

BCC



CANADA



2017 MEDIA KIT



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ABOUT US

Executives in Canada's evolving construction marketplace face many opportunities and challenges. Thankfully, they have *Building & Construction Canada* magazine to turn to as their guide. From Victoria Harbour to the Labrador Sea, our readers turn to *Building & Construction Canada* to find out about the latest trends and issues in the Canadian construction market.

Every issue looks at timely topics, such as infrastructure spending, green building, safety, BIM and cloud-based planning, client retention and much more. Our readership includes the top executives of major contractors, engineering and design firms, equipment manufacturers, suppliers of construction materials, as well as project owners and regulators.

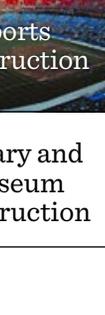
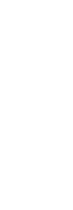
Every day, our editors speak with these executives to learn and share their practices and insights into the most important and pertinent issues in the building industry. Construction executives throughout Canada know they can rely on our magazine to report their goals and successes. You can also turn to our web site, [Facebook](#) page and [Twitter](#) page to keep abreast of all the newest projects, current trends and news throughout the industry.

Alan Dorich
Building & Construction Canada Editor

@BandCCanada



EDITORIAL CALENDAR

ISSUE	Residential	Community	Commercial	Power & Infrastructure
SPRING	Multifamily housing/low rise 	Education construction 	Choosing the right green materials for the project	Power plant projects 
SUMMER	Modular homes 	Healthcare work 	Office buildings 	Water-treatment projects 
FALL	Trends in home design 	Sports construction 	Mixed-use construction	Highway and bridge projects 
WINTER	Energy saving features in homes 	Library and museum construction 	Retail projects 	Sustainable infrastructure



PUBLICATION SECTIONS

Readers can keep up with developments and new projects in multiple sectors:

- *In our Community section*, we present stories about city and institutional projects, including educational and recreation work.
- *In our Power and Infrastructure section*, readers can find out about the projects that keep life in Canada moving, including road, highway and utility projects.
- *In our Residential section*, we have stories about new living spaces in Canada, including single and multifamily housing and condominiums.
- *And in our Commercial section*, our editors will look at retail, office, hospitality, entertainment and mixed-use construction.

ARTICLE SAMPLES

(CLICK BELOW TO SEE PROFILE EXAMPLES)

ELLISDON

BROCCOLINI

FLATIRON/GRAHAM JV

WINNIPEG CONVENTION CENTER

HINES/TRIDEL JV

STRABAG INTERNATIONAL

DOMINUS

SCOTT CONSTRUCTION GROUP

LEDCOR CONSTRUCTION

POMERLEAU

CANA CONSTRUCTION

BIRD CONSTRUCTION

STUART OLSON DOMINION

MINTO GROUP

CALGARY INTL AIRPORT

SKYGRiD



PROVIDING VALUE-ADD TO FEATURED COMPANIES AND ADVERTISERS

Multiple platform exposure including print, digital, and social

SOCIAL MEDIA OUTLETS include Facebook, Twitter, LinkedIn and blogs



Target C-suite executives with decision-making power



CONNECT WITH PROJECT EXECUTIVES OVERSEEING SITE OPERATIONS



Reach a broader investment community of directors, private investors and commercial/investment banks

// Access to *Building & Construction Canada's* comprehensive contact directory for projects and industry leading/emerging companies and contractors



Abbreviated Business Plan Profiles structured to each client, detailing marketing, financial, and operational strategies and goals

Website presence for 12 months + Archived Digital Issue

ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS

 Increased SEO presence with published article



CUSTOM BUSINESS DEVELOPMENT PROFILE

(Share your company's story and successes with other leading companies.)

BE PROACTIVE ABOUT THE OPPORTUNITY

Distribute at trade shows and conferences, client meetings, investor and company meetings, and general networking events



Utilize the profile as an abbreviated business plan or custom brochure and digital file to distribute to clients, suppliers and service providers, and investors. Use as a tool for your own marketing and business development

Promote through your social media and company distribution channels (Facebook, Twitter, LinkedIn, website, YouTube, etc.)



