

Builders' Digest

Toronto Construction Association's Quarterly Perspective



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. *Builders' Digest* includes local, national and international stories, broadening its scope from the heart of Toronto, to encompass the globe.

2010

MEDIA KIT & PLANNER





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, general how-to pieces, and much more. ***Builders' Digest*** aims to inform, entertain, and educate its readership.

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, 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.

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

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

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





Advertising Rates

FOUR COLOUR RATES

SIZE	4X RATE	2X RATE
Double Page Spread	\$3,519.50	\$3,659.50
Full Page	\$2,379.50	\$2,559.50
2/3 Page	\$2,159.50	\$2,329.50
1/2 (Island)	\$1,859.50	\$2,019.50
1/2 Page	\$1,619.50	\$1,669.50
1/3 Page	\$1,239.50	\$1,279.50
1/4 Page	\$1,054.50	\$1,084.50
1/6 Page	\$ 849.50	\$ 869.50
1/8 Page	\$ 734.50	\$ 754.50

COVER & PREMIUM POSITIONS

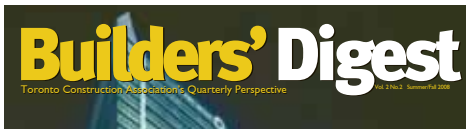
POSITION	4X RATE	2X RATE
Outside Back Cover	\$3,239.50	\$3,319.50
Inside Front Cover	\$3,009.50	\$3,089.50
Inside Back Cover	\$3,009.50	\$3,089.50

INSERTS & BELLY BANDS: Available upon request

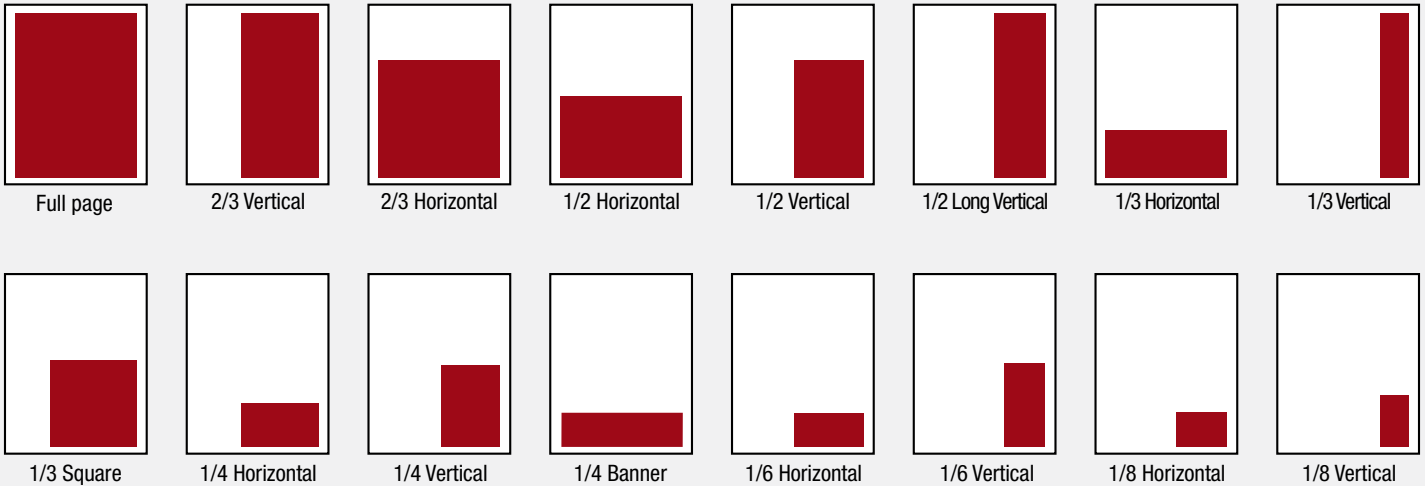
GUARANTEED POSITION: 15% extra

ADVERTISING AGENCIES: Please add 15%

ADVERTISEMENT PROOF CHARGE: \$25.00



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, QuarkXPress, 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:

4TH QUARTER – WINTER 2009/2010

Sales Close: December 18, 2009

Publish: January 29, 2010

2ND QUARTER – SUMMER 2010

Sales Close: June 30, 2010

Publish: August 18, 2010

1ST QUARTER – SPRING 2010

Sales Close: February 16, 2010

Publish: April 7, 2010

3RD QUARTER – FALL 2010

Sales Close: July 30, 2010

Publish: October 1, 2010

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