

BUSINESS

in Edmonton

2026 media guide



Supporting the visions of entrepreneurs
one story at a time.

2026 display ad rates.

Size.	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	4100	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

BIE events e-blast 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 5,000 emails recipients, delivered each Thursday morning.

Ad specs: 140w x 525h pixels | RGB @ 150 dpi

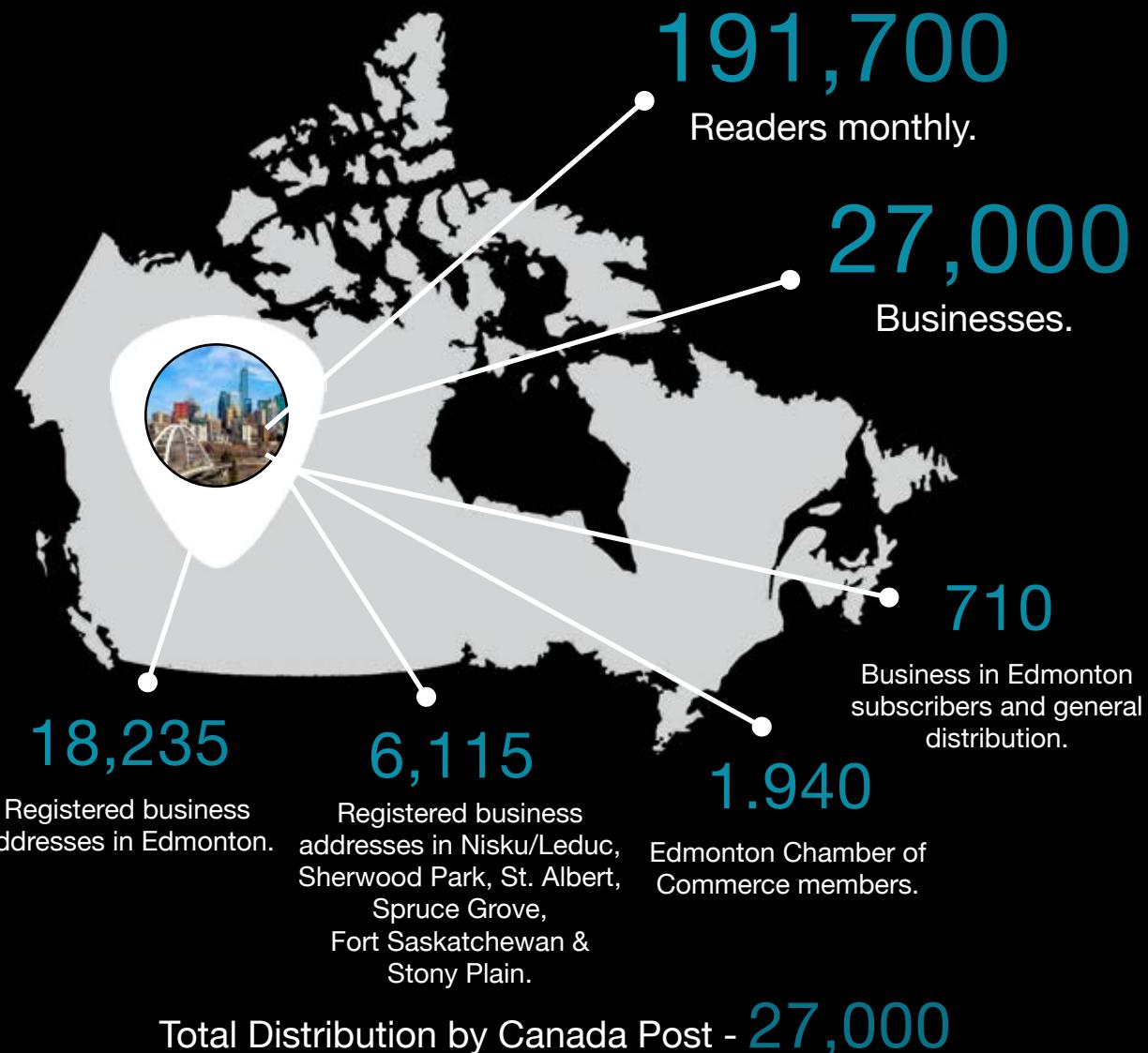
Website Advertising. #1 site in search engines results for “business in Edmonton” searches

	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 @ 150 dpi | Side Box ad: 300w x 386h pixels, RGB @150 dpi

Readership statistics.



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%.

81%

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

60%

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

43%

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

34%

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

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.

Community partners.