ADDITIONAL PUBLICATION PROMOTION

- **Hard copy mailed** to subscriber base
- **Digital E-blast** to subscriber base
- **Visible on Building & Construction Canada website** featured content, as well as archived digital library
- **Further promoted** through *Building & Construction Canada* social media (Facebook, Twitter, etc.)
- **Increased Google/Bing search** SEO with published article
- **Cross-promoted** with industry association partnerships and trade show coverage





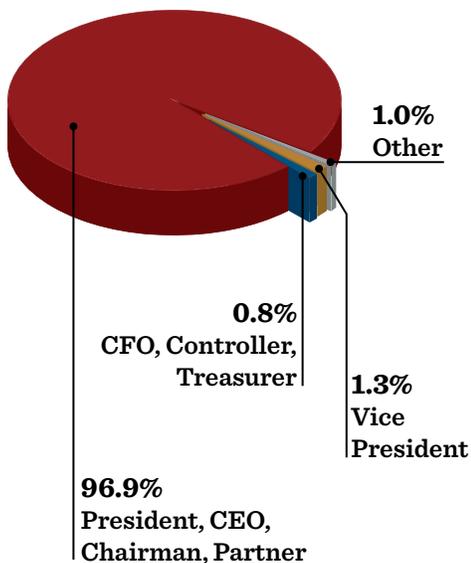
READERSHIP BREAKDOWN

Building & Construction Canada's 73,888 readers are CEOs, presidents and other high-ranking executives at construction and construction-related firms with average annual revenues of more than \$20 million and more than 50 employees, as well as public and private owners.

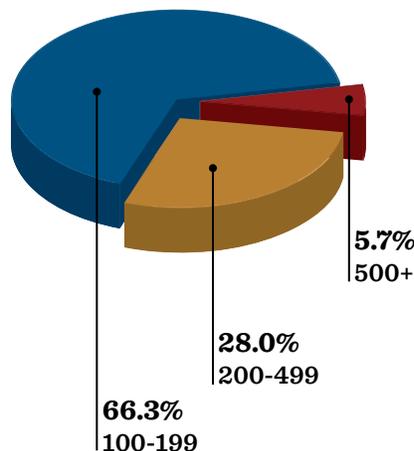
Building & Construction Canada provides a unique opportunity to reach decision makers across the market because readers are involved in all aspects of the construction industry: residential, industrial and commercial buildings; roads, bridges and other heavy construction projects; and specialty trades such as carpentry, plumbing and electrical work.

Editors of Building & Construction Canada will explore trends of vital interest to its readers, including regulatory and economic issues, new construction technologies, financing trends and equipment maintenance. If it's important to the construction industry, you'll read about it in Building & Construction Canada.

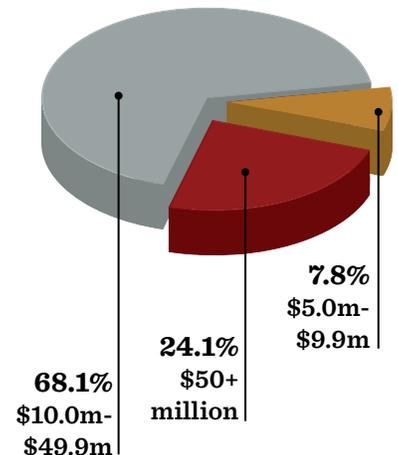
JOB TITLE



COMPANY/EMPLOYEE SIZE

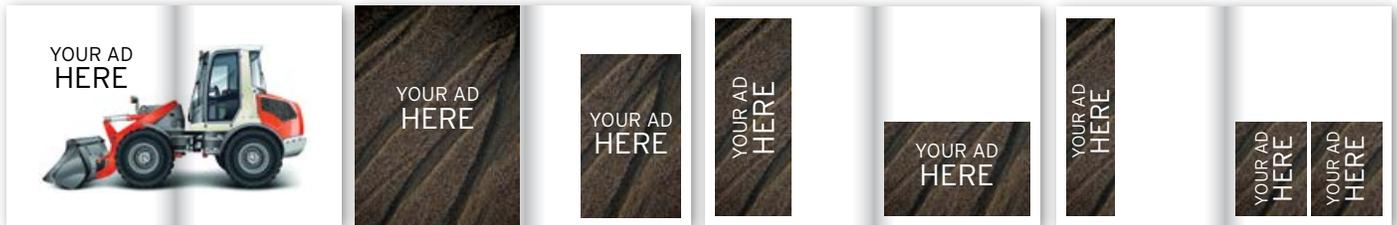


SALES VOLUME





RATES & SPECS



	COLOR	EDIT MENTION
2-Page Spread	CAD\$13,000	200 words
Full-Page	\$8,390	150 words
1/2 Page Island	\$6,700	60 words
1/2 Page	\$6,100	60 words
1/3 Vertical	\$5,300	40 words
1/4 Page	\$4,890	none

