

BUSINESS
IN EDMONTON

MEDIA GUIDE 2024

SUPPORTING THE VISIONS
OF ENTREPRENEURS ONE
STORY AT A TIME.



Welcome

TO BUSINESS IN EDMONTON MAGAZINE

2024 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

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

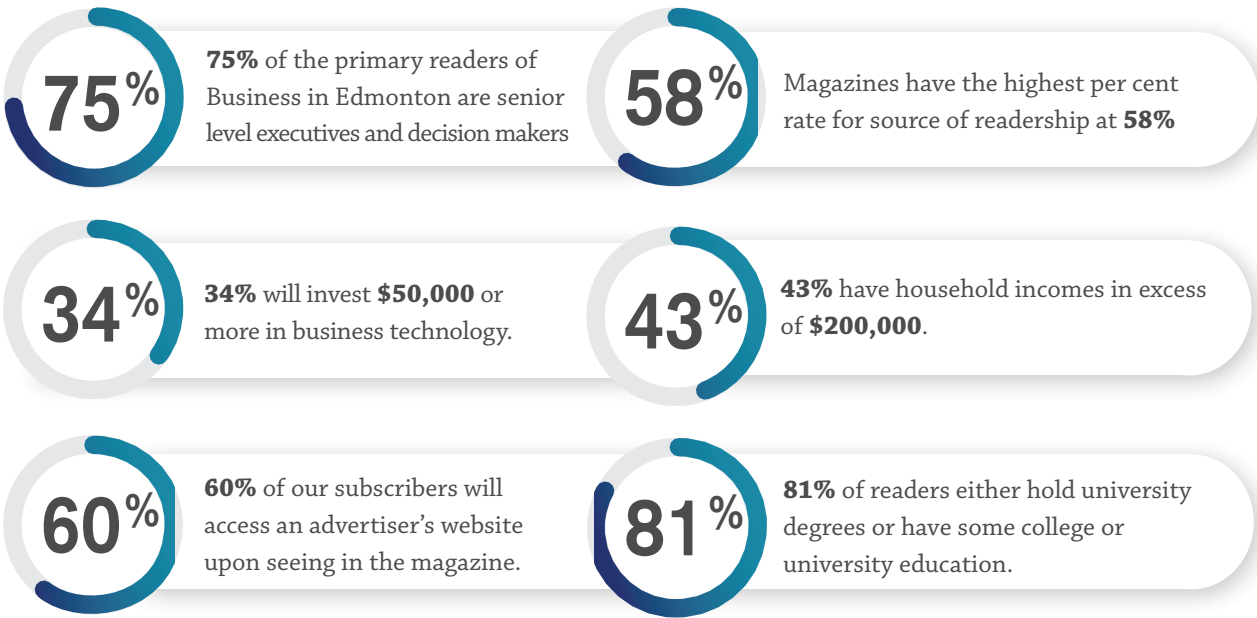
6,115 Registered business addresses in Nisku/Leduc, Sherwood Park, St. Albert, Spruce Grove, Fort Saskatchewan & Stony Plain

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**



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



EDMONTON
CONSTRUCTION
ASSOCIATION



REALTORS®
Here when life happens.



Alberta Enterprise Group



BUSINESS COUNCIL
OF ALBERTA

BUSINESS
IN EDMONTON

LEADERS

AD Specs

COMPATIBILITY INFORMATION

2024 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 2024*

<div>January 2024</div> <div><ul style="list-style-type: none">• Private/Alternative Schools (with directory)• Corporate Health, Wellness & Rejuvenation• Wealth Management<div>* Early deadlines</div></div>	<div>February 2024</div> <div><ul style="list-style-type: none">• Education MBA• Event Planning & Catering• Construction• Senior Living (with directory)</div>	<div>March 2024</div> <div><ul style="list-style-type: none">• BOMA Edmonton News• Cyber Security• Real Estate• Women of Influence• Skilled Trades</div>	<div>April 2024</div> <div><ul style="list-style-type: none">• Commercial Real Estate• Recreation & Investment Real Estate• Succession Planning• Golf</div>
<div>Space Closing</div> <div>November 27, 2023</div> <div>Ad Copy Deadline</div> <div>December 4, 2023</div>	<div>Space Closing</div> <div>December 22, 2023</div> <div>Ad Copy Deadline</div> <div>January 4, 2024</div>	<div>Space Closing</div> <div>January 30, 2024</div> <div>Ad Copy Deadline</div> <div>February 6, 2024</div>	<div>Space Closing</div> <div>February 26, 2024</div> <div>Ad Copy Deadline</div> <div>March 4, 2024</div>
<div>May 2024</div> <div><ul style="list-style-type: none">• Transportation & Distribution• Business Technology• Construction</div>	<div>June 2024</div> <div><ul style="list-style-type: none">• BOMA Edmonton News• Workplace Health & Safety• Management & Professional Services</div>	<div>July 2024</div> <div><ul style="list-style-type: none">• Commercial Leasing• Architecture• Manufacturing• Local Leisure Staycation</div>	<div>August 2024</div> <div><ul style="list-style-type: none">• Construction• Training & Education• Senior Living</div>
<div>Space Closing</div> <div>April 1, 2024</div> <div>Ad Copy Deadline</div> <div>April 8, 2024</div>	<div>Space Closing</div> <div>April 29, 2024</div> <div>Ad Copy Deadline</div> <div>May 6, 2024</div>	<div>Space Closing</div> <div>May 30, 2024</div> <div>Ad Copy Deadline</div> <div>June 6, 2024</div>	<div>Space Closing</div> <div>June 28, 2024</div> <div>Ad Copy Deadline</div> <div>July 8, 2024</div>
<div>September 2024</div> <div><ul style="list-style-type: none">• BOMA Edmonton News• Corporate Health, Wellness & Rejuvenation• Real Estate</div>	<div>October 2024</div> <div><ul style="list-style-type: none">• Small Business Week• Event Planning & Catering• Real Estate/Investment• Jr. Achievement - Hall of Fame<div>*Special Distribution</div></div>	<div>November 2024</div> <div><ul style="list-style-type: none">• Succession Planning• Senior Living• Construction & Renovations• Business in Edmonton Leaders Awards<div>*Special Distribution</div></div>	<div>December 2024</div> <div><ul style="list-style-type: none">• BOMA Edmonton News• Continuing Education• Financial Planning/ Banking• Philanthropy</div>
<div>Space Closing</div> <div>July 31, 2024</div> <div>Ad Copy Deadline</div> <div>August 7, 2024</div>	<div>Space Closing</div> <div>August 29, 2024</div> <div>Ad Copy Deadline</div> <div>September 5, 2024</div>	<div>Space Closing</div> <div>October 1, 2024</div> <div>Ad Copy Deadline</div> <div>October 8, 2024</div>	<div>Space Closing</div> <div>October 30, 2024</div> <div>Ad Copy Deadline</div> <div>November 6, 2024</div>

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



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