

SUPPORTING THE VISIONS
OF ENTREPRENEURS ONE
STORY AT A TIME.



**MEDIA
GUIDE
2024**

BUSINESS
OF ENERGY

Welcome

TO BUSINESS OF ENERGY MAGAZINE

2024 DISPLAY AD RATES

	1x	3x	6x
Double Spread	4610.....	4380	4150
Full Page.....	3795.....	3605	3415
2/3 Page	3195.....	3035.....	2875
1/2 Page	2485.....	2360	2235
1/3 Page	1755.....	1665.....	1560

Covers	1x	3x	6x
Outside Back.....	3990	3790.....	3590
Inside Front/Back	3890	3695	3500

*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.

Distribution - 20,190

BUSINESS OF ENERGY REACHES

8,669

CALGARY

4,783

EDMONTON

1,458 mailed direct to petroleum association members, government departments and industry personnel

5,280 Distributed through the high propensity oil and gas areas of:

- Red Deer
- Medicine Hat
- Sherwood Park
- Fort Saskatchewan
- Nisku/Leduc
- Fort McMurray
- Grande Prairie/Clairmont
- Lloydminster

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 of Energy is on a Mac platform, running Adobe Photoshop, Illustrator and InDesign software.
- Please e-mail 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 H



1/3 Page I

Ad Dimensions		Picas		Inches	
Space Size	Width	Height	Width	Height	
Double Page Spread Trim*	94p6	64p6	15.75"	10.75"	
Full Page Trim*	47p3	64p6	7.875"	10.75"	
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 Horizontal	41p3	18p6	6.875"	3.0825"	
1/3 Page Island	27p0	28p6	4.5"	4.75"	

*Please add .125" bleed on both double page spread and full page ads. Also ensure that all important text and imagery is .125" away from the trim.



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.

Editorial

DEADLINE CALENDAR FOR 2024*

February 2024	April 2024	June 2024
<ul style="list-style-type: none">• Energy Minister/ Alberta's plan• Environmental Services and Reclamation	<ul style="list-style-type: none">• ESG• Remote Housing	<ul style="list-style-type: none">• Indigenous Investor Relations• Construction
Space Closing December 22, 2023	Space Closing February 26, 2024	Space Closing April 29, 2024
Ad Copy Deadline January 4, 2024	Ad Copy Deadline March 4, 2024	Ad Copy Deadline May 6, 2024
August 2024	October 2024	December 2024
<ul style="list-style-type: none">• Carbon Capture• Engineering, Lab and Technical Services	<ul style="list-style-type: none">• Innovation and Collaboration...Shared Technologies• Transportation and Logistics	<ul style="list-style-type: none">• Women in Energy• Emissions Monitoring and Reporting
Space Closing June 28, 2024	Space Closing August 29, 2024	Space Closing October 30, 2024
Ad Copy Deadline July 8, 2024	Ad Copy Deadline September 5, 2024	Ad Copy Deadline November 6, 2024

