

# alberta construction

MAGAZINE

REACHES OVER

# 51,000



READERS

Why should you advertise in *Alberta Construction Magazine*?  
According to an independent readership survey:

× **81%**

of *Alberta Construction Magazine* readers indicate high levels of overall satisfaction with the magazine.

× **60%**

find the advertisements in *Alberta Construction Magazine* valuable to their business.

× **38%**

of those in purchasing positions have responded to advertisements in the magazine.

× **80%**

agree they have a greater overall understanding of the construction industry in Canada after reading *Alberta Construction Magazine*.

× **86%**

state that they use the information obtained from *Alberta Construction Magazine*.

× **69%**

indicate they have the authority to make purchases of construction services, materials or equipment for their company.

× **67%**

are owners or management.

× **90%**

In terms of overall value and quality, of readers feel *Alberta Construction Magazine* is as good or better than other industry-related publications.

## 2011 MEDIA GUIDE

Source: 2008 independent readership survey conducted by Leger Marketing

# MORE WAYS TO ADVERTISE!

## ADVERTORIALS

An advertorial is an advertising/editorial hybrid where an advertiser enlists *Alberta Construction Magazine* to produce a feature endorsing a company, product or service. Advertorials can be one or two pages in length and are priced at a 20% premium above the full page or double page spread rates. Advertorial sales close dates are two weeks prior to listed advertising sales close dates. Please visit [junewarren-nickles.com/advertorial/](http://junewarren-nickles.com/advertorial/) for a full listing of advertorial guidelines.

## INSERTS

Inserts, tip-ons, belly bands and spadias provide four unique ways for advertisers to take advantage of *Alberta Construction Magazine's* targeted distribution. Inserts are distributed with the full run of the magazine, allowing advertisers to speak to the full breadth of the printed magazine's audience. Visit [junewarren-nickles.com/insert/](http://junewarren-nickles.com/insert/) to view a complete listing of our insert guidelines.

## GUARANTEED PLACEMENT

*Alberta Construction Magazine* understands that for maximum effectiveness, advertisers may occasionally require their ad material to be placed in a specific section or on a specific page of a publication. For a 20% surcharge, an advertiser can guarantee one of a selection of available positions in *Alberta Construction Magazine*. For details on guaranteed placement requests, please contact your sales representative.

## ONLINE ADVERTISING

Get additional exposure by advertising online! With a variety of ad sizes to choose from, advertisers can purchase a banner ad on [albertaconstructionmagazine.com](http://albertaconstructionmagazine.com) and enjoy the additional reach of online readers. By expanding the size of your ad campaign, you can deliver your message to additional online readers, reinforcing your print message and extending your brand beyond the print medium. And our online audience is growing, ensuring that your message reaches more potential customers!

## 2011 ONLINE QUARTERLY ADVERTISING RATES

### Leaderboard\*

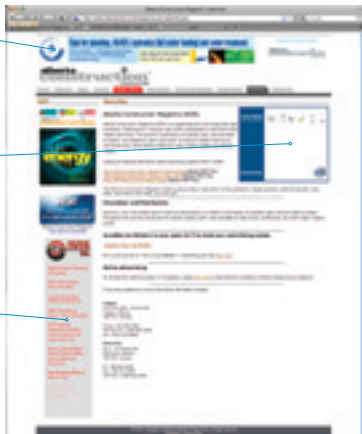
728 (w) x 90 (h)  
pixels  
\$400 for 3 months

### Big Box\*

300 (w) x 250 (h)  
pixels  
\$335 for 3 months

### Skyscraper\*

160 (w) x 600 (h)  
pixels  
\$335 for 3 months



### Combination: Leaderboard, Skyscraper and Big Box

\$900 for 3 months

\* Limit of 12 rotating ads and/or participants.

Rates effective September 1, 2010 for advertising in 2011.



