

BUSINESS

in Calgary

2026 media guide



Supporting the visions of entrepreneurs
one story at a time.

2026 display ad rates.

Size	1x	3x	6x	12x
Double Spread	6900	6675	6385	6100
Half Double Spread	5225	4750	4440	4355
Full Page	4100	3975	3835	3580
2/3 Page	3580	3340	3180	3075
1/2 Page	2550	2440	2320	2175
1/3 Page	1985	1880	1775	1690

Covers	1x	3x	6x	12x
Outside Back	4995	4810	4585	4350
Inside Front/Back	4660	4510	4245	4050

*does not apply to spreads that include a cover position

Guaranteed position fee	10% Additional
Production	15% Additional

All rates are based on digital-ready art. No cancellations will be accepted on pre-booked cover or guaranteed positions.
All rates are net.

Content marketing.

1 page	4100	2 pages	6720
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Cover wraps.	1x	3x	6x	12x
.....	4350	4200	3950	3775

Additional services.

Inserts	Cover	4350	Inside	3310
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(Full distribution. Rates applicable to specific size and weight.)

Ask our account executives for information and pricing on:

Custom Inserts, Polybagging, Belly Bands, Split Covers, Gate Fold Covers, Business Reply Cards

BIC Events Eblast rates.

1x	4x	12x	26x	52x
640	550	455	385	320

Rates in conjunction with BIC campaign.

1x	4x	12x	26x	52x
490	425	340	290	245

Weekly email distribution of 5,000 emails recipients, delivered each Friday morning.

Ad specs: 140w x 525h pixels | RGB @ 150 dpi

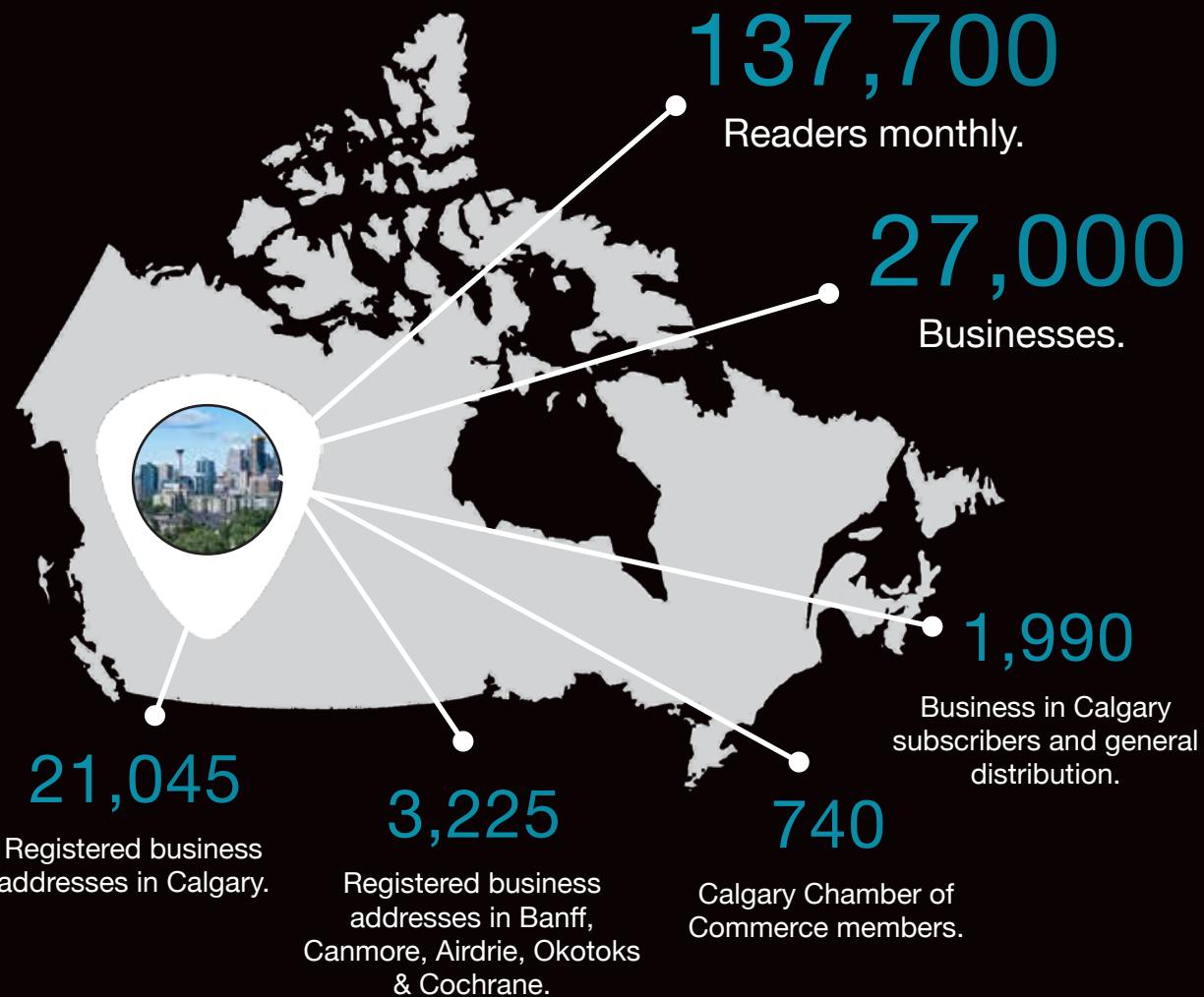
Website Advertising // #1 site in search engines results for "business in Calgary searches

