

# BUSINESS

IN CALGARY

## RATE CARD 2022



Supporting the visions of entrepreneurs one story at a time.

# Welcome

TO BUSINESS IN CALGARY MAGAZINE

## 2022 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	Cover	4195	Inside	3210

(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
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
Leaderboard Ad	745	665	605	545
Side Box Ad	1035	910	775	720
Home Page Video	1265			

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

# Readership

STATISTICS FOR BUSINESS IN CALGARY

## BUSINESS IN CALGARY REACHES

**143,820**

Readers Monthly



**28,200**

Businesses

## DISTRIBUTED BY CANADA POST TO ALL

**23,828** Registered business addresses in Calgary

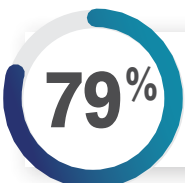
**2,147** Registered business addresses in Banff, Canmore, Airdrie, Okotoks & Cochrane

**1,385** Calgary Chamber Members

**840** Business in Calgary subscribers and general distribution

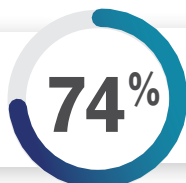
**28,200 Total**

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



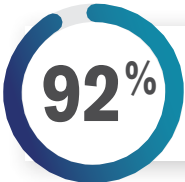
**79%**

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



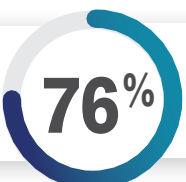
**74%**

**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.



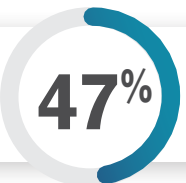
**76%**

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



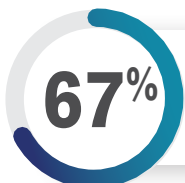
**52%**

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



**47%**

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



**67%**

**67%** of our readers research websites through print ads



*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)



## 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.

## BUSINESS IN CALGARY'S COMMUNITY PARTNERS



# AD Specs

## COMPATIBILITY INFORMATION

### 2022 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@businessincalgary.com](mailto:graphics@businessincalgary.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	Picas		Inches	
	Width	Height	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 2022\*

January 2022	February 2022	March 2022	April 2022
<ul style="list-style-type: none"> <li>Private Schools (with directory)</li> <li>Corporate Health, Wellness &amp; Rejuvenation</li> <li>Financial Planning</li> </ul> <p>* Early deadlines</p>	<ul style="list-style-type: none"> <li>Education MBA</li> <li>Event Planning &amp; Catering</li> <li>Investing</li> <li>RRSP, TFSA &amp; Tax Planning</li> <li>Construction</li> <li>Business of Energy</li> <li>Senior Living (with directory)</li> </ul> <p>* Early deadlines</p>	<ul style="list-style-type: none"> <li>BOMA Calgary News</li> <li>Cyber Security</li> <li>Real Estate</li> <li>Golf</li> <li>Calgary Auto &amp; truck Show</li> <li>Women of Influence</li> </ul>	<ul style="list-style-type: none"> <li>Human Resources</li> <li>Commercial Real Estate</li> <li>Environmental Stewardship</li> <li>Recreation &amp; Investment Real Estate</li> <li>Succession Planning</li> <li>Health Care</li> <li>Golf</li> <li>Business of Energy</li> </ul>
<b>Space Closing</b>	<b>Space Closing</b>	<b>Space Closing</b>	<b>Space Closing</b>
November 25, 2021	December 17, 2021	January 27, 2022	February 24, 2022
<b>Ad Copy Deadline</b>	<b>Ad Copy Deadline</b>	<b>Ad Copy Deadline</b>	<b>Ad Copy Deadline</b>
December 2, 2021	January 6, 2022	February 3, 2022	March 3, 2022
May 2022	June 2022	July 2022	August 2022
<ul style="list-style-type: none"> <li>Tourism &amp; Travel</li> <li>Transportation &amp; Distribution</li> <li>Business Technology</li> <li>Risk Management</li> <li>Construction</li> </ul>	<ul style="list-style-type: none"> <li>BOMA Calgary News</li> <li>Agriculture</li> <li>Workplace Health &amp; Safety</li> <li>Management &amp; Professional Services</li> <li>Business of Energy</li> <li>Distinguished Business Leader Award</li> </ul>	<ul style="list-style-type: none"> <li>Business in Calgary Leaders Awards</li> </ul> <p>*Special Distribution</p> <ul style="list-style-type: none"> <li>Commercial Leasing</li> </ul>	<ul style="list-style-type: none"> <li>Head Offices</li> <li>Arts &amp; Culture</li> <li>Dress for Success</li> <li>Construction</li> <li>Training &amp; Education</li> <li>Business of Energy</li> <li>Senior Living (with directory)</li> </ul>
<b>Space Closing</b>	<b>Space Closing</b>	<b>Space Closing</b>	<b>Space Closing</b>
March 30, 2022	April 28, 2022	May 24, 2022	June 31, 2022
<b>Ad Copy Deadline</b>	<b>Ad Copy Deadline</b>	<b>Ad Copy Deadline</b>	<b>Ad Copy Deadline</b>
April 6, 2022	May 5, 2022	May 30, 2022	July 7, 2022
September 2022	October 2022	November 2022	December 2022
<ul style="list-style-type: none"> <li>BOMA Calgary News</li> <li>Small Business Week Preview</li> <li>Corporate Health, Wellness &amp; Rejuvenation</li> <li>Real Estate</li> </ul>	<ul style="list-style-type: none"> <li>Small Business Week</li> <li>Event Planning &amp; Catering</li> <li>Real Estate</li> <li>Business Technology</li> <li>Recreation &amp; Investment Real Estate</li> <li>Business of Energy</li> <li>Jr. Achievement - Hall of Fame</li> </ul> <p>*Special Distribution</p>	<ul style="list-style-type: none"> <li>Human Resources</li> <li>Succession Planning</li> <li>Health Care</li> <li>Construction &amp; Renovations</li> <li>Risk Management Insurance</li> <li>Medical Cannabis</li> </ul>	<ul style="list-style-type: none"> <li>BOMA Calgary News</li> <li>Continuing Education</li> <li>Banking</li> <li>Business of Energy</li> </ul>
<b>Space Closing</b>	<b>Space Closing</b>	<b>Space Closing</b>	<b>Space Closing</b>
July 28, 2022	August 30, 2022	September 29, 2022	October 27, 2022
<b>Ad Copy Deadline</b>	<b>Ad Copy Deadline</b>	<b>Ad Copy Deadline</b>	<b>Ad Copy Deadline</b>
August 4, 2022	September 6, 2022	October 6, 2022	November 3, 2022

Visit [BusinessInCalgary.com](https://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.