## ABOUT ALBERTA CONSTRUCTION MAGAZINE

Published four times per year, *Alberta Construction Magazine* is Alberta's only business magazine exclusively devoted to covering the construction industry. This glossy, full-colour magazine delivers balanced and relevant reporting that showcases the Alberta construction industry's projects and people.

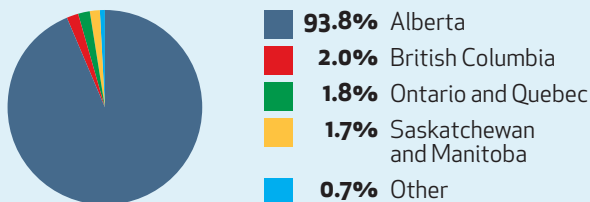
Coupled with compelling photojournalism and vibrant design, *Alberta Construction Magazine* is an invaluable resource to those with a keen interest in the construction industry. Reporting on the latest commercial, industrial and institutional projects, association news, environmental design, and project management strategies for over 30 years, *Alberta Construction Magazine* reflects the depth and breadth of the ever-evolving industry.

## CIRCULATION AND DISTRIBUTION

### ALBERTA CONSTRUCTION MAGAZINE BY THE NUMBERS

Quarterly, more than 8,500 copies of *Alberta Construction Magazine* are distributed to an effective combination of qualified, paid and controlled circulation throughout the province and across the industry sectors. *Alberta Construction Magazine* is also available at trade shows, conferences and other major industry events.

### GEOGRAPHIC DISTRIBUTION OF ALBERTA CONSTRUCTION MAGAZINE



- **94%** of *Alberta Construction Magazine* recipients are Alberta residents.
- **Over 79%** of recipients are executive managers.
- **13%** of recipients are members of a construction or other professional association.
- **30%** of readers work directly in engineering, manufacturing, fabrication and construction.
- **30%** of readers work directly in the oil and gas service and supply sector.

## FEATURES

*Alberta Construction Magazine* regularly showcases exciting projects from each major construction sector, including:

### Commercial:

Shopping centres, office buildings, warehouses

### Institutional:

Hospitals, schools, universities, civic buildings

### Infrastructure:

Roads, bridges, utilities

### Industrial:

Oilsands, petrochemical, forestry, power

## PRODUCT EXTENSIONS



### ALBERTA CONSTRUCTION MAGAZINE.COM

In addition to our print magazine, you can also find *Alberta Construction Magazine* online.

At [albertaconstructionmagazine.com](http://albertaconstructionmagazine.com), you can find past articles, digital editions of the current and past magazines, and news on what construction companies around Canada are doing. And we'll be working on new ways to make the site even more useful in 2011.

## EDITORIAL MANDATE

*Alberta Construction Magazine* is your construction connection. It takes the pulse of the market, monitors the trends and celebrates the industry's movers and shakers. *Alberta Construction Magazine* is committed to delivering high-quality, timely information that reflects the diversity of interests of construction industry professionals.



## DEPARTMENTS

In addition to feature stories on topical and timely issues affecting the construction industry, *Alberta Construction Magazine* also offers regularly featured departments, including:

### **AROUND CANADA:**

Key developments and projects from Canada's construction industry

### **BUSINESS OF BUILDING:**

Business ideas and practices to keep you competitive

### **LEGAL EDGE:**

Advice from the legal community to help you navigate the legalities of the construction industry

### **TRADE TALK:**

A discussion of the pressing issues encountered in the boardroom or out in the field

### **FINISHING TOUCHES:**

The added tweaks that make your construction project stand out

### **PEOPLE, PRODUCTS & PROJECTS:**

A showcase for employees on the move, new products and projects won by construction firms

### **RESTORE, REUSE, REJUVENATE (NEW!):**

Our spotlight on noteworthy projects around Alberta that are not only environmentally friendly, but also seek to preserve the past



## WHAT OUR READERS & ADVERTISERS SAY:

// Alberta Construction Magazine is one of the leading voices in the Alberta construction scene. The magazine's diverse coverage of the many facets of the industry keeps a wide audience of varied readers informed. // — **Wade Wilson**, PCL Constructors Inc.

