

BUSINESS

IN EDMONTON

RATE CARD 2022



Supporting the visions
of entrepreneurs one
story at a time.

Welcome

TO BUSINESS IN EDMONTON MAGAZINE

2022 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	Cover	4140	Inside	3150
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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 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

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 twice a year by BPA International.

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



**EXPLORE
EDMONTON**



EDMONTON
CONSTRUCTION
ASSOCIATION



REALTORS®
Here when life happens.



Alberta Enterprise Group



BUSINESS COUNCIL
OF ALBERTA

BUSINESS
IN EDMONTON

LEADERS

AD Specs

COMPATIBILITY INFORMATION

2022 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



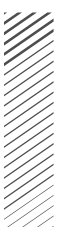
1/3 Page V



1/3 Page I

Ad Dimensions	Picas		Inches	
	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 2022*

January 2022

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

Space Closing

November 25, 2021

Ad Copy Deadline

December 2, 2021

February 2022

- Education MBA
- Event Planning & Catering
- Investing
- RRSP, TFSA & Tax Planning
- Construction
- Business of Energy
- Senior Living (with directory)
- * Early deadlines

Space Closing

December 17, 2021

Ad Copy Deadline

January 6, 2022

March 2022

- BOMA Edmonton News
- Cyber Security
- Real Estate
- Golf
- Edmonton Auto & truck Show
- Women of Influence
- Skilled Trades

Space Closing

January 27, 2022

Ad Copy Deadline

February 3, 2022

April 2022

- Human Resources
- Commercial Real Estate
- Environmental Stewardship
- Recreation & Investment Real Estate
- Succession Planning
- Health Care
- Golf
- Business of Energy

Space Closing

February 24, 2022

Ad Copy Deadline

March 3, 2022

May 2022

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

Space Closing

March 30, 2022

Ad Copy Deadline

April 6, 2022

June 2022

- BOMA Edmonton News
- Agriculture
- Workplace Health & Safety
- Management & Professional Services
- Business of Energy

Space Closing

April 28, 2022

Ad Copy Deadline

May 5, 2022

July 2022

- Commercial Leasing
- Architecture
- Medical Cannabis
- Manufacturing
- Bio Technology
- *Special Feature

Space Closing

May 30, 2022

Ad Copy Deadline

June 6, 2022

August 2022

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

Space Closing

June 30, 2022

Ad Copy Deadline

July 7, 2022

September 2022

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

Space Closing

July 28, 2022

Ad Copy Deadline

August 4, 2022

October 2022

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

Space Closing

August 30, 2022

Ad Copy Deadline

September 6, 2022

November 2022

- Human Resources
- Succession Planning
- Health Care
- Construction & Renovations
- Risk Management Insurance
- Business in Edmonton Leaders Awards
- *Special Distribution

Space Closing

September 29, 2022

Ad Copy Deadline

October 6, 2022

December 2022

- BOMA Edmonton News
- Continuing Education
- Banking
- Business of Energy
- Philanthropy

Space Closing

October 27, 2022

Ad Copy Deadline

November 3, 2022

Visit [BusinessInEdmonton.com](https://www.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.

