

MEDIA PLANNER

The official magazine of Construction Specifications Canada

CONSTRUCTION CANADA

2027

About **Construction Canada**

Construction Canada is the official publication of Construction Specifications Canada (CSC) and is the only national magazine edited exclusively to meet the needs of architects, engineers, project managers, and specification writers.

What makes the magazine unique is its ability to translate design into reality, the very thing CSC members, architects and engineers do on a daily basis. As technology changes and design principles evolve, construction professionals need access to information that not only reflect these ideals, but also provides commentary on their effectiveness and benefit to the end user. **Construction Canada** does just that.

Articles are written by industry experts and peer-reviewed, ensuring our content is timely, technical, and topical.

Eight times a year, **Construction Canada** delivers a targeted audience of buyers at an exceptional value for your advertising dollar.

8 issues a year | 12,000+ audited qualified audience | 21,000 e-newsletter recipients



Construction Canada in print and across desktop, tablet, and mobile.



Audience

Construction Canada has the largest architectural print circulation of any audited trade magazine in Canada.¹

What's more, architects, designers, specification writers, and engineers consistently rank **Construction Canada** as the most useful trade magazine to their work.²

With an audited qualified audience of over 12,000³ subscribers, as well as the lowest cost per thousand of any audited trade publication in the AEC industry, we are hands-down your best media buy.

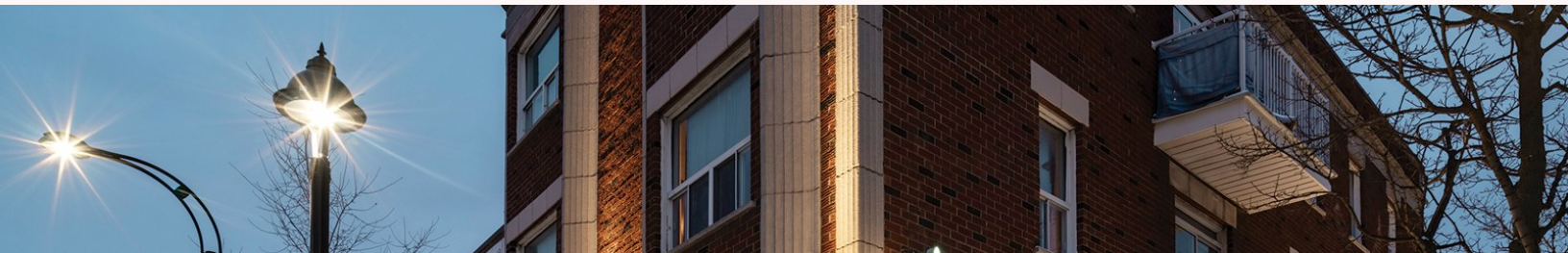
Construction Canada is the market leader in sheer advertising volume for a simple reason: advertising with us works!

Trade magazines AEC professionals find useful in their work.

Trade Magazine	Per cent of audience
Construction Canada	81%
Canadian Architect	52%
Building Magazine	40%
Award	29%
SAB Magazine	29%

Value of projects with which our readers are involved.

Value of Projects	Per cent of audience
Less than \$1 million	24%
\$1 million – less than \$5 million	24%
\$5 million – less than \$10 million	12%
\$10 million – less than \$20 million	15%
Over \$20 million	24%



Audience

Types of projects with which our readers are involved.

Type of Projects	Per cent of audience
Commercial (office buildings)	51%
Institutional (MUSH – Municipalities, Universities, Schools & Hospitals)	51%
Residential	47%
Industrial	33%

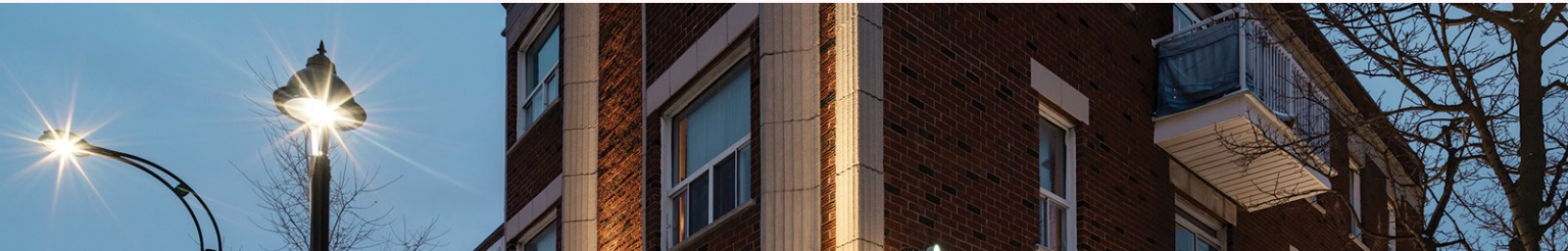
64%

of readers take action as a result of reading
Construction Canada

\$10,060,975

average project value of readers

- 1. Data collected using most recent circulation audit statements and media planners of competing publications.
- 2. Based on September 2025 Ad Study conducted by the independent research firm, Signet Research, Inc.
- 3. Data source: AAM June 2025 audited statement.



2027 Editorial Calendar

Issue	Special Feature	Bonus Distribution	Topics	Space Closing	Material Deadline	Publishing Date
January	Product Spotlight & Profiles	Canadian Concrete Expo; World of Concrete; International Roofing Expo	Concrete; Roofing; Insulation; Metals	December 4, 2026	December 11, 2026	January 7, 2027
March/ April	—	CSC Toronto Chapter Building Expo	Wood, Plastics & Composites; Curtain Walls & Glazing; Waterproofing; Cladding; AI	January 22, 2027	January 29, 2027	February 24, 2027
May	Ask the Expert	—	Acoustics; Walls & Ceilings; Metals; Sustainability	March 12, 2027	March 18, 2027	April 12, 2027
June	Salary Survey	CSC Conference; AIA	Roofing; Flooring; Safety & Security; Insulation	April 13, 2027	April 20, 2027	May 13, 2027
July/ August	Manufacturers' Profiles	—	Air Barriers; Doors, Hardware & Security; Cladding; Concrete	June 2, 2027	June 9, 2027	July 5, 2027
September	Signet Ad Study	METALCON	Acoustics; Insulation; Walls & Ceilings; Metals; Flooring	July 22, 2027	July 29, 2027	August 24, 2027
October/ November	Buildings Show Preview, Green Issue & Ask the Expert	Greenbuild (Digital)	Curtain Walls & Glazing; Mass Timber; Roofing; Concrete	September 10, 2027	September 17, 2027	October 13, 2027
December	The Buildings Show Issue	The Buildings Show	Acoustics; Insulation; Waterproofing; Flooring; Facades	October 22, 2027	October 29, 2027	November 23, 2027

This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.



