

# Builders' Digest

Toronto Construction Association's Quarterly Perspective

## media kit 2014

*Builders' Digest* magazine is the official voice of the Toronto Construction Association (TCA). A full colour, glossy quarterly magazine containing a series of regular sections, the magazine also includes feature articles with staying power providing readers with a unique perspective on the industry. It is an excellent targeted way to reach over 3,000 industry professionals.

In addition to providing general insight on issues and developments tied to the Toronto construction industry, *Builders' Digest* aims to help elevate the prestige of the industry by informing readers of its noteworthy achievements. In addition to hammers and nails, news, events, and local projects, the magazine also encompasses legislative issues, new technologies, human interest stories, and much more. Builders' Digest aims to inform and educate its readership.



 Toronto  
Construction  
Association

**DISTRIBUTED AT  
CONSTRUCT CANADA  
2014**



## ABOUT THE TORONTO CONSTRUCTION ASSOCIATION

Established in 1867, the Toronto Construction Association is one of the oldest, largest and finest construction associations of its kind in North America. With a specific focus on the ICI (industrial/commercial/institutional) sector of the construction industry, TCA helps members with government regulations, education development, and continually works to improve the industry.

While the name of the Association has changed over the years, its commitment to the betterment of the construction industry as a whole has never varied. The Toronto Construction Association, which is as old as Canada, is a trademark name well established not only in the construction industry, but also in education and government circles and in the larger community. With over 2,300 member firms representing 300,000 industry practitioners, the TCA is the voice of construction in the GTA.

## TARGET READERSHIP

With a circulation of over 3,000 the primary readership of the magazine is the TCA membership. Secondary readership are those doing business with these members including their clients and the general public, supplier companies, subtrades, engineers, architects, manufacturers, contractors, lawyers, accountants, surveyors, interior designers, bonding/surety professionals, risk management experts and others. The publication is also distributed at TCA events and conferences, and is given to government representatives and prospective TCA members, and the following affiliated associations:

- AWMAC - Ontario Chapter
- Crane Rental Association of Ontario
- EIFS Council of Canada
- EIFS Quality Assurance Program Inc. (QAP)
- Environmental Abatement Council of Ontario
- Metropolitan Plumbing and Heating Contractors Association
- Resilient Flooring Contractors Association of Ontario
- Sealant and Waterproofing Association
- Waterproofing Contractors Association

## PROMOTE YOUR INDUSTRY!

**Builders' Digest** is the voice of construction professionals in the GTA. It is the resource the industry turns to for leadership. The magazine is a powerful information source for decision-makers looking to make educated purchasing decisions about products, services and new technologies.

## WHY ADVERTISE?

Advertising in **Builders' Digest** is an excellent and targeted way to reach over 3,000 industry professionals.

### DEPARTMENTS:

1. Contractor Member Profile
2. The Environmental Article
3. Major Project Feature
4. Building Toronto

**UNPARALLELED EXPOSURE!** **Builders' Digest** is read by:

- Architects
- Consulting Engineers
- Interior Designers
- Contractors
- Subtrades
- Subcontractors
- Developers
- Civic Officials
- Business Leaders



# ADVERTISING RATES (COLOR)

\*PLEASE NOTE THAT THE AD RATES ARE PRICE PER ISSUE\*

SIZE	4X RATE	2X RATE	1X RATE
Full page	\$2,299.50	\$2,399.50	\$2,499.50
2/3 page	\$1,999.50	\$2,199.50	\$2,299.50
1/2 page (Island)	\$1,699.50	\$1,799.50	\$1,899.50
1/2 page	\$1,649.50	\$1,749.50	\$1,849.50
1/3 page	\$1,299.50	\$1,349.50	\$1,449.50
1/4 page	\$1,049.50	\$1,099.50	\$1,149.50
1/6 page	\$799.50	\$849.50	\$899.50
1/8 page	\$699.50	\$749.50	\$799.50

## COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

POSITION	4X RATE	2X RATE	1X RATE
Double Page Spread	\$3,249.50	\$3,449.50	\$3,599.50
Inside Front Cover	\$2,999.50	\$3,149.50	\$3,299.50
Inside Back Cover	\$2,999.50	\$3,149.50	\$3,299.50
Outside Back Cover	\$3,299.50	\$3,449.50	\$3,599.50

### RATES PER INSERTION

**INSERTS & BELLY BANDS:** Available upon request

**GUARANTEED POSITION:** 15% extra

**ADVERTISING AGENCIES:** Please add 15

**AD PROOF CHARGE:** \$25.00

**BLACK & WHITE RATES:** 25% off colour rates



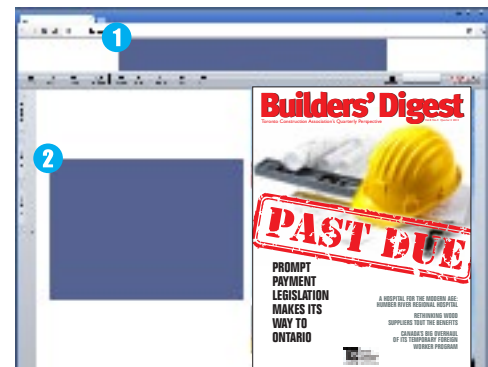
By popular demand, each issue of **Builders' Digest** magazine is now online with an electronic, interactive version. In addition to the publication, **Builders' Digest** readers now have the ability to access complete issues anywhere – office, home or mobile, offering advertisers multiple opportunities to reach this diverse and desired demographic at any time using a variety of new media platforms and marketing initiatives.

