

BUSINESS

in Edmonton

MEDIA GUIDE
2025



SUPPORTING THE VISIONS OF
ENTREPRENEURS ONESTORY AT A TIME.

Welcome

TO BUSINESS IN EDMONTON MAGAZINE

2025 DISPLAY AD RATES

	1x	3x	6x	12x
Double Spread.....	6900	6675	6385	6100
Half Double Spread	5225	4750	4440	4355
Full Page.....	4100	3975	3835	3580
2/3 Page.....	3580	3340	3180	3075
1/2 Page	2550	2440	2320	2175
1/3 Page	1985	1880	1775	1690

Covers	1x	3x	6x	12x
Outside Back	4995	4810	4585	4350
Inside Front/Back	4660	4510	4245	4050

*does not apply to spreads that include a cover position

Guaranteed position fee	10% Additional
Production	15% Additional

• All rates are based on digital-ready art. No cancellations will be accepted on pre-booked cover or guaranteed positions.
All rates are net.

Content Marketing

1 page	4070	2 pages.....	6720
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Cover Wraps	1x	3x	6x	12x
.....	4350	4200	3950	3775

Additional Services

Inserts	Cover ..	4350	Inside	3310
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(Full distribution. Rates applicable to specific size and weight.)

Ask our account executives for information and pricing on:

Custom Inserts, Polybagging, Belly Bands, Split Covers, Gate Fold Covers, Business Reply Cards

Website Advertising // #1 site in search engines results for "business in Calgary searches"

	1x	3x	6x	12x
Leaderboard Ad.	770	685	625	560
Side Box Ad	1070	940	800	745
Home Page Video.....	1310			

Production 15% additional | Leaderboard ad: 728w x 90h pixels, RGB @ 72 dpi | Side Box ad: 300w x 386h pixels, RGB @72 dpi

BIE Events Eblast Rates

1x	4x	12x	26x	52x
640	550	455	385	320

Rates in conjunction with BIE Campaign

1x	4x	12x	26x	52x
490	425	340	290	245

Weekly email distribution of 6,500 emails recipients, delivered each Thursday morning.

Ad specs: 140w x 525h pixels | RGB @ 72 dpi

Readership

STATISTICS FOR BUSINESS IN EDMONTON

BUSINESS IN EDMONTON REACHES

191,700

Readers Monthly

.....

27,000

Businesses

DISTRIBUTED BY CANADA POST TO ALL

18,235 Registered business addresses in Edmonton

6,115 Registered business addresses in Nisku/Leduc, Sherwood Park,
St. Albert, Spruce Grove, Fort Saskatchewan & Stony Plain

1,940 Edmonton Chamber Members

710 Business in Edmonton subscribers and general distribution

27,000 Total

Monthly readership - approx. 191,700 business professionals. Distributed quarterly, directly to BOMA members in March, June, September and December: additional 300

75%

75% of the primary readers of Business in Edmonton are senior level executives and decision makers

58%

Magazines have the highest per cent rate for source of readership at 58%

34%

34% will invest \$50,000 or more in business technology.

43%

43% have household incomes in excess of \$200,000.

60%

60% of our subscribers will access an advertiser's website upon seeing in the magazine.

81%

81% of readers either hold university degrees or have some college or university education.



Business in Edmonton magazine's circulation is audited once a year by Alliance for Audited Media.

For further information on our demographics and readership survey, visit www.businessinEdmonton.com/demographics



PROFILES - YOUR CORPORATE LEGACY

Other advertising and promotional opportunities also available:

Customized Company or Individual Editorial Profiles, Anniversary Celebrations, Specialty Publications, Strategic and Co-Branded Editorial Opportunities, Customized Distribution Programs.

BUSINESS IN EDMONTON'S COMMUNITY PARTNERS



EDMONTON
CONSTRUCTION
ASSOCIATION



REALTORS®
Here when life happens.



Alberta Enterprise Group



BUSINESS COUNCIL
OF ALBERTA

BUSINESS
in Edmonton

LEADERS

AD Specs

COMPATIBILITY INFORMATION

2025 DISPLAY AD SPECS

- Please submit as a high resolution .pdf, or a collected InDesign file (supply fonts and supporting images saved as .eps or .tif - CMYK at 300 dpi)
- Business in Edmonton is on a Mac platform, running Adobe Photoshop, Illustrator and InDesign software.
- Please e-mail graphics@businessinEdmonton.com for further assistance.



