

CONSTRUCTION ECONOMIST

MEDIA KIT
2017

The Journal of the Canadian Institute of Quantity Surveyors
Le Journal de l'Institut canadien des économistes en construction

LOOKING TO REACH CONSTRUCTION AND QUANTITY SURVEYING PROFESSIONALS ACROSS CANADA?

Construction Economist magazine has a controlled circulation of 2,500 with a pass-along readership of over 7,500*

It reaches current members of the Canadian Institute of Quantity Surveyors who are involved in preparing economic feasibility studies, advising on construction costs to industry leaders and managing, administrating and coordinating all types of construction projects.

Recent advertisers include:

InSite+SiteWork

LCO
CONSTRUCTION AND
MANAGEMENT CONSULTANTS INC.

CB ROSS
PARTNERS

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ONTARIO GENERAL CONTRACTORS ASSOCIATION

GEORGE
BROWN
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EQUIPMENT
FINANCING

MACOGEP
Project Governance and Management

MKA Canada, Inc.
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...and more

EXTRA EXPOSURE ON THE WEB!

Ads booked in *Construction Economist* appear online – FREE!

* Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

Reach your target market at key times

Construction Economist magazine is committed to communicating and collaborating with current and prospective members, related property associations and the construction industry in quarterly issues, including a spring issue focusing on the Canadian Institute of Quantity Surveyors' Annual General Meeting.



SPRING 2017:

Space Closing: Late March

Distribution: Late April

- PAQS Congress
Vancouver, British Columbia



FALL 2017:

Space Closing: Mid September

Distribution: Late October



SUMMER 2017:

Space Closing: Late June

Distribution: Early August



WINTER 2017:

Space Closing: Late November

Distribution: Early January

* Covers subject to change.

Full Colour Advertising Rates *Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!

As the official magazine of the Canadian Institute of Quantity Surveyors, Construction Economist is committed to providing a strong and informative voice in all matters pertaining to the quantity surveying and construction estimating profession in Canada.

	1 Time Rate	4 Time Rate	Online Magazine*
Double Page Spread	\$2,000	\$1,800	FREE with print booking!
OBC	\$1,500	\$1,400	FREE with print booking!
IFC/IBC	\$1,400	\$1,300	FREE with print booking!
Full Page	\$1,200	\$1,100	FREE with print booking!
2/3	\$1,050	\$1,000	FREE with print booking!
1/2 Page Island	\$850	\$825	FREE with print booking!
1/2 Page	\$700	\$650	FREE with print booking!
1/3 Page	\$575	\$550	FREE with print booking!
1/4 Page	\$400	\$375	FREE with print booking!
1/6 Page	\$325	\$300	FREE with print booking!

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.
- The publisher and the CIQS reserve the right to reject advertising that is deemed inappropriate.
- The publisher and CIQS cannot be held liable for any material used or claims made in advertising included in this publication.
- Rates are net of agency commission.

To reach construction and quantity surveying professionals through **Construction Economist**, contact Jeff at your earliest convenience to discuss your company's promotional plans for 2017.

Jeff Kutny, Marketing Manager

Email: jeff@kelman.ca

Phone: 866-985-9789 **Fax:** 866-985-9799

Published for CIQS by:



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Canadian Institute of
Quantity Surveyors

Institut canadien des
économistes en construction

Dear prospective advertiser,

Construction Economist is an invaluable communication resource.

As a staunch supporter of and contributor to Canada's construction industry, you and your company have a vested interest in its well being. I can assure you that the Canadian Institute of Quantity Surveyors (CIQS), representing quantity surveyors and construction estimating professionals from coast to coast, shares that desire to make our Institute and industry as strong, vibrant and progressive as possible.

To that end, our quarterly magazine - *Construction Economist* - plays a vital role in the building and strengthening process. From providing timely news to dealing with important issues and helping our members become better prepared to meet the challenges they face, *Construction Economist* is truly an important and highly-valued communications vehicle.

While we ensure that our magazine fulfills its important responsibilities, I urge you to take full advantage of its potential to effectively promote your company's products and services, and to demonstrate your commitment to, and support of, Canada's construction industry. If you are currently a regular advertiser in *Construction Economist*, we thank you. If you have yet to make the most of this opportunity, please consider including us in your marketing plans for the year ahead. It will definitely benefit all concerned.

