

**BUSINESS**  
IN CALGARY

**MEDIA  
GUIDE  
2024**

SUPPORTING THE VISIONS  
OF ENTREPRENEURS ONE  
STORY AT A TIME.



# Welcome

TO BUSINESS IN CALGARY MAGAZINE

## 2024 DISPLAY AD RATES

|                    | 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 ..... 4070                      2 pages ..... 6720

| Cover Wraps | 1x   | 3x   | 6x   | 12x  |
|-------------|------|------|------|------|
|             | 4350 | 4200 | 3950 | 3775 |

### Additional Services

Inserts                      Cover ..... 4350                      Inside ..... 3310  
 (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 @ 72 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 @ 72 dpi | Side Box ad: 300w x 386h pixels, RGB @72 dpi

# Readership

STATISTICS FOR BUSINESS IN CALGARY

## BUSINESS IN CALGARY REACHES

**137,700**

Readers Monthly

**27,000**

Businesses

## DISTRIBUTED BY CANADA POST TO ALL

**21,045** Registered business addresses in Calgary

**3,225** Registered business addresses in Banff, Canmore, Airdrie, Okotoks & Cochrane

**740** Calgary Chamber Members

**1,990** Business in Calgary subscribers and general distribution

**27,000 Total**

Monthly readership - approx. **137,700** business professionals. Distributed quarterly, directly to BOMA members in March, June, September and December: **additional 410**

**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

### 2024 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 2024\*

### January 2024

- Private/Alternative Schools (with directory)
  - Corporate Health, Wellness & Rejuvenation
  - Wealth Management
- \* Early deadlines

### February 2024

- Education MBA
- Event Planning & Catering
- Construction
- Senior Living

### March 2024

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

### April 2024

- Commercial Real Estate
- Recreation & Investment Real Estate
- Succession Planning
- Health Care/Senior Living
- Golf

#### Space Closing

November 27, 2023

#### Ad Copy Deadline

December 4, 2023

#### Space Closing

December 22, 2023

#### Ad Copy Deadline

January 4, 2024

#### Space Closing

January 30, 2024

#### Ad Copy Deadline

February 6, 2024

#### Space Closing

February 26, 2024

#### Ad Copy Deadline

March 4, 2024

### May 2024

- Transportation & Distribution
- Business Technology
- Risk Management
- Construction

### June 2024

- BOMA Calgary News
- Workplace Health & Safety

### July 2024

- Commercial Leasing
- Manufacturing
- Local Leisure Staycation
- Bio Technology

### August 2024

- Arts & Culture
  - Construction
  - Training & Education
  - Senior Living
  - Jr. Achievement - Hall of Fame
- \*Special Distribution

#### Space Closing

April 1, 2024

#### Ad Copy Deadline

April 8, 2024

#### Space Closing

April 29, 2024

#### Ad Copy Deadline

May 6, 2024

#### Space Closing

May 30, 2024

#### Ad Copy Deadline

June 6, 2024

#### Space Closing

June 28, 2024

#### Ad Copy Deadline

July 8, 2024

### September 2024

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

### October 2024

- Small Business Week
- Event Planning & Catering
- Real Estate
- Business Technology
- Recreation & Investment Real Estate

### November 2024

- Business in Calgary Leaders Awards
- \*Special Distribution
- Human Resources
  - Succession Planning
  - Construction & Renovations
  - Senior Living

### December 2024

- BOMA Calgary News
- Continuing Education
- Risk Management Insurance

#### Space Closing

July 31, 2024

#### Ad Copy Deadline

August 7, 2024

#### Space Closing

August 29, 2024

#### Ad Copy Deadline

September 5, 2024

#### Space Closing

October 1, 2024

#### Ad Copy Deadline

October 8, 2024

#### Space Closing

October 30, 2024

#### Ad Copy Deadline

November 6, 2024

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.

