

# RATE CARD 2021



Supporting the visions  
of entrepreneurs  
one story at a time.

**BUSINESS**  
IN CALGARY

# Welcome

## TO BUSINESS IN CALGARY MAGAZINE

### 2021 Display Ad Rates

	1x	3x	6x	12x
Double Spread	6760	6485	6200	5925
Half Double Spread	5075	4610	4310	4230
Full Page	3975	3860	3720	3475
2/3 Page	3475	3240	3090	2980
1/2 Page	2475	2370	2250	2110
1/3 Page	1925	1825	1720	1640

Covers	1x	3x	6x	12x
Outside Back	4850	4670	4450	4225
Inside Front/Back	4525	4375	4120	3930

\*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 . . . . . 3950                      2 pages . . . . . 6520

### Additional Services

**Inserts** (Full distribution. Rates applicable to specific size and weight.)      **Cover** . . . . . 4195      **Inside** . . . . . 3210

### 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
590	500	420	355	295

### Rates in conjunction with BIC Campaign

1x	4x	12x	26x	52x
475	410	330	280	235

Weekly email distribution of 8,100 emails recipients, delivered each Friday morning. Ad specs: 140w x 525h pixels | RGB @ 72 dpi

### Website Advertising *|| #1 site in search engines results for "business in calgary" searches*

	1x	3x	6x	12x
<b>Leaderboard Ad</b>	745	665	605	545
<b>Side Box Ad</b>	1035	910	775	720
<b>Home Page Video</b>	1265			

Production 15% additional | Leaderboard ad: 728w x 90h pixels, RGB @ 72 dpi | Side Box ad: 300w x 386h pixels, RGB @72 dpi

### Profiles - Your Corporate Legacy

**Also Available:** Other advertising and promotional opportunities: Customized Company or Individual Editorial Profiles, Anniversary Celebrations, Specialty Publications, Strategic and Co-Branded Editorial Opportunities, Customized Distribution Programs.

# Readership

STATISTICS FOR BUSINESS IN CALGARY



2021

## Breaking News!

For over 30 years, Business in Calgary has brought business people together by sharing stories of successful entrepreneurs, innovators and community builders through our pages. We have celebrated business excellence through awards programs, highlighted exceptional social contributions and featured the builders who have made our city a great place to live and do business. We look forward to being part of your journey – let the legacy continue.

**Ipsos** is the third largest market research company in the world, present in 90 countries and employing more than 18,000 people. And generates an annual revenue of 2.55 billion dollars. Ipsos' research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients and customers or employees.

**GAME CHANGERS** – In our world of rapid change, the need for reliable information to make confident decisions has never been greater. Ipsos provides precise measurements and shapes data to provide true understanding of society, markets and people using the best of science, technology and know-how.

Success comes down to a simple truth: **You act better when you are sure.**

### BUSINESS IN CALGARY REACHES

143,820

READERS MONTHLY

28,200

BUSINESSES

79%

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

92%

92% of our readers hold university or college degrees.

74%

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

52%

52% of our readers have an annual income of 200,000+

76%

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

67%

67% of our readers research websites through print ads

47%

47% of our readers make purchases from an advertisers website

Monthly readership - approx. **143,820** business professionals. Distributed quarterly, directly to BOMA members in March, June, September and December: **additional 650**

#### Distributed by Canada Post to all:

- Registered business addresses in Calgary - **23,828**
- Registered business addresses in Banff, Canmore, Airdrie, Okotoks & Cochrane - **2,147**
- Calgary Chamber Members - **1,385**
- *Business in Calgary* subscribers and general distribution - **840**

**Total: 28,200**



*Business in Calgary* magazine's circulation is audited twice a year by BPA International.

For further information on our demographics and readership survey, visit [www.businessincalgary.com/demographics](http://www.businessincalgary.com/demographics)

Business in Calgary's  
Community Partners



LEADERS

# AD Specs

## COMPATIBILITY INFORMATION

### 2021 Display Ad Specs

- Please submit as a high resolution .pdf, or a collected InDesign file (supply fonts and supporting images saved as .eps or .tif - CMYK at 300 dpi)
- Business in Calgary is on a Mac platform, running Adobe Photoshop, Illustrator and InDesign software.
- Please e-mail [graphics@businessinedmonton.com](mailto:graphics@businessinedmonton.com) for further assistance.