Full Page



2/3 Page



1/2 Page H



1/2 Page V



1/3 Page V



1/3 Page I

Ad Dimensions		Picas		Inches	
Space Size		Width	Height	Width	Height
Double Page Spread Bleed		97p6	67p6	16.25"	11.25"
Double Page Spread Trim		94p6	64p6	15.75"	10.75"
Double Page Spread Image Area		88p6	58p6	14.75"	9.75"
Double 1/2 Page Spread Image Area		88p6	28p6	14.75"	4.75"
Full Page Bleed Size		50p3	67p6	8.375"	11.25"
Full Page Trim Size		47p3	64p6	7.875"	10.75"
Full Page Image Area		41p3	58p6	6.875"	9.75"
2/3 Page Vertical		27p0	58p6	4.5"	9.75"
1/2 Page Vertical		19p10.5	58p6	3.3125"	9.75"
1/2 Page Horizontal		41p3	28p6	6.875"	4.75"
1/3 Page Vertical		12p9	58p6	2.125"	9.75"
1/3 Page Island		27p0	28p6	4.5"	4.75"
Horizontal Banner		41p3	9p0	6.875"	1.5"



Web:

Side Box

300 pixels x 386 pixels



Leaderboard

728 pixels x 90 pixels



E-Blast

140 pixels x 525 pixels



Editorial

DEADLINE CALENDAR FOR 2025*

January 2025	February 2025	March 2025	April 2025
<ul style="list-style-type: none">• Private/Alternative Schools (with directory)• Corporate Health, Wellness & Rejuvenation• Wealth Management <p>* Early deadlines</p>	<ul style="list-style-type: none">• Education MBA• Event Planning & Catering• Construction• Senior Living (with directory)• Alternative Financing	<ul style="list-style-type: none">• BOMA Edmonton News• Cyber Security• Real Estate• Women of Influence• Skilled Trades	<ul style="list-style-type: none">• Commercial Real Estate• Recreation & Investment Real Estate• Succession Planning• Golf
Space Closing November 27, 2024	Space Closing December 20, 2024	Space Closing January 30, 2025	Space Closing February 27, 2025
Ad Copy Deadline December 4, 2024	Ad Copy Deadline January 7, 2025	Ad Copy Deadline February 6, 2025	Ad Copy Deadline March 6, 2025
May 2025	June 2025	July 2025	August 2025
<ul style="list-style-type: none">• Transportation & Distribution• Business Technology• Construction	<ul style="list-style-type: none">• BOMA Edmonton News• Workplace Health & Safety• Management & Professional Services• Junior Achievement Hall of Fame	<ul style="list-style-type: none">• Commercial Leasing• Manufacturing• Local Leisure Staycation	<ul style="list-style-type: none">• Construction• Training & Education• Senior Living• Alternative Financing
Space Closing April 1, 2025	Space Closing April 29, 2025	Space Closing May 29, 2025	Space Closing June 30, 2025
Ad Copy Deadline April 8, 2025	Ad Copy Deadline May 6, 2025	Ad Copy Deadline June 5, 2025	Ad Copy Deadline July 8, 2025
September 2025	October 2025	November 2025	December 2025
<ul style="list-style-type: none">• BOMA Edmonton News• Corporate Health, Wellness & Rejuvenation• Real Estate	<ul style="list-style-type: none">• Small Business Week• Event Planning & Catering• Real Estate/Investment• Business in Edmonton Leaders Awards <p>*Special Distribution</p>	<ul style="list-style-type: none">• Succession Planning• Senior Living• Construction & Renovations	<ul style="list-style-type: none">• BOMA Edmonton News• Continuing Education• Financial Planning/ Banking• Philanthropy
Space Closing July 31, 2025	Space Closing September 2, 2025	Space Closing September 30, 2025	Space Closing October 24, 2025
Ad Copy Deadline August 7, 2025	Ad Copy Deadline September 8, 2025	Ad Copy Deadline October 7, 2025	Ad Copy Deadline October 31, 2025

Visit BusinessInEdmonton.com to view our current issue. Our website is updated the first business day of each month.

All ads are linked to advertisers' websites. *Content and dates subject to change.

