important.

We feature articles exploring student life, culture, and cool people. If you're always in the know and have a distinct point of view, Lifestyle is for you.

The Bull & Bear

DRUG SURVEY

7% OF OUR RESPONDENTS HAVE TAKEN AN ADDICTION PRESCRIPTION TO TREAT IT

53.5% OF THESE RESPONDENTS HAVE TAKEN A PRESCRIPTION TO TREAT THEIR ADDICTION

39.5% HAVE DONE SO FOR RECREATIONAL PURPOSES

51.5% HAVE SOLD THEIR PRESCRIPTION TO ANOTHER STUDENT

IT IS ETHICAL FOR STUDENTS TO BE TAKING ADDICTION PRESCRIPTION WITHOUT A PRESCRIPTION TO HELP THEIR STUDY?

377 respondents

HAVE TAKEN AN ADDICTION PRESCRIPTION WITHOUT A PRESCRIPTION — **82%** OF THESE RESPONDENTS HAVE DONE SO FOR RECREATIONAL PURPOSES

APPROXIMATELY HOW OFTEN DO YOU TAKE ADDICTION PRESCRIPTION?

Frequency	Percentage
NEVER	0%
ONCE PER YEAR	3%
ONCE PER MONTH	31%
ONCE PER WEEK	32%
ONCE PER DAY	29%
ONCE PER HOUR	2%

NO LONGER TAKE ADDICTION PRESCRIPTION

12 (100%) HAVE CONVINCED A HEALTHCARE PROFESSIONAL TO PRESCRIBE THEM ADDICTION PRESCRIPTION

29.8% OF 80 RESPONDENTS BELIEVE IT IS ETHICAL TO TAKE ADDICTION PRESCRIPTION WITHOUT A PRESCRIPTION

64.6% OF 80 STUDY PARTICIPANTS SAY THAT THEY CONSUME RECREATIONAL DRUGS

WHICH RECREATIONAL DRUGS DO YOU CONSUME?

Drug	Percentage
MARIJUANA	84%
COCAINE	31%
HEROIN	37%
ECSTASY	23%
CRACK	9%
CRYSTAL MET	6%
KETAMINE	1%
OTHER	1%

RESPONSES INCLUDE: MARIJUANA, LSD, CRACK, COCAINE, ECSTASY, KETAMINE, AND OTHERS

60 OF 80 STUDY PARTICIPANTS SAY THAT THEY USE STUDY AND/OR RECREATIONAL DRUGS REGULARLY

TOTAL RESPONDENTS: 626 ARTS: 41.6% NMGT: 25.9% SCI: 16.1% ENG: 7% ARTS & SCI: 5.5% OTHER: 3.7%

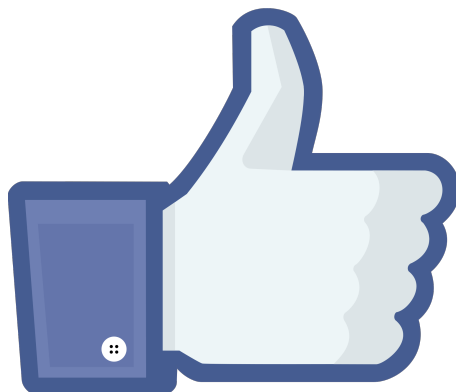
The Bull & Bear - January 2013



1,000
Total Circulation



Unique Visitors Per Month



2,600
Followers

A Diverse Audience

B
THE BULL & BEAR



21% international student body



26,439
Total Audience



60% Female

40% Male

\$46,500

Average Starting
Salary in Desautels

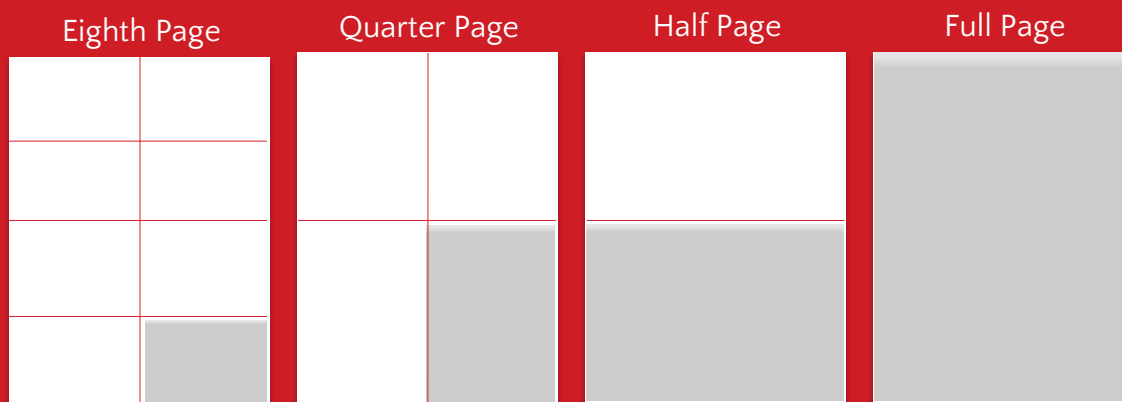
Source: McGill University Student Demographic Survey 2012

Advertising Delivery

The Bull & Bear 's prepress process is 100% digital and supports the following formats: PDF, TIFF, PSD, INDD, EPS, and high-quality JPEG. Images should be at minimum 300 dpi.

When preparing a PDF, please do not crop the advertising image and make sure to embed all fonts. Colour images should be prepared for CMYK printing.

Artwork submission deadlines are 4 business days before the publication date.



Rates

Note: All advertisements are in full colour. Rates subject to volume pricing discounts between 10% - 20%

AD UNITS	RATE (\$)	DIMENSIONS
Outside Back Cover	1,895 + Tax	7.875" x 10.5"
Inside Cover(s)	1,795 + Tax	7.875" x 10.5"
Full Page	1,695 + Tax	7.875" x 10.5"
Half Page	950 + Tax	7.875" x 5.25"
Quarter Page	550 + Tax	3.938" x 5.25"
Eighth Page	310 + Tax	3.938" x 2.125"

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