

# BUILD- ING

## 2020 PRINT ADVERTISING RATES

**Frequency:** 6 times per year (bi-monthly).

**Qualified Circulation:** **10,148**  
*Building* magazine's national circulation is **independently audited** and reported regularly by **Alliance for Audited Media (AAM)** - providing you with impartially verified data



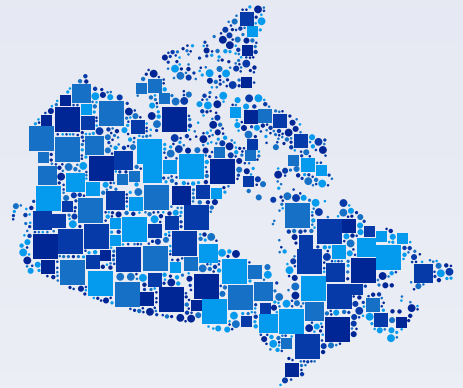
**Closing dates:**  
 SPACE – 10th of preceding month  
 [i.e. Feb/Mar issue – January 10th]  
 MATERIALS – 25th of preceding month

**Ad contacts:** Steve Wilson [swilson@building.ca](mailto:swilson@building.ca)  
 Faria Ahmed [fahmed@building.ca](mailto:fahmed@building.ca)

All rates are listed per issue, net, excluding applicable taxes

All print ads are distributed in our Digital Edition online + on e-Newsletter

**REACH AND INFLUENCE  
 10,148 HIGHLY  
 ENGAGED SENIOR  
 BUILT ENVIRONMENT  
 PROFESSIONALS WITH  
 YOUR PRINT ADVERTISING  
 COMMUNICATIONS**



**Put your advertising  
 message in front  
 of all stakeholders  
 around the table!**

PRINT ADVERTISING RATES			
	1x	3x	6x
Full page	\$3,360	\$3,280	\$3,000
1/2 page	\$1,850	\$1,810	\$1,650
1/4 page	\$1,010	\$990	\$900
DPS	\$5,390	\$5,270	\$4,815

AD SIZES	WIDTH	DEPTH
Page Trim	9"	11" (for bleed add .125" all around)
1/2 Page Horizontal (float)	7.83"	4.85"
1/2 Page Vertical (float)	3.8"	9.85"
1/4 Page Rectangle (float)	3.8"	4.85"
DPS Trim	18"	11" (for bleed add .125" all around)

**[BUILDING.CA](http://BUILDING.CA)**



# BUILD- ING

## 2020 DIGITAL ADVERTISING OPTIONS

REACH AND INFLUENCE KEY DECISION-MAKERS ONLINE  
THROUGHOUT CANADA'S BUILDING DESIGN, DEVELOPMENT  
AND CONSTRUCTION MARKET!

### WEBSITE BUILDING.CA



### BANNER ADVERTISING

	PER MONTH	PER YEAR
LEADERBOARD 728 X 90	\$840	\$7,336
BIG BOX 300 X 250	\$685	\$6,040

### BUILDING TWICE-WEEKLY E-NEWSLETTER



### E-NEWSLETTER ADVERTISING

REACH MORE THAN 17,000 EACH EDITION

	PER WEEK*	PER MONTH
BIG BOX 300 X 250	\$975	\$2,896
SuperBanner 700 X 250	\$1,560	\$4,635

\* 2x per week

### STAND-ALONE CUSTOM E-BLAST



### EMAIL MARKETING:

PROMOTE NEW PRODUCTS; WHITE PAPERS;  
PRODUCT UPDATES; SPECIAL OFFERS ++

E-BLAST DIRECTLY TO MORE  
THAN 7,500 CASL-COMPLIANT  
BUILDING EXCLUSIVE  
SUBSCRIBERS

1X NET RATE: \$2,470

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**NEW FOR 2020!**  
**Online Content  
Distribution to  
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See next page for more info or visit [ADwire.ca](http://ADwire.ca)