2027 Print Rates

Display Ad Rates

Ad Size	Rate
Double Page Spread	\$10,150
1/2 Half Page Spread	\$7,620
Full Page	\$5,970
1/2 Half Page Island	\$4,780
1/2 Half Page Vertical / Horizontal	\$4,480
1/3 One Third Page	\$3,285
1/4 Quarter Page	\$2,985
1/2 Half Page Product Spotlight	\$3,015
1/4 Quarter Page Product Spotlight	\$1,835

Cover Ad Rates

Ad Size	Rate
IFC, IBC	\$6,570
OBC	\$6,870

Mechanical specifications are available at kenilworth.com/mk/mechanicalspecs.

Terms and Conditions

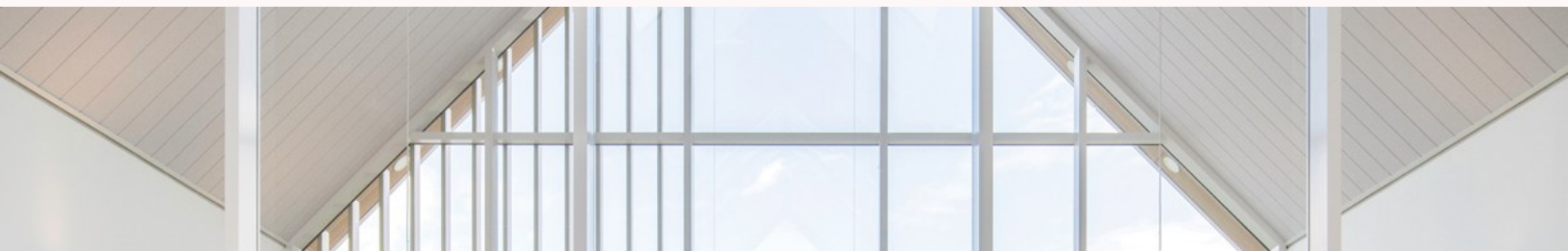
Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.



2027 **Print Rates**

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts/Outserts

Provided by advertiser and subject to prior approval by the publisher.

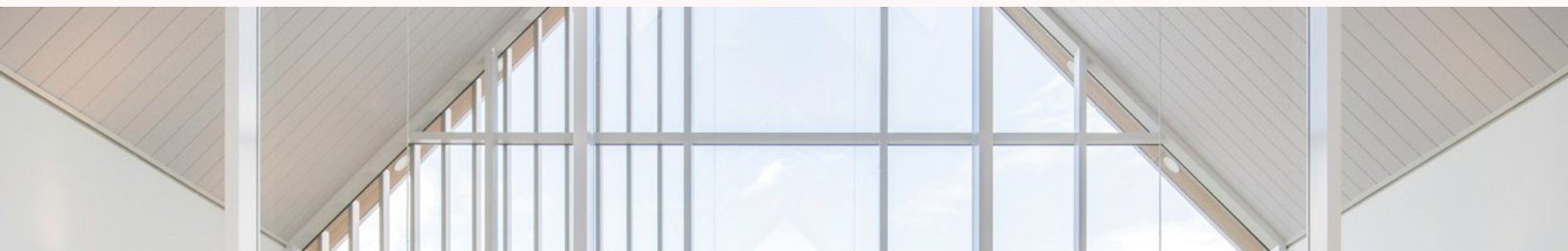
Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

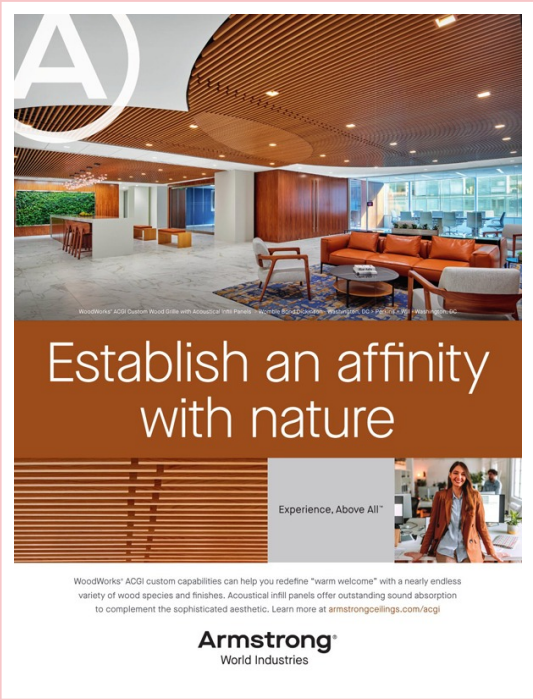


Cover **Tip-ons**

Make headlines with **Construction Canada’s** Cover Tip-ons. Get noticed and help your brand stand out with this custom-printed opportunity. This high-impact, 2-page tip-on is integrated into the front cover and is designed to look like the real cover. It’s the ideal solution to amplify your brand’s message and get maximum attention for product launches, innovations and so much more.

Cover Tip-on	Rate
Per issue (eight issues per year)	\$10,150

There are other effective ways to engage with your audience. Call us today to inquire about Gatefolds, Barndoors, and other unique print opportunities.



Samples: a two-page Cover Tip-on integrated into the front cover.



You supply the text, logo, and images, and we will design the profile for your approval.

Qualified advertisers receive a complimentary Profile in the January or July issue. Call for details.

Varco Pruden Buildings is the Ultimate Building Solution

VP Buildings is one of North America's oldest and largest steel-framed building manufacturers. Utilizing pre-engineered components, VP provides a highly functional and effective building method that is both cost efficient and easier to construct. Through a network of about 1,000 authorized dealers throughout North America, VP has the resources to help you build your project.

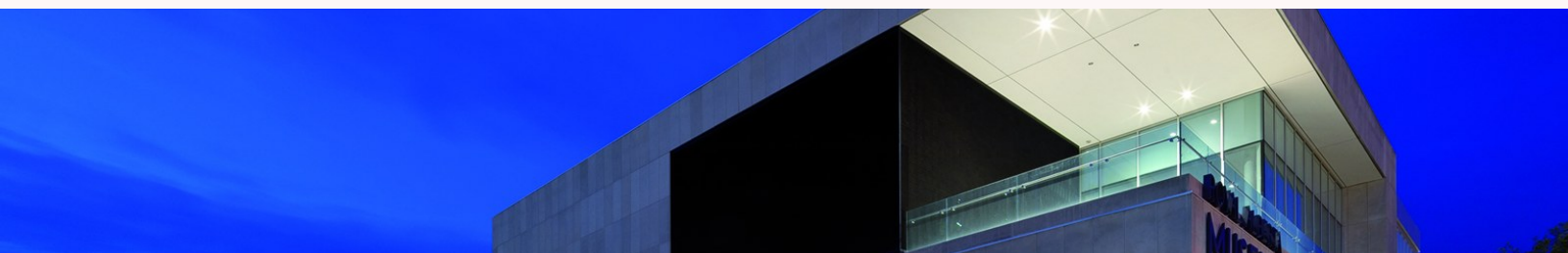
Whether commercial, industrial or institutional, VP can build or construct thousands of buildings each year. VP's products range from computer stores known as VP Commerce Centers, to restaurants, and contractors can design, build and install a wide variety of structures. In order to better serve the needs of our customers, VP has a division of your facility with access to a variety of services. Our professionals work closely with you, your architect and your engineer to build a quality facility to meet your specific needs.

