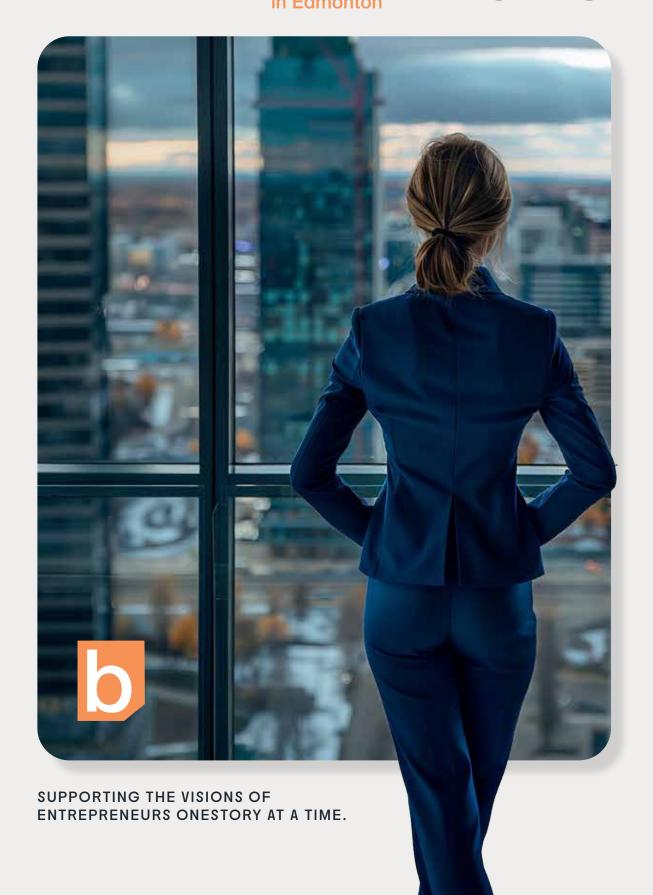
BUSINESS in Edmonton

MEDIA GUIDE





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 | lx | 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

Content Marketing

| | 1 page 4070 | 2 pages | 6720 | |
|-------------|-------------------|---------|------|-----|
| | 1 page 1111 107 0 | 2 pageo | | |
| Cover Wraps | lx | 3x | 6x | 12x |
| | 4750 | 4000 | 7050 | 777 |

Additional Services

(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 | 6х | 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

| lx | 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

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

Readership

STATISTICS FOR BUSINESS IN EDMONTON

BUSINESS IN EDMONTON REACHES

191,700

27,000

Readers Monthly

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



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



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



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



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



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



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.



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" | |

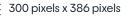


Side Box





E-Blast







Editorial

DEADLINE CALENDAR FOR 2025*

January 2025

- Private/Alternative Schools (with directory)
- · Corporate Health, Wellness & Rejuvenation
- · Wealth Management
- * Early deadlines

February 2025

- · Education MBA
- Event Planning & Catering
- Construction
- Senior Living (with directory)
- Alternative Financing

March 2025

- · BOMA Edmonton News
- · Cyber Security
- · Real Estate
- Women of Influence
- · Skilled Trades

April 2025

- · Commercial Real Estate
- Recreation & Investment Real Estate
- · Succession Planning
- · Golf

Space Closing

November 27, 2024

Ad Copy Deadline

December 4, 2024

Space Closing

December 20, 2024

Ad Copy Deadline

January 7, 2025

Space Closing

January 30, 2025

Ad Copy Deadline

February 6, 2025

Space Closing

February 27, 2025

Ad Copy Deadline

March 6, 2025

May 2025

- Transportation & Distribution
- Business Technology
- Construction

June 2025

- BOMA Edmonton News
- · Workplace Health & Safety
- Management & Professional Services
- · Junior Achievement Hall of Fame

July 2025

- · Commercial Leasing
- Manufacturing
- · Local Leisure Staycation

August 2025

- Construction
- Training & Education
- · Senior Living
- Alternative Financing

Space Closing

April 1, 2025

Ad Copy Deadline

April 8, 2025

Space Closing

April 29, 2025

Ad Copy Deadline

May 6, 2025

Space Closing

May 29, 2025

Ad Copy Deadline

June 5, 2025

Space Closing

June 30, 2025

September 2025

- · BOMA Edmonton News
- · Corporate Health, Wellness & Rejuvenation
- · Real Estate

October 2025

- · Small Business Week
- Event Planning & Catering
- · Real Estate/Investment
- Business in Edmonton Leaders Awards
- *Special Distribution

November 2025

- Succession Planning
- · Senior Living
- Construction & Renovations

Ad Copy Deadline

July 8, 2025

December 2025

- BOMA Edmonton News
- Continuing Education Financial Planning/
- Banking
- Philanthropy

Space Closing

July 31, 2025

Ad Copy Deadline August 7, 2025

Space Closing

September 2, 2025

Ad Copy Deadline

September 8, 2025

Space Closing

September 30, 2025

Ad Copy Deadline

October 7, 2025

Space Closing

October 24, 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.





BUSINESSINEDMONTON