Sincerely,

Matthew K. Weber, PQS(F)

Chair

Affiliated Associations:

CIQS – British Columbia
CIQS – Prairies and NWT
CIQS – Ontario
CIQS – Québec
CIQS – Maritimes
CIQS – Newfoundland and Labrador

The Canadian Institute of Quantity Surveyors is a member of:

The Pacific Association of Quantity Surveyors

INTERACTIVE EDITION available online

With print and electronic communication operating hand-in-hand you can take advantage of the fact that *Construction Economist* is also available online in a highly interactive format.



Mobile, iPad, iPhone versions included!

1. **A realistic reading experience** – This digital edition looks and feels like a real book: flip-through pages, the sounds of turning pages, and even shading along the spine all enhance your reading experience. This is the world's first full html5 solution on the market giving you the same interactive experience as the flash version. In addition to the book layout, you can also select a presentation view that presents single pages rather than the traditional double page layout.
2. **Mobile, iPad, iPhone compatibility** – The html5 resizes the publication automatically so that you can view the magazine on most mobile devices.
3. **eReader output** – The eReader output option allows you to download 'eBook' files so that you can read the magazine on the growing number of eReaders such as Kindle, Nook and iBooks.
4. **Thumbnail view** – You can select to show a thumbnail-style navigation panel that allows you to view the entire publication at once.
5. **A share feature** – You can share the digital publication with friends and colleagues via social networks, including Facebook and Twitter, or via email or google.
6. **Active hyper-links** connect you with all websites and emails contained in the publication.
7. **Active links** connect you to specific stories from the front cover and contents page.
8. **Active links** connect you to advertiser websites from their ads and the ad index.
9. **Searchable and zoomable content** allows you to search the entire issue for specific words, phrases, subjects, etc.
10. You can make *Construction Economist's* content even more valuable by adding your own personal notes and bookmarks throughout each issue.

To experience *Construction Economist* online, visit www.ciqs.org

MAKE AN IMPACT WITH

PREMIUM ADVERTISING OPPORTUNITIES

INSERTS

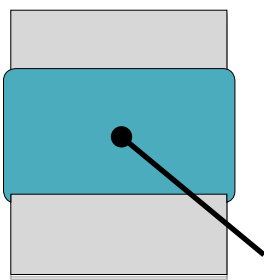
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into the magazine. Pricing varies accordingly.

POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover by including your unique marketing piece on the outside of the magazine within a clear polybag. The options are many – from brochures to posters, catalogs to mouse pads/DVDs and more. This gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine. Pricing varies accordingly.

BELLYBANDS

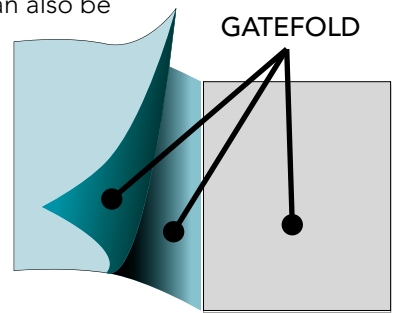
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



BELLYBAND

PREMIUM GATEFOLDS

Maximize the impact of your message with a three-page gatefold, which is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front (or back) cover, thus allowing three full pages of advertising.



GATEFOLD

CONTACT YOUR SALES ASSOCIATE
FOR RATES, MATERIAL DUE DATES AND SPECIFICATIONS.

Ad Material Submission Info

Production Requirements

- Adobe InDesign CC
 - Adobe Photoshop CC
 - Adobe Illustrator CC
- (earlier versions of the above programs are also acceptable.)

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS / IMAGES** used must be included
- All pantone/spot colours **MUST** be converted to **CMYK**
- Include a hard copy (colour or black proof) or e-mail a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by e-mail
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your e-mail or Word document
- Contact us for **ftp site information** for files that are too large to e-mail
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

Please submit ad material to:

STEFANIE HAGIDIAKOW
 Ph: 866-985-9790
 Fax: 866-985-9799
 Email: stefanie@kelman.ca



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 Winnipeg, Manitoba R3J 0K4
 www.kelman.ca

AD DIMENSIONS:

Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"