VP Buildings meets all local, state and IBC standards, with many products featuring energy saving features. VP Buildings is your ultimate building solution.



3200 Players Club Circle, Memphis, TN 38125
vp.sales@vp.com

Samples: Construction Canada Profiles.



Product Spotlight

Have your products seen in-print, and we'll also promote them in an additional broadcast to reinforce sales opportunities with an online call to action!

- 1/2 or 1/4 Page Product Spotlight in the print and digital edition
- Placement in a shared Product Spotlight email broadcast focused on delivering product information to specifiers
- Big box ad that runs on rotation on website for one month

Product Spotlight Package	Rate
1/2 Page Package	\$3,015
1/4 Page Package	\$1,835



Alufam and CONTRAFAM® One

Alufam North America, a leader in fire-rated aluminum/glass construction, announces a significant advancement in their true aluminum framing system. Utilizing Vetrotech's groundbreaking CONTRAFAM® One interlayer technology, Alufam can now provide improved performance in a single intumescent chamber solution across all performance ratings.

The Alufam aluminum framing system is already the preferred choice for a fire-rated solution without compromising on aesthetics with its ability to seamlessly blend with non-fire-rated glazing systems. By combining CONTRAFAM® One interlayer glass technology with Alufam framing, projects can now incorporate much larger openings, representing an increase of up to 40%. This opens up new possibilities to feature bigger windows and brighter, more inviting interiors.

www.alufam-usa.com



LIQUISTONE®

The Ultimate Exterior Coating!

Our Liquistone product is the ultimate exterior textured wall coating, designed to transform any surface into a stunning masterpiece. This innovative product offers an unparalleled combination of strength, durability, and aesthetic appeal. Its unique formula creates a textured, long-lasting finish adding a touch of luxury to any building facade. Liquistone is weather-resistant, UV-stable, and long-lasting, making it perfect for both residential and commercial applications. With a wide range of colors and textures available, Liquistone is the ideal choice for enhancing the beauty and durability of any exterior wall.

www.niaccoat.com



What's inside matters

For over 65 years Griffolyn® reinforced vapor retarders have protected against moisture infiltration into the building envelope. The patented, high strength cord reinforcement grid provides superior puncture and tear resistance to hold up under challenging conditions of installation while continuing to be flexible and lightweight. Griffolyn® reinforced vapor retarders are a cost-effective way to satisfy your unique requirements. Reef Industries' Griffolyn® vapor barriers and vapor retarders can prevent water vapor from moisture-related problems. The main reason for retarding the transmission of water vapor through the building envelope is to prevent water vapor from condensing within the building structure cavities. For more information Reef Industries at 800-231-6074

reefindustries.com/vapor-retarders



Proven Reliability: airtight and sustainable

VaproShield membranes were inspired by a frog's permeable, breathable skin, making sustainability intuitive. WrapShield SA Self-Adhered was the first self-adhered, vapour permeable, air barrier system to obtain the Declare Label, placing VaproShield at the forefront of the transparency movement. With millions of square feet installed over the last 20+ years, architects, owners, consultants, contractors, and installers have relied on WrapShield SA to create a high performance, airtight, sustainable wall assembly. For more information call 866-731-7663.

www.VaproShield.com | 866-731-7663



Construction Canada is pleased to present the following opportunity for our readers. Construction Canada does not endorse the following products, services or events and your contact information remains strictly confidential.

CONSTRUCTION CANADA'S PRODUCT SPOTLIGHT



What's inside matters
reefindustries.com/vapor-retarders

For over 65 years Griffolyn® reinforced vapor retarders have protected against moisture infiltration into the building envelope. The patented, high strength cord reinforcement grid provides superior puncture and tear resistance to hold up under challenging conditions of installation while continuing to be flexible and lightweight. Griffolyn® reinforced vapor retarders are a cost-effective way to satisfy your unique requirements. Reef Industries' Griffolyn® vapor barriers and vapor retarders can prevent water vapor from moisture-related problems. The main reason for retarding the transmission of water vapor through the building envelope is to prevent water vapor from condensing within the building structure cavities. For more information Reef Industries at 800-231-6074



Proven Reliability: airtight and sustainable
www.VaproShield.com

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LIQUISTONE® The Ultimate Exterior Coating!
www.niaccoat.com

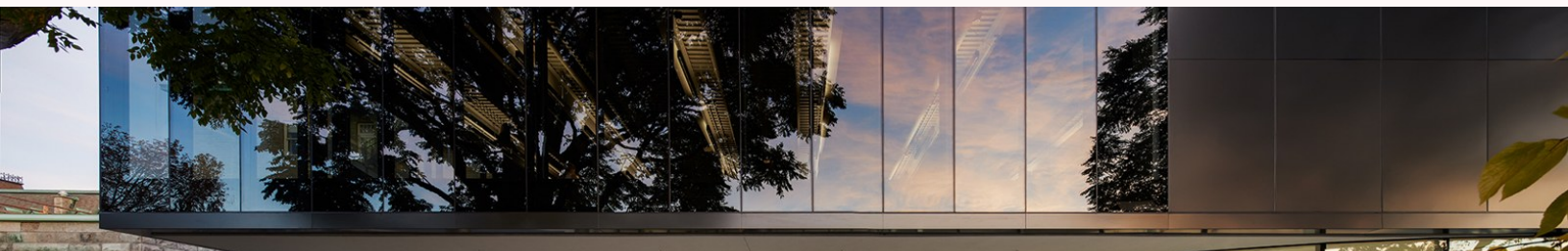
Our Liquistone product is the ultimate exterior textured wall coating, designed to transform any surface into a stunning masterpiece. This innovative product offers an unparalleled combination of strength, durability, and aesthetic appeal. Its unique formula creates a textured, long-lasting finish adding a touch of luxury to any building facade. Liquistone is weather-resistant, UV-stable and long-lasting, making it perfect for both residential and commercial applications. With a wide range of colors and textures available, Liquistone is the ideal choice for enhancing the beauty and durability of any exterior wall.



Alufam and CONTRAFAM® One
www.alufam-usa.com

Alufam North America, a leader in fire-rated aluminum/glass construction, announces a significant advancement in their true aluminum framing system. Utilizing Vetrotech's groundbreaking CONTRAFAM® One interlayer technology, Alufam can now provide improved performance in a single intumescent chamber solution across all performance ratings.

Samples: print Product Spotlight page (left) and the shared broadcast (right).



Construction Canada's Ask the Expert is your opportunity to share a commonly asked question you encounter from professionals responsible for specifying your products. Your products are essential to our audience in getting their projects completed. Ask the Expert is your opportunity to demonstrate how specifying your products will help them reach their goals.