## DIGITAL EDITION ISSUE SPONSORSHIP

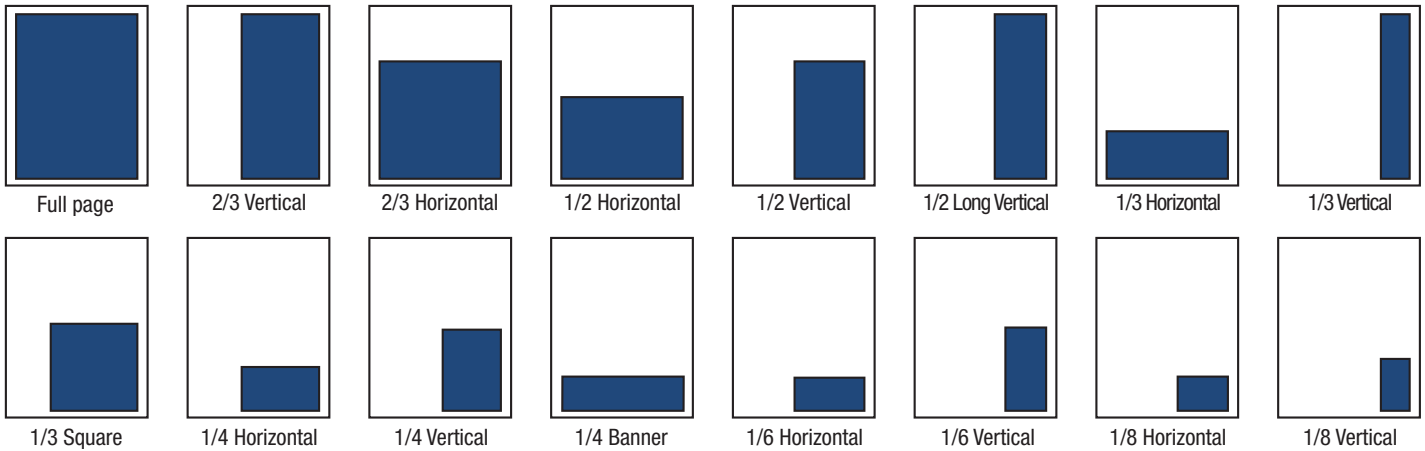
MediaEdge digital editions provide a great reader user experience and in 2011 delivered over 1,000,000 page views. Enjoy premium recognition for your company by engaging readers that utilize the digital edition.

**Sponsor opportunity includes both the Exclusive positions:**

POSITION	SIZE	1X RATE
Top Banner/Leaderboard <b>1</b>	728x90 pixels	\$1,500
Left of Cover <b>2</b>	645x465 pixels	
Video (with Ad)		\$350
Video (without Ad)		\$750



# ADVERTISING SPECIFICATIONS



## ADVERTISING SIZES

### SIZE

	WIDTH	DEPTH
Double Page Spread Bleed	17 2/8"	11 1/8"
Full Page Bleed	8 5/8"	11 1/8"
Full Page	7"	9 1/2"
2/3 Horizontal	7"	6 1/4"
2/3 Vertical	4 5/8"	9 1/2"
1/2 Horizontal	7"	4 5/8"
1/2 Vertical (Island)	4 5/8"	7"
1/2 Long Vertical	3 3/8"	9 1/2"
1/3 Horizontal	7"	3"
1/3 Vertical	2 1/8"	9 1/2"
1/3 Square	4 5/8"	4 5/8"
1/4 Horizontal	4 5/8"	3 3/8"
1/4 Banner	7"	2 1/8"
1/4 Vertical	3 3/8"	4 5/8"
1/6 Horizontal	4 5/8"	2 1/8"
1/6 Vertical	2 1/8"	4 5/8"
1/8 Horizontal	3 3/8"	2 1/8"
1/8 Vertical	2 1/8"	3 3/8"

## PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

## MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH		DEPTH
Type Size	7"	x	9 1/2"
Trim Size	8 3/8"	x	10 7/8"
Bleed Size	8 5/8"	x	11 1/8"

Halftone Screen: 133 lines maximum

## PUBLISHING DATES

<b>1st Quarter 2014</b>	<b>Material deadline:</b> March 2014 <b>Publish Date:</b> April 2014
<b>2nd Quarter 2014</b>	<b>Material deadline:</b> June 2014 <b>Publish Date:</b> August 2014
<b>3rd Quarter 2014</b>	<b>Material deadline:</b> October 2014 <b>Publish Date:</b> November 2014
<b>4th Quarter 2014</b>	<b>Material deadline:</b> December 2014 <b>Publish Date:</b> January 2015

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