Full Page



2/3 Page



1/2 Page H



1/2 Page V



1/3 Page V



1/3 Page I

### Ad Dimensions

Space Size	Picas	Width	Height	Inches	Width	Height
Double Page Spread Bleed	97p6	67p6	16.25"	11.25"		
Double Page Spread Trim	94p6	64p6	15.75"	10.75"		
Double Page Spread Image Area	88p6	58p6	14.75"	9.75"		
Double 1/2 Page Spread Image Area	88p6	28p6	14.75"	4.75"		
Full Page Bleed Size	50p3	67p6	8.375"	11.25"		
Full Page Trim Size	47p3	64p6	7.875"	10.75"		
Full Page Image Area	41p3	58p6	6.875"	9.75"		
2/3 Page Vertical	27p0	58p6	4.5"	9.75"		
1/2 Page Vertical	19p10.5	58p6	3.3125"	9.75"		
1/2 Page Horizontal	41p3	28p6	6.875"	4.75"		
1/3 Page Vertical	12p9	58p6	2.125"	9.75"		
1/3 Page Island	27p0	28p6	4.5"	4.75"		
Horizontal Banner	41p3	9p0	6.875"	1.5"		



**Web:**

**Side Box**

300 pixels x 386 pixels



**Leaderboard**

728 pixels x 90 pixels



**E-Blast**

140 pixels x 525 pixels





# Editorial

## DEADLINE CALENDAR FOR 2021 \*

### January 2021

- Private Schools (with directory)
- Corporate Health, Wellness & Rejuvenation
- Financial Planning
- \* Early deadlines

#### Space Closing

November 26, 2020

#### Ad Copy Deadline

December 3, 2020

### February 2021

- Education MBA
- Event Planning & Catering
- Investing
- RRSP, TFSA & Tax Planning
- Construction
- Business of Energy
- Senior Living (with directory)
- \* Early deadlines

#### Space Closing

December 22, 2020

#### Ad Copy Deadline

January 5, 2021

### March 2021

- BOMA Calgary News
- Cyber Security
- Real Estate
- Golf
- Calgary Auto & truck Show
- Women of Influence

#### Space Closing

January 27, 2021

#### Ad Copy Deadline

February 3, 2021

### April 2021

- Human Resources
- Commercial Real Estate
- Environmental Stewardship
- Recreation & Investment Real Estate
- Succession Planning
- Health Care
- Golf
- Business of Energy

#### Space Closing

February 23, 2021

#### Ad Copy Deadline

March 2, 2021

### May 2021

- Tourism & Travel
- Jr. Achievement - Hall of Fame  
\*Special Distribution
- Transportation & Distribution
- Business Technology
- Risk Management
- Construction

#### Space Closing

March 31, 2021

#### Ad Copy Deadline

April 7, 2021

### June 2021

- BOMA Calgary News
- Agriculture
- Workplace Health & Safety
- Management & Professional Services
- Business of Energy
- Distinguished Business Leader Award

#### Space Closing

April 27, 2021

#### Ad Copy Deadline

May 4, 2021

### July 2021

- Business in Calgary Leaders Awards \*Special Distribution
- Commercial Leasing

#### Space Closing

May 27, 2021

#### Ad Copy Deadline

June 3, 2021

### August 2021

- Head Offices
- Arts & Culture
- Dress for Success
- Construction
- Training & Education
- Business of Energy
- Senior Living (with directory)

#### Space Closing

June 29, 2021

#### Ad Copy Deadline

July 6, 2021

### September 2021

- BOMA Calgary News
- Small Business Week Preview
- Corporate Health, Wellness & Rejuvenation
- Real Estate

#### Space Closing

July 29, 2021

#### Ad Copy Deadline

August 5, 2021

### October 2021

- Small Business Week
- Event Planning & Catering
- Real Estate
- Business Technology
- Recreation & Investment Real Estate
- Business of Energy
- Jr. Achievement - Hall of Fame  
\*Special Distribution

#### Space Closing

August 27, 2021

#### Ad Copy Deadline

September 3, 2021

### November 2021

- Human Resources
- Succession Planning
- Health Care
- Construction & Renovations
- Risk Management Insurance
- Medical Cannabis

#### Space Closing

September 20, 2021

#### Ad Copy Deadline

September 27, 2021

### December 2021

- BOMA Calgary News
- Continuing Education
- Banking
- Business of Energy

#### Space Closing

October 26, 2021

#### Ad Copy Deadline

November 2, 2021

Visit [BusinessInCalgary.com](http://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. \*Content and dates subject to change.



BUSINESS IN CALGARY



@BUSINCALGARY



BUSINESSINCALGARY



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