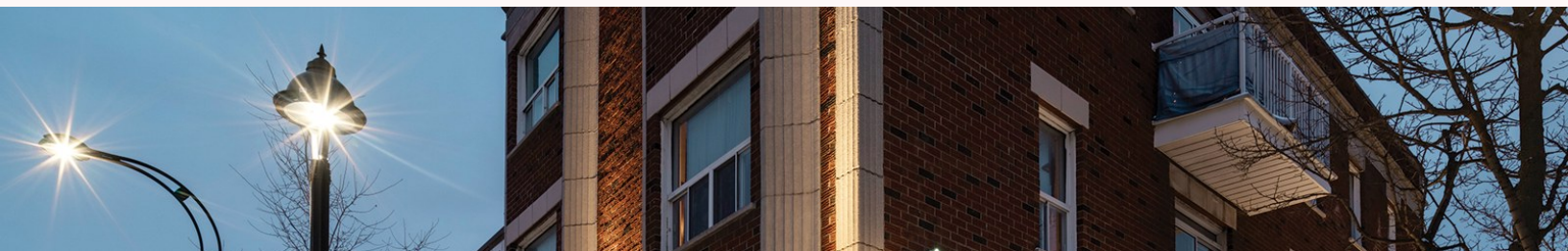
The Ask the Expert package includes:

- 1/2 Page print piece featuring a question and answer that you provide
- Posting of your Ask the Expert as an article on our website
- Shared email Broadcast promotion to drive traffic to digital version

Deliverables

- **1/2 Page Q&A:** question and answer (200 words minimum, 250 words maximum)
- Bio of respondent (maximum 50 words)
- Headshot of respondent (300 dpi)
- Company logo (300 dpi)
- Contact information (phone, e-mail, and website)
- **Video:** one of our editors will reach out after booking to receive the questions and schedule a recording date

Sample: a half-page Ask the Expert O&A:

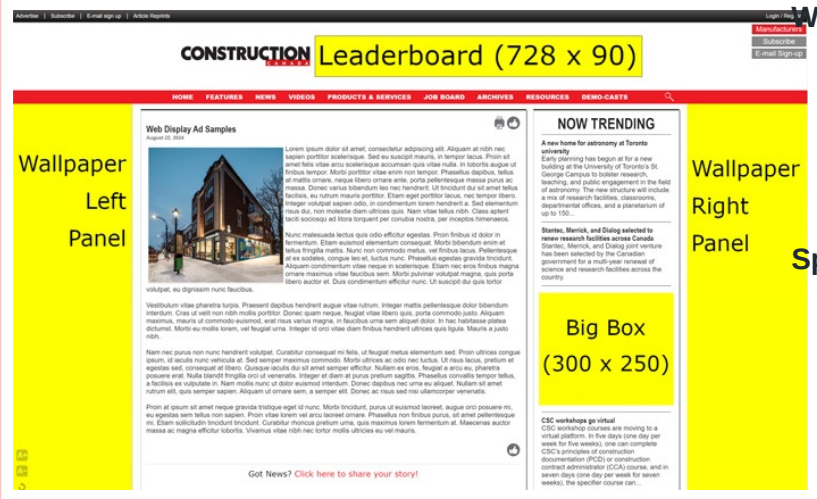


Web Display

Construction Canada’s website provides building industry professionals with breaking news and an extensive technical content library, all of which are searchable by keyword, MasterFormat, or Unifomat.

Advertising on our website can significantly increase your exposure to decision-makers who refer to our site when sourcing the latest technologies, building applications, and news.

Ad Unit	Rate
Wallpaper — exclusive 100% share of voice	\$5,575 / month
Mobile Revealer (300 x 600 pixels)	\$3,220 / month
Leaderboard (728 x 90 pixels)	\$1,720 / month
Big Box (300 x 250 pixels)	\$1,285 / month



- Wallpaper includes**
- Exclusive 100% Share of Voice
 - Two side panels (200 x 625 pixels)
 - Optional background (1920 x 1080 pixels)
 - Mobile (320 x 50 pixels)

- Specifications**
- Maximum file size: 150 kB, 72 dpi, RGB
 - Accepted formats: GIF, JPEG, and third-party tags
 - Advertiser to provide URL

Sample: Wallpaper, Leaderboard, and Big Box placements on ConstructionCanada.net.
The Mobile Revealer is revealed between content when scrolling on a mobile device.



Highlighted Video Advertiser

Showcase your brand and share your story with a qualified audience.

Video display ads offer the chance to feature your brand's exclusive video on our highly-visited website for a month, in the "Highlighted Video Advertiser" section.

Don't miss this opportunity to make your brand stand out and connect with your target audience. Reserve your spot now!

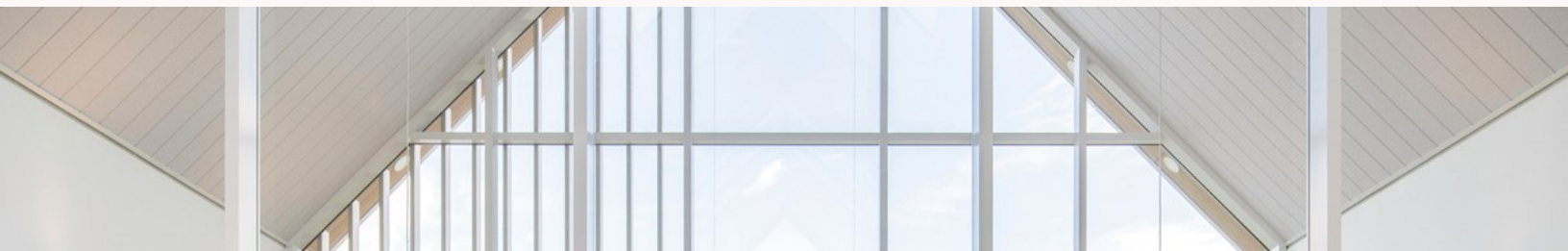
Highlighted Video	Rate
Per month	\$3,980

Specifications

- MP4 file, no longer than 4 minutes (play and impression tracking provided), **or**
- YouTube or Vimeo embed (impression tracking only), **and**
- Link to your website (click tracking provided)

The screenshot shows the Construction Canada website. At the top is a navigation bar with links like HOME, FEATURES, NEWS, VIDEOS, PRODUCTS & SERVICES, JOB BOARD, ARCHIVES, RESOURCES, and DEMO-GISTS. The main content area features a large article titled 'Web Display Ad Samples' with a placeholder image of a building. To the right of this article is a sidebar with a section titled 'Highlighted Video Advertiser' containing a red rectangle with the word 'Video' in white. Below this is a 'NOW TRENDING' section with several article teasers. At the bottom of the page is a footer with links for Advertise, Contact, Terms and Conditions of Use, Privacy Policy, Cookie Policy, and Subscribe, along with social media icons and a copyright notice.