	1x	3x	6x	12x
Leaderboard Ad	770	685	625	560
Side Box Ad	1070	940	800	745
Home Page Video	1310			

Production 15% additional

Leaderboard ad: 728w x 90h pixels, RGB @ 150 dpi | Side Box ad: 300w x 386h pixels, RGB @150 dpi

Readership statistics.



Total Distribution by Canada Post - **27,000**

79%

79% of Business in Calgary readers are C-suite level executives and decision makers.

74%

74% of readers view Business in Calgary Magazine as a primary print source for regional business information.

92%

92% of our readers hold university or college degrees.

76%

76% of our readers think print ads are less intrusive than digital ads.

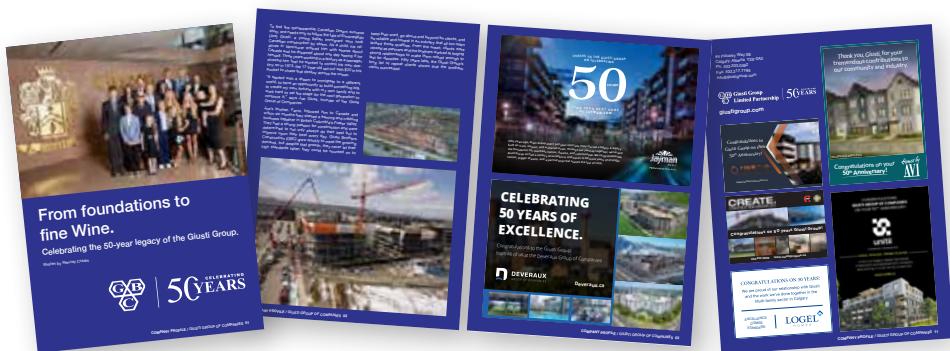
47%

47% of our readers make purchases from an advertisers website.

67%

67% of our readers research websites through print ads.

Profiles - your corporate legacy.



Other advertising and promotional opportunities also available:

Customized Company or Individual Editorial Profiles, Anniversary Celebrations, Specialty Publications, Strategic and Co-Branded Editorial Opportunities, Customized Distribution Programs.

Community partners.



Member of
JA Canada



2026 print editorial calendar.

