

RATE CARD 2021



Supporting the visions
of entrepreneurs
one story at a time.

BUSINESS
IN EDMONTON

Welcome

TO BUSINESS IN EDMONTON MAGAZINE

2021 Display Ad Rates

	1x	3x	6x	12x
Double Spread.....	6620	6360	6120	5690
Half Double Spread.....	4930	4550	4195	4100
Full Page.....	3940	3725	3575	3375
2/3 Page.....	3325	3130	3010	2855
1/2 Page.....	2380	2270	2150	2045
1/3 Page.....	1850	1750	1660	1580

Covers	1x	3x	6x	12x
Outside Back.....	4690	4490	4285	4140
Inside Front/Back.....	4465	4250	4045	3830

*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.....	3875	2 pages.....	6450
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Additional Services

Inserts (Full distribution. Rates applicable to specific size and weight.)	Cover	4140	Inside	3150
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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 Edmonton" searches

	1x	3x	6x	12x
Leaderboard Ad	735	665	600	540
Side Box Ad	1030	910	775	720
Home Page Video	1265			

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

Chamber E-Newsletter Rates

	1x	4x	12x	26x	52x
Side Box Ad (300x300px) ...	590	500	420	355	295

Profiles - Your Corporate Legacy

Also Available: Other advertising and promotional opportunities: Customized Company or Individual Editorial Profiles, Anniversary Celebrations, Specialty Publications, Strategic and Co-Branded Editorial Opportunities, Customized Distribution Programs

Readership

STATISTICS FOR BUSINESS IN EDMONTON



2021

Breaking News!

Ipsos has conducted our readership survey and again Business In Edmonton raises the bar! An update to our readership survey shows an increase in reader's and confirms we are read by Edmonton's Decision Makers!

Ipsos is the third largest market research company in the world, present in 90 countries and employing more than 18,000 people, and generates an annual revenue of 2.55 billion dollars. Ipsos' research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients and customers or employees.

GAME CHANGERS – In our world of rapid change, the need for reliable information to make confident decisions has never been greater. Ipsos provides precise measurements and shapes data to provide true understanding of society, markets and people using the best of science, technology and know-how.

Success comes down to a simple truth: **You act better when you are sure.**

BUSINESS IN EDMONTON REACHES

191,700

READERS MONTHLY.

27,000

BUSINESSES

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

Distributed by Canada Post to all:

- Registered business addresses in Edmonton - **18,235**
- Registered business addresses in Nisku/Leduc, Sherwood Park, St. Albert, Spruce Grove, Fort Saskatchewan & Stony Plain - **6,115**
- Edmonton Chamber Members - **1,940**
- *Business in Edmonton* subscribers and general distribution - **710**

Total: 27,000

75%

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%

The vast majority of readers either hold university degrees or have some college or university education.



Business in Edmonton magazine's circulation is audited twice a year by BPA International.

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

Business in Edmonton's
Community Partners



EDMONTON
CONSTRUCTION
ASSOCIATION



AD Specs

COMPATIBILITY INFORMATION

2021 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



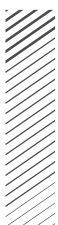
1/3 Page V



1/3 Page I

Ad Dimensions

Space Size	Picas	Width	Height	Inches	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



Editorial

DEADLINE CALENDAR FOR 2021*

January 2021

- Private Schools (with directory)
- Corporate Health, Wellness & Rejuvenation
- Financial Planning

* Early deadlines

Space Closing

November 26, 2020

Ad Copy Deadline

December 3, 2020

February 2021

- Education MBA
- Event Planning & Catering
- Investing
- RRRSP, TFSA & Tax Planning
- Construction
- Senior Living (with directory)

Space Closing

December 22, 2020

Ad Copy Deadline

January 5, 2021

March 2021

- BOMA Edmonton News
- Cyber Security
- Alternative Energy
- Real Estate
- Golf
- STEM

Space Closing

January 27, 2021

Ad Copy Deadline

February 3, 2021

April 2021

- Human Resources
- Commercial Real Estate
- Environmental Stewardship
- Recreation & Investment Real Estate
- Succession Planning
- Health Care
- Golf
- Edmonton Motor Show

Space Closing

February 23, 2021

Ad Copy Deadline

March 2, 2021

May 2021

- Tourism & Travel
- Transportation & Distribution
- Business Technology
- Risk Management
- Construction

Space Closing

March 31, 2021

Ad Copy Deadline

April 7, 2021

June 2021

- BOMA Edmonton News
- Aviation
- Agriculture
- Workplace Health & Safety
- Management/Professional Services

Space Closing

April 27, 2021

Ad Copy Deadline

May 4, 2021

July 2021

- Business in Edmonton Leaders Awards *Special Distribution
- Commercial Leasing
- K Days

Space Closing

May 24, 2021

Ad Copy Deadline

May 31, 2021

August 2021

- Head Offices
- Arts & Culture
- Dress for Success
- Construction
- Training & Education
- Senior Living (with directory)

Space Closing

June 29, 2021

Ad Copy Deadline

July 6, 2021

September 2021

- BOMA Edmonton News
- Small Business Week Preview
- Corporate Health, Wellness & Rejuvenation
- Real Estate

Space Closing

July 29, 2021

Ad Copy Deadline

August 5, 2021

October 2021

- Small Business Week
- Event Planning & Catering
- Real Estate
- Business Technology
- Recreation & Investment Real Estate
- Jr. Achievement - Hall of Fame

*Special Distribution

Space Closing

August 27, 2021

Ad Copy Deadline

September 3, 2021

November 2021

- Human Resources
- Manufacturing
- Succession Planning
- Health Care
- Construction & Renovations
- Risk Management Insurance
- Medical Cannabis

Space Closing

September 22, 2021

Ad Copy Deadline

September 29, 2021

December 2021

- BOMA Edmonton News
- Philanthropy & Corporate Social Responsibility
- Continuing Education
- Banking
- Management/Professional Services

Space Closing

October 26, 2021

Ad Copy Deadline

November 2, 2021

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.



BUSINESS IN EDMONTON



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