Sample: the Highlighted Video Advertiser placement on ConstructionCanada.net.



2027 Online Rates

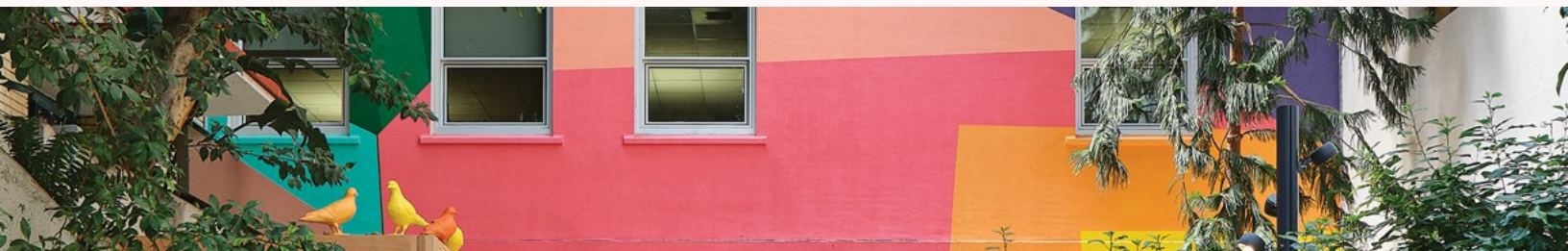
Ad Type	Rate	Per
Leaderboard	\$1,720	Month
Big Box	\$1,285	Month
Wallpaper	\$5,575	Month
Mobile Revealer	\$3,220	Month
Highlighted Video Advertiser	\$3,980	Month
Demo-Cast	\$5,445	Event
Ask Me Anything	\$5,740	Event
Branded News	\$1,335	Month
Branded Features	\$2,180	12 Months
E-Broadcast	\$4,330	Broadcast
Unqualified Leads Add-on	\$2,040	Broadcast
E-Newsletter Sponsorship — One Position	\$1,265	Broadcast
E-Newsletter Sponsorship — Both Positions	\$2,505	Broadcast
Monthly Top 5 Newsletter Sponsorship	\$2,505	Broadcast
Annual Top 10 Newsletter Sponsorship	\$2,505	Broadcast
Digital Edition Sponsorship	\$4,230	Issue
Products	\$275	Month

Digital mechanical specifications are available at kenilworth.com/mk/mechanicalspecs/digital.

Terms and Conditions

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.



2027 Online Rates

Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than 5 business days prior to the posting date.

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Demo-Cast **Live!**

Simply put, a *Demo-Cast* is a live presentation; your own teleconference with **Construction Canada** subscribers interested in learning about your products. This interactive presentation enables you to present your products as if you are in front of a large group of prospects at a trade show, and to answer their questions in real time!

Each Demo-Cast package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period

All you need to do is present, and we'll do the rest! We'll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Demo-Cast.

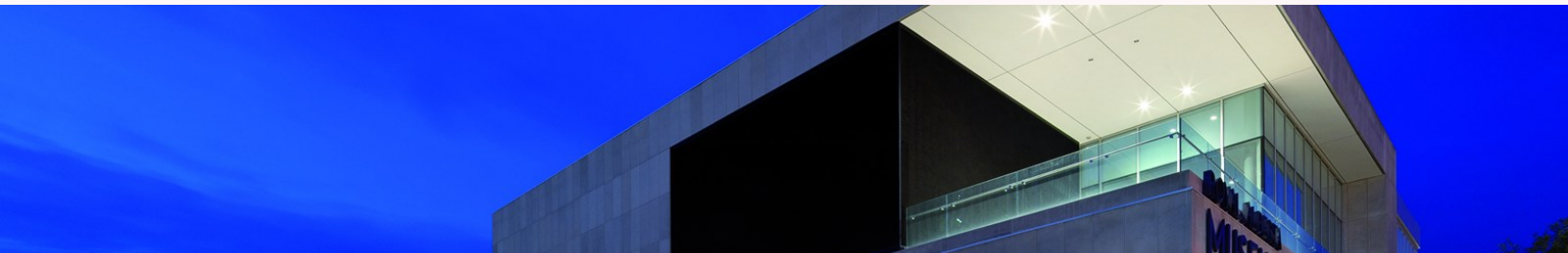
Demo-Cast	Rate
Per event — over 70,000 impressions	\$5,445
Add the edited MP4 file	\$750

Deliverables

- Company logo
- Name and image of the product you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)
- Headshots, names and titles of those presenting

MP4 File Terms of Sale

Kenilworth Media Inc., publishers of Construction Canada, will provide clients with a link to the recorded Demo-Cast at no-charge. An MP4 recording of the Demo-Cast is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Demo-Cast may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Demo-Cast.



Ask Me Anything

An hour-long hop-on hop-off event Q & A session.

We will have you prepare a short intro or slide deck (approximately 10 minutes) to get things started. This is followed up with about 50 minutes of Q&A with our attendees.

Questions are collected at the time of registration and will be provided to you and your team in advance so you can prepare. In addition, attendees can ask questions live for your expert(s) to answer. We'll also collect some questions from you, to ensure you cover all the points you want our audience to know about.

Each Ask Me Anything package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- The full registrant list as qualified leads following the Ask Me Anything
- Your Ask Me Anything archived on our site for a one-year period

Think of it like a virtual “Lunch and Learn”!

Ask Me Anything	Rate
Per event	\$5,740
Add the edited MP4 file	\$750

MP4 File Terms of Sale

Kenilworth Media Inc., publishers of Construction Canada, will provide clients with a link to the recorded Ask Me Anything at no-charge. An MP4 recording of the Ask Me Anything is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Ask Me Anything may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Ask Me Anything.



Branded News

Branded News promotes new product launches as well as new resources, such as literature, websites, and software. Marketers receive a dedicated content page that is promoted via the home page, the news section, our e-newsletter, and social media.

Branded News	Rate
Per posting / month	\$1,335

Deliverables

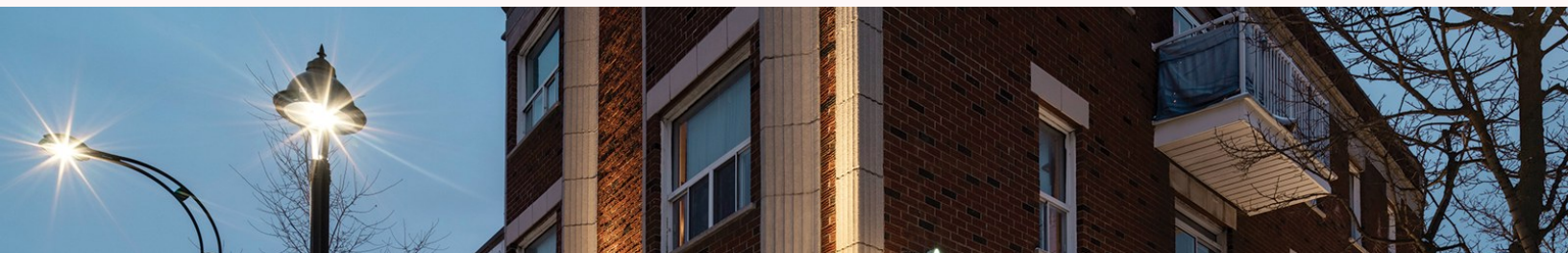
- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Advertiser to provide URL(s)

The image displays three sample placements of Branded News on the Construction Canada website.
 (1) Home page: A Branded News tile is placed among other featured articles.
 (2) News section: A Branded News tile is placed within a list of news items.
 (3) Construction Canada News: A Branded News tile is placed within a dedicated news section.