Entrepreneurs'
Organization



BUSINESS
COUNCIL
OF ALBERTA



EDMONTON
UNLIMITED



REALTORS®
Here when life happens.



JA Northern Alberta
and Northwest Territories
A Member of JA Canada



EDMONTON
CONSTRUCTION
ASSOCIATION



Alberta Enterprise Group

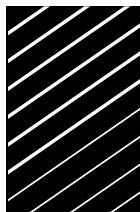
2026 print editorial calendar.

Issue date.	Editorial themes.	Ad close/Ad copy.
January.	<ul style="list-style-type: none"> • Private/Alternative Schools • Wellness/Medispa • Wealth Management 	Nov 27/Dec 4.
February.	<ul style="list-style-type: none"> • Education Post Secondary • Senior Living • Alternative Financing • ECA/Construction • Workplace Excellence: Behind the Brand 	Dec 18/Jan 8.
March.	<ul style="list-style-type: none"> • BOMA Edmonton News • Real Estate • Skilled Trades • Technology 	Jan 29/Feb 5.
April.	<ul style="list-style-type: none"> • Commercial Real Estate • Golf • Recreation & Investment • Management & Professional Services: Succession 	Feb 26/Mar 5.
May.	<ul style="list-style-type: none"> • Transportation & Distribution Logistics • Arts & Culture • Technology • Canadian Tourism • ECA/Construction 	Mar 31/Apr 7.
June.	<ul style="list-style-type: none"> • BOMA Edmonton News • Wellness/Medispa • Management & Professional Services: Insurance • Junior Achievement Hall of Fame 	Apr 29/May 6.
July.	<ul style="list-style-type: none"> • Commercial Leasing • Manufacturing • Workplace Excellence: Behind the Brand 	Jun 1/Jun 8.
August.	<ul style="list-style-type: none"> • ECA/Construction • Senior Living • Training & Education • Management & Professional Services: Financial Planning 	June 30/July 7.
September.	<ul style="list-style-type: none"> • BOMA Edmonton News • Real Estate • Wellness/Medispa 	Jul 30/Aug 6.
October.	<ul style="list-style-type: none"> • Small Business Week • Real Estate/Investment 	Sept 1/Sept 8.
November.	<ul style="list-style-type: none"> • Succession Planning • ECA/Construction • Senior Living • Technology • Transportation, Distribution & Logistics • Business in Edmonton Leaders Awards (Special Distribution) 	Sept 30/Oct 7.
December.	<ul style="list-style-type: none"> • BOMA Edmonton News • Continuing Education • Financial Planning/Banking • Philanthropy 	Oct 27/Nov 3.

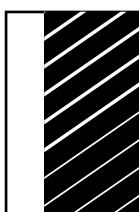
Content and dates subject to change. Visit BusinessInEdmonton.com to view our current issue.
Our website is updated the first business day of each month. All ads are linked to advertisers' websites.

Print production specifications.

Ad size.	Trim. (WxD)	Live area.	Bleed.
Double page spread.	15.75" x 10.75"	15.25" x 10.25"	16.00" x 11.00"
Full page.	7.875" x 10.75"	7.375" x 10.25	8.125" x 11.00"
Two thirds vertical.	4.500" x 9.75"	4.500" x 9.75"	Not applicable.
Half page vertical.	3.3125" x 9.75"	3.3125" x 9.75"	Not applicable.
Half page horizontal.	6.875" x 4.75"	6.875" x 4.75"	Not applicable.
Third page vertical.	2.125" x 9.75"	2.125" x 9.75"	Not applicable.
Third page island.	4.500" x 4.75"	4.500" x 4.75"	Not applicable.
Horizontal banner.	6.875" x 1.5"	6.875" x 1.5"	Not applicable.



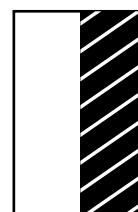
Full page



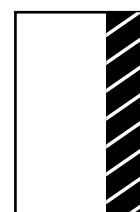
Two thirds page



Half page horizontal



Half page vertical



Third page vertical



Third page island

Image resolution.

300 dpi. - CMYK.

File preparation.

Submit as a high resolution pdf. Include crop marks where applicable. Business in Edmonton is on a Mac platform, running Adobe Photoshop, Illustrator and InDesign software.

E-mail graphics@businessinEdmonton.com for further assistance.



Web specifications.

Ad size.	Width x Height.
Side box.	300px x 386px
Leaderboard.	728px x 90px
E-blast.	140px x 525px



Side box.



Leaderboard.



Eblast.

Image resolution.

150 dpi. - RGB

File preparation.

Submit as png, gif, jpg.