// Alberta Construction Magazine is an excellent communication tool in keeping the construction industry abreast of relevant issues. This publication not only covers unique construction projects which drives our provincial economy, it also highlights new and innovative technologies which gives construction firms in Alberta a leading edge in a competitive global market. // — **Dave Smith**, Calgary Construction Association

// We've been really pleased with Alberta Construction Magazine.... We have had great success with the advertising that we've done with the magazine and look forward to continued business. Alberta Construction Magazine provides great coverage around Alberta and then some. Keep up the good work! // — **Paulette Fersovitch**, BPF Transport Inc.

For further demographics and results, please contact your sales representative.

# 2011 EDITORIAL SCHEDULE

TRADE SHOW AND  
CONFERENCE DISTRIBUTION

## SPRING

**Ad Close:**  
February 2, 2011

**Ad Material Due Date:**  
February 8, 2011

**Issue Date:**  
March 1, 2011

## THE GREEN ISSUE

Our annual report on how Alberta's construction industry is meeting the environmental challenges of the 21st century.

**Plus:** Building with wood — while there may be substitutes for this sustainable building material, few others can match its durability and long life.



## MARCH:

- World Heavy Oil Congress, Edmonton, AB
- Buildex Edmonton, Edmonton, AB

## APRIL:

- PSAC Spring Conference, Red Deer, AB
- ISA Calgary 2011, Calgary, AB

## SUMMER

**Ad Close:**  
May 4, 2011

**Ad Material Due Date:**  
May 10, 2011

**Issue Date:**  
June 1, 2011

**[NEW!]**

## THE INFRASTRUCTURE ISSUE

Efforts to repair and upgrade Alberta's inadequate and crumbling infrastructure have gotten a boost in recent years from increased spending at the provincial and federal levels. We look at efforts to improve Alberta's roads, bridges and public buildings.

**Plus:** Infrastructure materials, from asphalt to concrete products — using the right materials for the right job.

**And:** Coverage of the 2011 CISC Steel Design Awards of Excellence.



## JUNE:

- PSAC Investment Symposium, Calgary, AB
- Saskatchewan Oil and Gas Show, Weyburn, SK
- GO-Expo 2011, Calgary, AB

## FALL

**Ad Close:**  
August 3, 2011

**Ad Material Due Date:**  
August 9, 2011

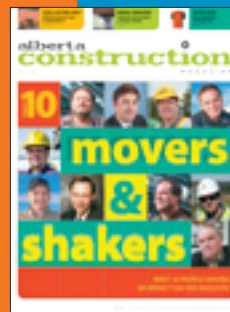
**Issue Date:**  
September 1, 2011

## THE ENERGY ISSUE

There's no question about Alberta's status as Canada's primary energy provider. So what are the notable construction projects in the energy sector, including the oilsands, conventional oil and gas, pipelines and downstream? We'll also look at what's happening on the alternative/renewable energy front.

**Plus:** Movers & Shakers — our annual feature of people making a difference in Alberta's construction industry.

**And:** What's new with scaffolding and safety.



## SEPTEMBER:

- Oil Sands Trade Show and Conference, Fort McMurray, AB

## NOVEMBER:

- Energy Services Summit, Edmonton, AB
- SEPAC Fall Investor Showcase, Calgary, AB
- Buildex Calgary, Calgary, AB

## WINTER

**Ad Close:**  
November 2, 2011

**Ad Material Due Date:**  
November 8, 2011

**Issue Date:**  
December 1, 2011

## TOP PROJECTS ISSUE

One of our most popular features each year is our annual look at Alberta's most noteworthy projects in the commercial, institutional, civil and industrial construction sectors.

