

# CONSTRUCTION BUSINESS

BC & ALBERTA'S CONSTRUCTION MAGAZINE

2012 Media Kit

[www.constructionbusiness.ca](http://www.constructionbusiness.ca)

# Construction Business is B.C. and Alberta's construction magazine. Each issue provides timely and pertinent information to the industry.



## ■ Editorial Features

**Connections:** In-depth profiles of key players in the industry, including leading contractors, architects and associations.

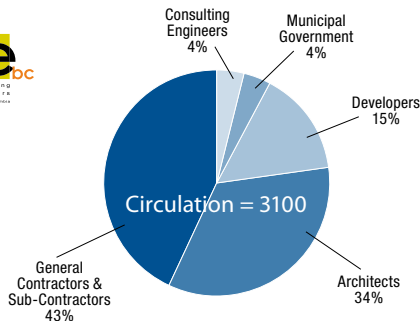
**Feature Project:** All the details on a building, infrastructure or other major construction project.

**Legal and Architectural:** Regular columns.

## ■ Circulation & Readership

Construction Business is distributed bi-monthly throughout British Columbia and Alberta to the construction industry, municipalities and to:

- Architectural Institute of B.C.
- B.C. Construction Association
- B.C. Ready-Mixed Concrete Association
- B.C. Road Builders & Heavy Construction Assn.
- Consulting Engineers of B.C.
- Construction Safety Association of B.C.
- Construction Specifications Canada – B.C. Chapter
- Greater Vancouver Home Builders' Association
- Independent Contractors Association of B.C.
- Roofing Contractors Association of B.C.
- Urban Development Institute of B.C.
- Vancouver Regional Construction Association (VRCA)
- Construct Calgary delegates
- Construct Edmonton delegates



## ■ Industry Focus

### JANUARY/FEBRUARY

- Construction Bonding and Insurance
- Infrastructure
- Roofing

### MARCH/APRIL

- Water and Waste
- Construction Law
- Concrete
- Official CEBC Awards issue
- Mechanical

### MAY/JUNE

- Roadbuilding
- Roofing
- Green Building

### JULY/AUGUST

- Open Shop Construction
- Skills Training
- Steel (Reinforcing, Structural)
- Engineering

### SEPTEMBER/OCTOBER

- Electrical Contracting
- Public Works
- Resource Guide 2012
- Technology

### NOVEMBER/DECEMBER

- Official VRCA Awards of Excellence issue
- Construction Safety
- Special Supplement: Buildex Vancouver 2013

## ■ 2012 Advertising Rates

### BLACK & WHITE

AD SIZE	1X	4X	6X
Covers (includes full colour)			
Full Page			
1/2 Page Island			
1/2 Page Horizontal/Vertical			
1/3 Page Square/Vertical			
1/4 Page			
<b>COLOUR COSTS (PER PAGE)</b>			
Full Colour (CMYK)			
Spot Colour (from CMYK)			
Special Colours (Pantone/Metallic)			rates on request

Rates are for each insertion and do not include GST.

## ■ 2012 Publishing Schedule

ISSUE	ADVERTISING CLOSING	MATERIAL DEADLINE	PUBLISH DATE
January/February	January 12, 2012	January 19, 2012	February 2, 2012
March/April*	March 15, 2012	March 22, 2012	April 5, 2012
May/June	May 17, 2012	May 24, 2012	June 7, 2012
July/August	July 12, 2012	July 19, 2012	August 2, 2012
September/October*	September 13, 2012	September 20, 2012	October 4, 2012
November/December*	November 15, 2012	November 29, 2012	December 20, 2012

\* Includes bonus circulation at: Buildex Vancouver, Buildex Edmonton and Buildex Calgary.

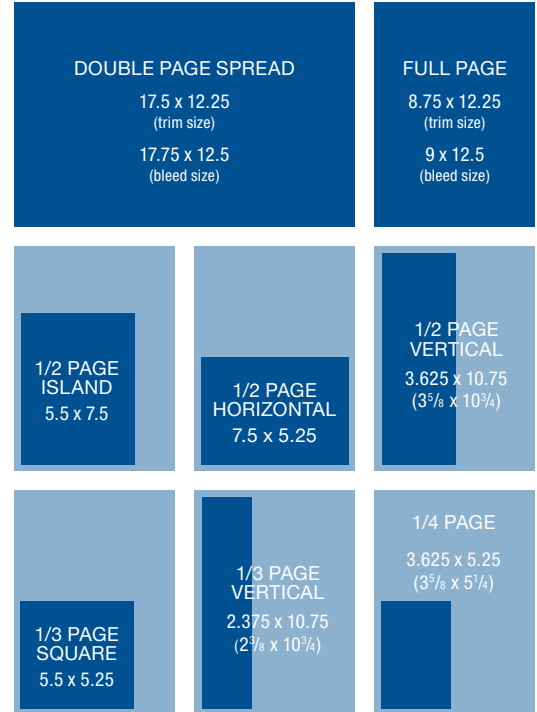
### Price per insertion

## ■ Ad Sizes

Page trim size: 8.75" x 12.25"

Bleed: 0.125" (1/8") Live area: 0.5" in from trim

All measurements in inches



## ■ Ad Requirements

All ads should be sent press-ready with an appropriate proof. Publisher assumes no responsibility for accuracy where no proof has been provided.

Preferred format is hi-res, press-ready PDF. Screen-resolution PDFs are not acceptable. All ads must use Postscript Type 1 or OpenType fonts (TrueType fonts are not recommended). We also accept MAC format QuarkXpress 4+ or InDesign CS files (please include all fonts and images plus a pdf proof), EPS files (with all fonts converted to outlines) and CMYK TIFF or JPEG files (saved with minimum compression, maximum quality). All images used in ads must be minimum 300 dpi. We do not accept files created using any of the following programs: Microsoft Word, CorelDraw, Excel, PowerPoint, Microsoft Publisher. Artwork charges may apply if ad is not in a press-ready format.

### Inserts

Supplied: 1 page, overleaf available to publisher: b&w page rate plus 25%. 1 page, overleaf blank: rates on request. Maximum weight 100lbs. Allow 2.5" binding lip and 1/4" head trim.

Printed by publisher: rates on request.

### Agency Commission

15% to recognized agencies.

### Delivery

All files must be archived into a single file (.zip or Stuffit). Files smaller than 5MB can be emailed to us. Files larger than 5MB should be uploaded to our FTP site. Contact your account representative for FTP information. We also accept ads on CD-R and DVD-R.

For further advertising information please contact:

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#### PROUD MEDIA SPONSOR OF:

**BUILDEX**  
VANCOUVER

February 8 & 9, 2012

**BUILDEX**  
EDMONTON

March 20 & 21, 2012

**BUILDEX**  
CALGARY

November 6 & 7, 2012

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