DIGITAL FILES: For all supplied ads, the preferred file format is a high-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, InDesign CS, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files. Regrettably, we cannot accept any artwork lifted directly from a web site, as the quality is incompatible for print. We also cannot accept supplied ads sent in Microsoft Word, Powerpoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes. All supplied ads must be presented in a manner ready for press. *Building & Construction Canada* magazine does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator. Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail. For your convenience, files up to 10MB can be sent via e-mail to ads@khmginc.com.com. If larger, please email ads@khmginc.com.com for information about uploading files to the FTP site or send a CD to 150 N. Michigan Ave., Suite 900, Chicago, IL 60601. If you need our studio to design your ad at no additional cost or have questions or concerns regarding ad material, please e-mail or give us a call.

ADVERTISEMENT SIZES

Magazine Size	8.375" w X 10.75" h
2 Pg. Spread (<i>bleed</i>)	16.999" w X 11" h
2 Pg. Spread (<i>non bleed</i>)	15.648" w X 9.5" h
Full Page (<i>bleed</i>)	8.625" w X 11" h
Full Page (<i>non bleed</i>)	7.273" w X 9.5" h
1/2 Horiz. Spread (<i>bleed</i>)	16.999" w X 5.501" h
1/2 Horiz. Spread (<i>non bleed</i>)	15.648" w X 4.667" h
1/2 Page Horiz.	7.273" w X 4.667" h
1/2 Page Vert.	3.551" w X 9.5" h
1/2 Page Island	4.667" w X 7.273" h
1/3 vertical	2.305" w X 9.5" h
1/4 Page	3.551" w X 4.667" h

TERMS AND CONDITIONS: These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are accepted subject to the Publisher's approval of the copy and to the space being available. The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised. All copy MUST be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to repeat existing copy held or to compose "generic" advertising for the Advertiser. Time shall be of the essence in respect of all obligations undertaken by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.

Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.

The Publisher shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher.

The liability of the Publisher in respect of any breach of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot by law or statute be excluded, all express or implied conditions, warranties or representations relating to the service provided by the Publisher to the Client are hereby excluded. Covers, single insertion orders and profile advertisers are non-cancellable.

CONTRACT ADVERTISERS: If an Advertiser cancels the balance of a contract (excluding covers or single insertion orders, which are non-cancellable), it relinquishes any right to that series discount to which it was previously entitled and advertisements will be invoiced at the appropriate rate.

While every effort will be made to meet the wishes of Advertisers regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge. Extra production work requiring artwork and/or film will be charged out at cost.

The insertion order, including these terms and conditions, and the rate card constitute all the terms of the contract between the Advertiser and the Publisher. No agent or other representative of the Publisher has the right to vary the terms of the contract in any way, except in writing, signed by the President of the Publisher.

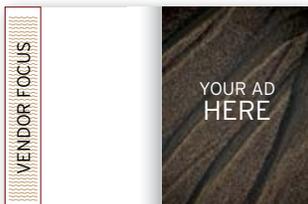
Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month for each full month overdue, and shall pay to Publisher any costs and fees, including reasonable attorneys fees, incurred by Publisher in the enforcement of this contract and in the collection of any sums due.

Jurisdiction and venue over any claims arising out of this agreement shall be subject to the exclusive jurisdiction of the Circuit Court of Cook County, Illinois.

READERSHIP: The majority of our readership data is provided by an outside vendor(s). In a few instances, our internal editorial research department has produced a more detailed breakdown of our readers based entirely on industry knowledge, without the support of independent data or research. It should only be relied on as a benchmark and general guidance as to what we believe is the readership makeup.

SPECIAL

Vendor Focus
\$9,200



Are you interested in becoming part of *Building & Construction Canada*?

If you would like to be profiled in our magazine, please call (001) 323.988.8262 or email jbomba@khmginc.com. If you would like to submit editorial for consideration, please call (001) 312.676.1127 or email adorich@khmginc.com.

Discounts available for 3x and 6x insertions.



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