Issue date.	Editorial themes.	Ad close/Ad copy.
January.	<ul style="list-style-type: none">• Private/Alternative Schools (with directory)• Corporate Health, Wellness & Rejuvenation• Wealth Management	Nov 27/Dec 4.
February.	<ul style="list-style-type: none">• Education MBA • Event Planning & Catering• Construction • Senior Living • Alternative Financing	Dec 18/Jan 8.
March.	<ul style="list-style-type: none">• BOMA Calgary News • Real Estate• Recreation & Investment Real Estate	Jan 29/Feb 5.
April.	<ul style="list-style-type: none">• Commercial Real Estate • Succession Planning• Health Care/Senior Living • Golf	Feb 26/Mar 5.
May.	<ul style="list-style-type: none">• Transportation & Distribution• Business Technology • Risk Management• Construction	Mar 31/Apr 7.
June.	<ul style="list-style-type: none">• BOMA Calgary News• Workplace Health & Safety • BILD Awards	Apr 29/May 6.
July.	<ul style="list-style-type: none">• Commercial Leasing • Manufacturing• Local Leisure Staycation • Bio Technology	Jun 1/Jun 8.
August.	<ul style="list-style-type: none">• Arts & Culture • Construction • Senior Living• Training & Education • Alternative Financing	June 30/July 7.
September.	<ul style="list-style-type: none">• BOMA Calgary News • Real Estate• Small Business Week Preview • Corporate Health• Jr. Achievement - Hall of Fame (Special Distribution)	Jul 30/Aug 6.
October.	<ul style="list-style-type: none">• Small Business Week • Real Estate• Event Planning & Catering	Sept 1/Sept 8.
November.	<ul style="list-style-type: none">• Succession Planning • Construction & Renovations• Senior Living • Business in Calgary Leaders Awards (Special Distribution)	Sept 30/Oct 7.
December.	<ul style="list-style-type: none">• BOMA Calgary News • Continuing Education• Risk Management Insurance	Oct 27/Nov 3.

Content and dates subject to change.

Visit BusinessInCalgary.com to view our current issue.

Our website is updated the first business day of each month.

All ads are linked to advertisers' websites.



BUSINESS IN CALGARY



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BUSINESSINCALGARY

Print production specifications.

Ad size.	Trim. (WxD)	Live area.	Bleed.
Double page spread.	15.75" x 10.75"	15.25" x 10.25"	16.00" x 11.00"
Full page.	7.875" x 10.75"	7.375" x 10.25	8.125" x 11.00"
Two thirds vertical.	4.500" x 9.75"	4.500" x 9.75"	Not applicable.
Half page vertical.	3.3125" x 9.75"	3.3125" x 9.75"	Not applicable.
Half page horizontal.	6.875" x 4.75"	6.875" x 4.75"	Not applicable.
Third page vertical.	2.125" x 9.75"	2.125" x 9.75"	Not applicable.
Third page island.	4.500" x 4.75"	4.500" x 4.75"	Not applicable.
Horizontal banner.	6.875" x 1.5"	6.875" x 1.5"	Not applicable.



Full page



Two thirds page



Half page horizontal



Half page vertical



Third page vertical



Third page island

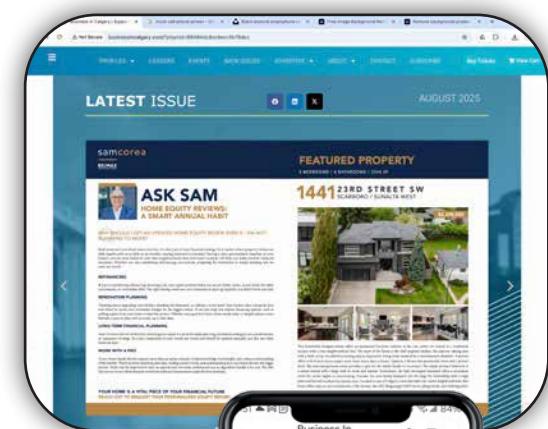
Image resolution.

300 dpi. - CMYK

File preparation.

Submit as a high resolution pdf. Include crop marks where applicable. Business in Calgary is on a Mac platform, running Adobe Photoshop, Illustrator and InDesign software.

E-mail graphics@businessincalgary.com for further assistance.



Web specifications.

Ad size.	Width x Height.
Side box.	300px x 386px
Leaderboard.	728px x 90px
E-blast.	140px x 525px

Image resolution.

150 dpi. - RGB

File preparation.

Submit as png, gif, jpg.



Side box.



Leaderboard.



Eblast.