Samples: Branded News on the home page (1), in the news section (2), and in Construction Canada News (3).



Branded Features

Archived for one year, and free from other advertisements, this dedicated content page is searchable and indexed by category (MasterFormat/UniFormat). It may contain multiple images and/or video treatments, and is promoted via the home page, the features section, our e-newsletter, and social media.

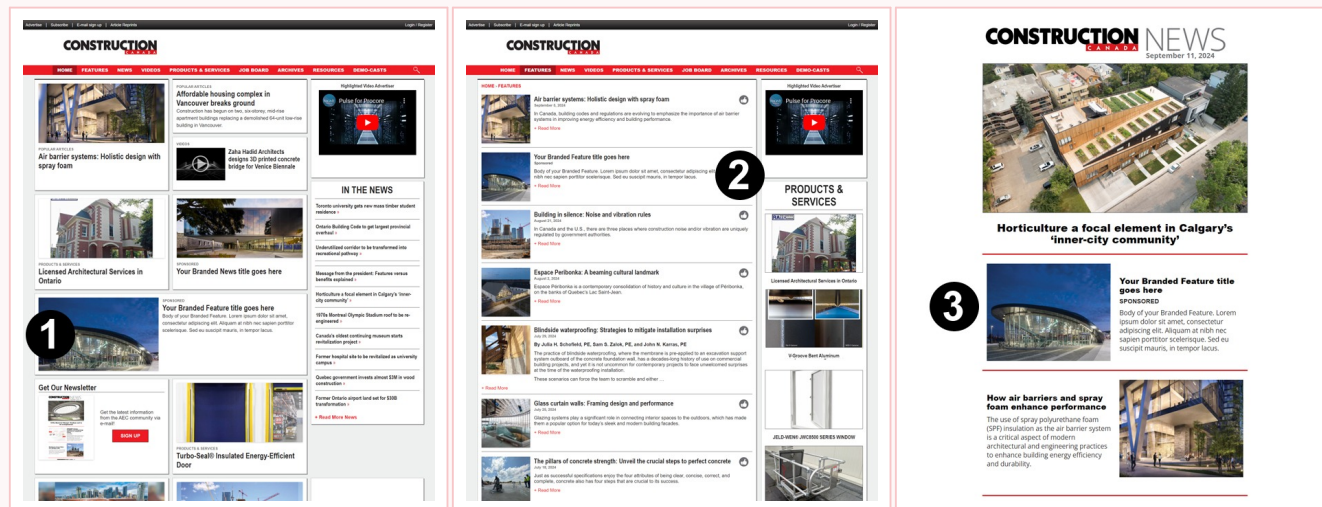
Branded Features	Rate
Per posting / year	\$2,180

Deliverables

- Headline (up to 10 words)
- 4000 words of supplied text (including hyperlinks)
- Multiple images
- Graphs and charts
- YouTube/Vimeo URLs

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)



Samples: a Branded Feature on the home page (1), in the features section (2), and in Construction Canada News (3).



Products & Services

Promote specific products or services in context with relevant editorial features and ensure you are reaching the right decision-makers at the right time. All articles are searchable by keyword/MasterFormat category and so are the advertised products or services.

Marketers receive up to three product/service profiles which are promoted via:

- **Home Page**
- **Features Section** — related products are served in context with user-selected content and appear alongside technical articles with similar themes
- **Product Section** — searchable by category and keyword

Products & Services	Rate
Per month (minimum three month purchase)	\$275

Build your product portfolio now and get three product/service listings and four months free if you book an annual program. Visit constructioncanada.net/productportal.

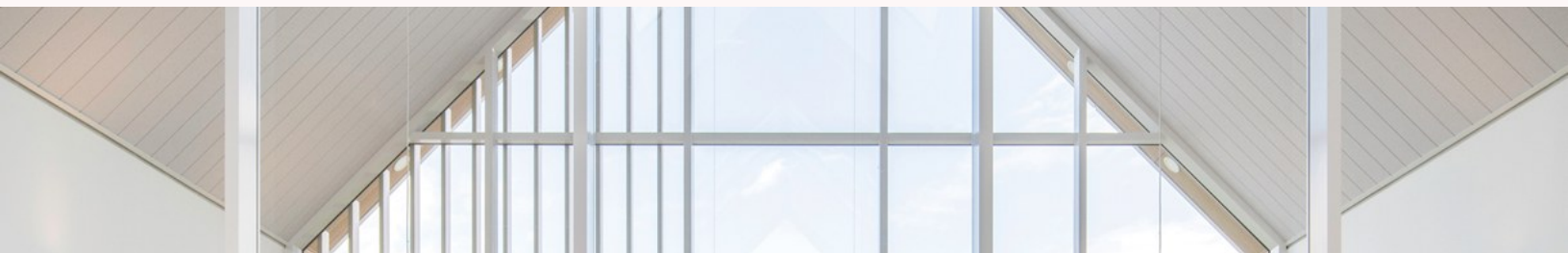
Deliverables — create your product profile in the Manufacturers' Area

- Product name up to 10 words
- Up to 200 words of text
- One product image (GIF, JPEG, PNG, 72 dpi, max 500 kb)
- Up to 5 hyperlinks (product spec sheets, catalogues, videos, etc.)
- Contact info (telephone, e-mail, website)

The image displays three screenshots of the Construction Canada website, illustrating where product profiles are promoted:

- 1. Home Page:** Shows a product profile for 'Air barrier systems: Holistic design with spray foam' prominently on the left side of the homepage.
- 2. Features Section:** Shows a product profile for 'Air barrier systems: Holistic design with spray foam' integrated into a list of featured articles on the right side of the homepage.
- 3. Products Section:** Shows a product profile for 'Air barrier systems: Holistic design with spray foam' in a dedicated 'PRODUCTS & SERVICES' section, which is searchable by category and keyword.

Samples: a Product Profile on the home page (1), in the right rail of the features section (2), and in the Products section (3).



E-Broadcasts

E-broadcasts are effective in generating leads and driving traffic to your website. Sent under the trusted banner of **Construction Canada**, your custom e-broadcast reaches an active and engaged audience of decision-makers instantly, offering immediate results. **Construction Canada**'s subscriber list is 100% compliant with Canadian anti-spam legislation.