**Plus:** Commercial building trends.

**And:** Choosing the right building envelope.



## JANUARY:

- 20th Annual Western Canadian Construction Superconference, Calgary, AB

## AGENCY COMMISSION & CASH DISCOUNTS

15% of gross billing allowed on standard ad pricing, advertorials and guaranteed position charges to recognized agencies only.

### Cash discount:

3% of the net.

### Cash discount date:

15 days after date of invoice.

## AD SUBMISSION & SPECIFICATIONS

JuneWarren-Nickle's Energy Group uses AdDesk to meet the needs of an increasing number of advertisers who prefer to conduct their business online. With the click of a mouse, advertisers can upload, proof and approve ads on this easy-to-use website designed especially for advertisers.

Visit [addesk.junewarren.com](http://addesk.junewarren.com) and log in to find full advertising file specifications or to upload your ad or ad material. To receive your log-in information or for assistance with file delivery, please contact the Ad Traffic Coordinator at 780.944.9333 (toll free 1.800.563.2946) or [atc@junewarren-nickles.com](mailto:atc@junewarren-nickles.com).

## DESIGN SERVICES

Advertising design and proofing services are complimentary up to 3.5 hours, with revisions limited to two per advertising order. All additional design and proofing time is charged at a rate of \$125 per hour. *Please note:* Our Display Advertising Guidelines are available for download at [junewarren-nickles.com/displayads/](http://junewarren-nickles.com/displayads/).

## RATE CARD

Rates effective September 1, 2010, for advertising in 2011.

DISPLAY ADVERTISING	1x	2x	3x	4x
Double page	\$4,890	\$4,690	\$4,510	\$4,320
Full page	2,800	2,680	2,560	2,480
2/3 v	2,180	1,980	1,900	1,830
1/2 h	1,740	1,660	1,590	1,510
1/3 sq	1,340	1,280	1,240	1,170
1/4 v or h	920	890	850	810

COVERS	1x	2x	3x	4x
Outside back cover	\$4,030	\$3,870	\$3,700	\$3,570
Inside front cover	3,760	3,620	3,450	3,340
Inside back cover	3,760	3,620	3,450	3,340
Gatefold	7,730			

Prices include process colour. Cover positions are non-cancelable.

## AVAILABLE AD SIZES

<p><b>DOUBLE PAGE</b> DPS TRIM 16" x 10.75" BLEED 16.5" x 11.25" LIVE 15.5" x 10.25"</p>	<p><b>FULL PAGE</b> FP TRIM 8" x 10.75" BLEED 8.5" x 11.25" LIVE 7.5" x 10.25"</p>	<p><b>2/3 V</b> DCV 4.625" x 9.5"</p>
<p><b>1/2 H</b> HP 7.0625" x 4.625"</p>	<p><b>1/4 H · TQC</b> 7.0625" x 2.25"</p>	<p><b>1/4 V</b> QPV 3.4375" x 4.625"</p>
		<p><b>1/3 SQ</b> DHC 4.625" x 4.625"</p>

### EDMONTON

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toll free: 1.800.563.2946

### CALGARY

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Calgary, AB T2E 6Y4  
tel: 403.209.3500 | fax: 403.245.8666  
toll free: 1.800.387.2446

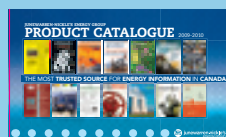


[www.junewarren-nickles.com](http://www.junewarren-nickles.com)

JuneWarren-Nickle's Energy Group is owned by Glacier Media Inc.

For subscription information about *Alberta Construction Magazine*, or any of our other products, call **1.866.543.7888**, or visit [junewarren-nickles.com](http://junewarren-nickles.com) and click the Subscribe button.

# www.junewarren-nickles.com



For a complete look at JuneWarren-Nickle's Energy Group **Product Catalogue**, visit [junewarren-nickles.com/productcatalogue](http://junewarren-nickles.com/productcatalogue)