Medieval universities are one of the most original creations of the Western Civilization. In universities, students were educated by a plurality of masters, and schools were recruiting scholars from all parts of Europe. In this paper, we build an original database of thousands of scholars from university sources and map the academic market in the medieval and early modern periods. Quality of scholars is measured using information provided by the catalog of world libraries (Worldcat). Using a random utility model, we show that scholars tend to agglomerate in the best universities, and that this phenomenon is starker within the upper tail of the talent distribution (positive sorting). Agglomeration and sorting patterns witness a functioning academic market, made possible by political fragmentation and the use of a common language (Latin). Using simulations to compare our location choice model with a basic gravity framework, we show that market forces shaped the distribution of upper-tail human capital across Europe, and contributed to fostering academic output at the dawn of the Humanistic and Scientific Revolutions.