E-Broadcast — 21,000 recipients	Rate
Per broadcast	\$4,330
Unqualified Leads Add-on	\$2,040

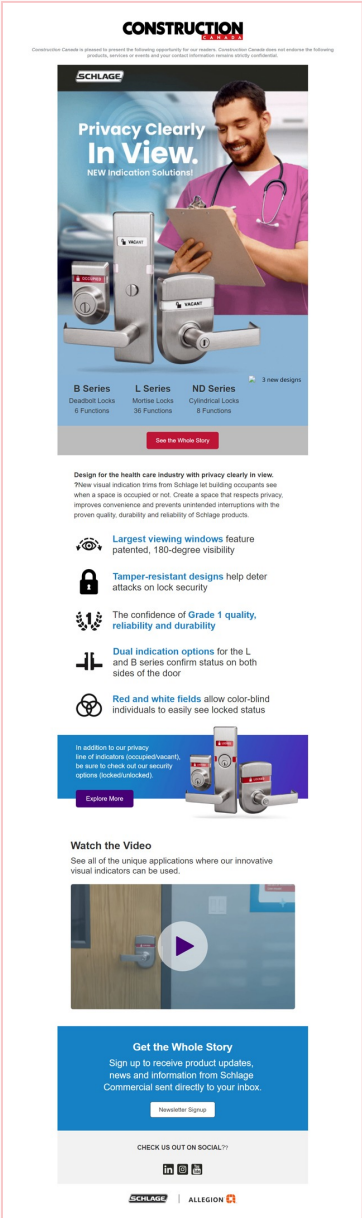
Lead generation programs are available for all custom e-mail broadcasts. Ask us how we can help you get more out of your broadcasts!

Non-Qualified Lead Option

After sending your broadcast, you have the option to purchase the list of recipients who clicked your email! This lead report will provide the name, company, mailing address and phone numbers of each recipient who engaged with your email (where provided by the subscriber).

Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels



Sample: a custom e-broadcast.



E-Newsletter Sponsorship

Featuring breaking news from Canada’s building industry, **Construction Canada News** is e-mailed each Wednesday to over 21,000 architects, engineers, project managers, and specification writers. E-newsletter sponsors receive two exclusive “above-the-fold” advertising positions.

Weekly Newsletters

Reach: 21,000 — Weekly	Rate
Both positions	\$2,505
One position	\$1,265

Deliverables

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

1. Leaderboard

CONSTRUCTION NEWS



Horticulture a focal element in Calgary's 'inner-city community'



Underutilized corridor to be transformed into recreational pathway
The Durham Meadowway is a proposed pedestrian and cycling route and linear park, connecting people to destinations across more than 30 km (18.6 miles) in Durham, Ontario.

How air barriers and spray foam enhance performance
The use of spray polyurethane foam (SPF) insulation as the air barrier system is a critical aspect of modern architectural and engineering practices to enhance building energy efficiency and durability.



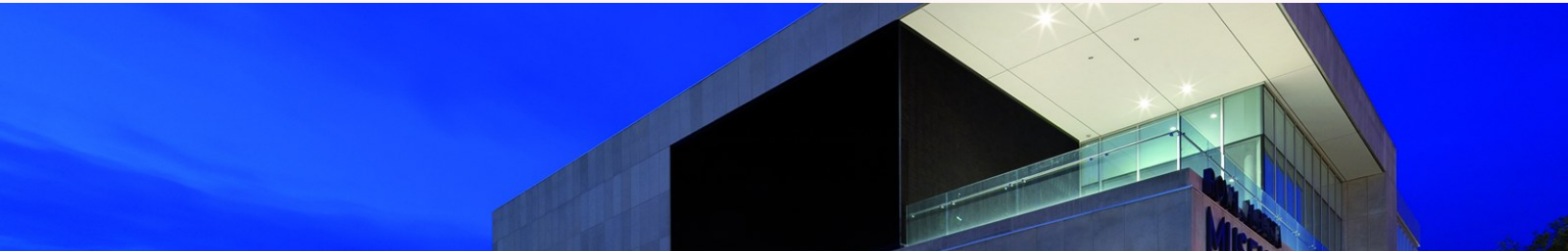
2. Big Box

ONTARIO BUILDING CODE



Ontario Building Code to get significant changes in 2025
The 2024 Building Code will streamline processes for the sector and increase harmonization with the National Construction Codes by eliminating around 1,750 technical variations between the provincial and national requirements.

Sample: the weekly Construction Canada News e-newsletter.



E-Newsletter Sponsorship

Top Stories Newsletters

Every month **Construction Canada** sends our newsletter subscribers a special top stories newsletter. January through November these newsletters feature the top 5 news stories of the month. In December we go even bigger, revealing the top 10 news and features of the entire year! Don't miss your opportunity to be part of these highly engaging newsletters as an exclusive sponsor – space is extremely limited.

Reach: 22,000	Rate
Monthly Top 5 Sponsorship	\$2,505
Annual Top 10 Sponsorship	\$2,505

Deliverables

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)
- URL(s)

1. Leaderboard



Top 5
of August

Top 5 News Stories of August 2024



1. Burnaby to get \$267M mass timber community centre

2. B.C. to soon get a new immersed eight-lane tube tunnel

Cross Fraser Partnership, a consortium of four architecture companies in Canada, has been selected to design the next stage of the new eight-lane tunnel that will replace the Fraser River Tunnel.



3. Toronto to get another flatiron building, clad in bronze metal

Capital Developments recently broke ground on Park Road, a new flatiron condominium in Yorkville, Ont.



2. Big Box

4. Ontario to invest \$3.5M in mass timber to further operations

The Ontario government is investing \$3.5 million in Elementis, a manufacturer of cross-laminated timber (CLT), to help the mass timber manufacturer expand its operations.



Sample: the monthly Top Stories e-newsletter.

Digital Edition Sponsorship

Each issue **Construction Canada** sends out a digital edition email notification to our subscribers so they can enjoy reading the interactive edition on their tablet, laptop, or desktop. The Digital Edition Sponsor is exclusive, limited to one advertiser per edition.

- Full-page ad placed adjacent to the front cover
- Exclusive top-of-page banner, visible on every page
- Promotion in our Digital Edition notification e-mail including your logo and 300-word profile
- Weekly promotion to over 21,000 e-newsletter recipients
- Leads! A list of mailing addresses and phone numbers of subscribers who clicked your content

Digital Edition Sponsorship	Rate
Per issue — exclusive to one advertiser	\$4,230

Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)
- 300-word company profile/description

Specifications

- 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Sponsor's Banner (900 x 60)

Samples: the sponsor banner and full-page ad on the digital edition (left), and the sponsor logo and profile in the notification e-mail (right).



E-books

Each month, **Construction Canada** publishes a special focus e-book on our most sought-after topics, curated by our editorial staff and e-mailed to more than 21,000 recipients. Architects and specifiers with a specific interest in solutions within your area of expertise will be reading this e-book. Secure your exclusive sponsorship and be seen as the leader in your market segment.

Each e-book is promoted via:

- E-broadcast notification
- Home page placement
- Newsletter
- E-book page monthly feature
- Social Media

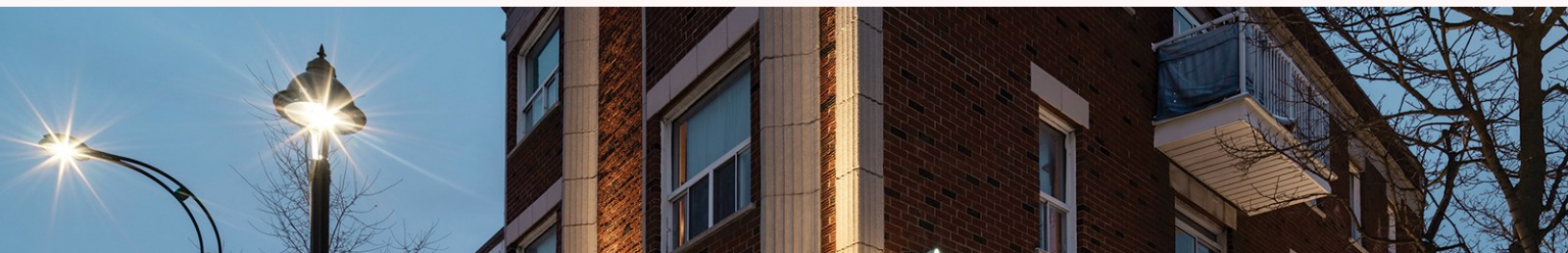
E-book Sponsorship	Rate
Exclusive sponsorship, per e-book	\$13,460

Deliverables

- Up to five ads — half page: 5.6" x 7" @ 300 dpi; full page: 11.2" x 7" @ 300 dpi
- No bleed required
- Company logo (minimum 2" x 1" @ 300 dpi)



Sample: a Construction Canada special focus e-book.



Webinars

Looking for a better way to engage customers and prospects? A sponsored webinar could be your solution!

Webinars are one of the best options for content marketing and promoting your expertise in providing solutions to the market. They are also a valuable lead generation tool as people who are willing to dedicate the time to participate are highly qualified.

We make executing them simple by doing all the marketing, hosting and logistics involved. You only need to supply the presenter and the content.

- Webinar length is a maximum of 60 minutes (including a 10–15 minute Q&A session).
- We will assist in copy review, supply the moderator and provide the expertise to assure a successful event.
- Each webinar is supported by a custom marketing campaign to achieve the best result and includes an online landing page, e-newsletter promotion, dedicated targeted email broadcasts, promotion through social media channels and your event is featured on our website home page and webinar section.
- We will supply you with a registration broadcast HTML so you can promote the webinar to your customers.
- You have the opportunity to get valuable feedback by asking participants two open-ended polling questions during the live webinar and two multiple-choice questions in the post-webinar survey.
- You have the option of running a 30 second pre-roll commercial at the beginning of the webinar or a full page static slide.
- Full analytics reporting including contact information for registrants and attendees will be supplied within a week following the live webinar.
- We will also host the finished webinar (webcast) on our website for 12 months following the live webinar and provide ongoing marketing throughout the year.

Sponsored Webinar	Rate
Per webinar (topic subject to approval)	\$8,955
Add the edited MP4 file	\$750

Kenilworth Media Inc., publishers of Construction Canada, will provide clients with a link to the recorded Webinar at no-charge. An MP4 recording of the Webinar is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Webinar may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Webinar.



Custom **Market Research**

Why do research?

Market intelligence is more important now than ever before. Conducting a research project uncovers the data necessary to make informed business decisions on issues such as:

- Brand awareness and market position
- Market changes
- Customer market insights
- Validating market assumptions
- Measuring the effectiveness of marketing initiatives
- Identifying new opportunities
- Market insights on new and existing products

Why do custom market research with us?

We deliver third-party managed research, which means it can be conducted with or without respondents being aware of who the research is being conducted by, to eliminate biased results.

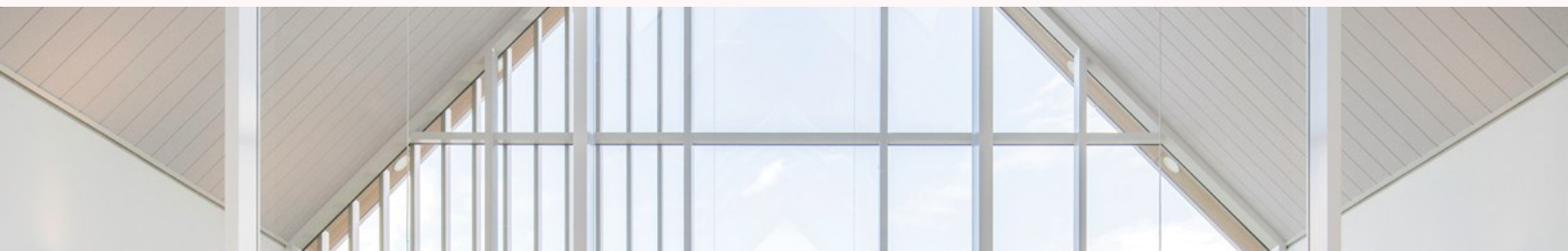
You reach our full audience. One of the greatest factors impacting the success of any research project is the ability to get enough responses for meaningful results. We take this issue off the table with a marketing strategy that ensures the results will be statistically valid.

Delivery of the survey is to recipients who are already engaged with us. This means the expected results will be higher than sending standalone surveys out to potential respondents who don't have a connection to who is delivering it.

Custom research can be a great lead generation tool when incentives are added to gather respondents' contact information — anyone who takes the time to provide you with their responses and information is a highly qualified lead.

We provide a turnkey research solution to fit your needs — from working with you on developing survey questions to delivering the final report, we take the work off your hands.

Ranging from economical online polls to full market studies, **we have research options to fit any budget!**



Signet Research **Ad Study**

Understanding your advertising needs is key to **Construction Canada**. The AdStudy® conducted in the September issue by the independent firm, Signet Research Inc., is an invaluable resource. This study analyses the performance of full-page advertisements based on specific characteristics with feedback from our readers — your clients — allowing you to evaluate your marketing strategy and refine your message.

Signet Research Ad Study	Detail
Rate	\$2,295
Ad size	8.375" x 11"
Space closing	July 22, 2027

Price does not include cost of full-page advertisement in the September issue.

Frequency Benefit

Ad studies are provided free of charge to full-page advertisers who invest in the studied issue plus two other issues within the same calendar year.



Contact Us

Let’s build your 2027 program. Get in touch to discuss which print, digital, and branded content opportunities will work hardest for your brand.

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