BUSINESS
in Edmonton

2027 media guide



Supporting the visions of entrepreneurs
one story at a time.

2027 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

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

BIE events e-blast rates.

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

Rates in conjunction with BIE campaign.

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

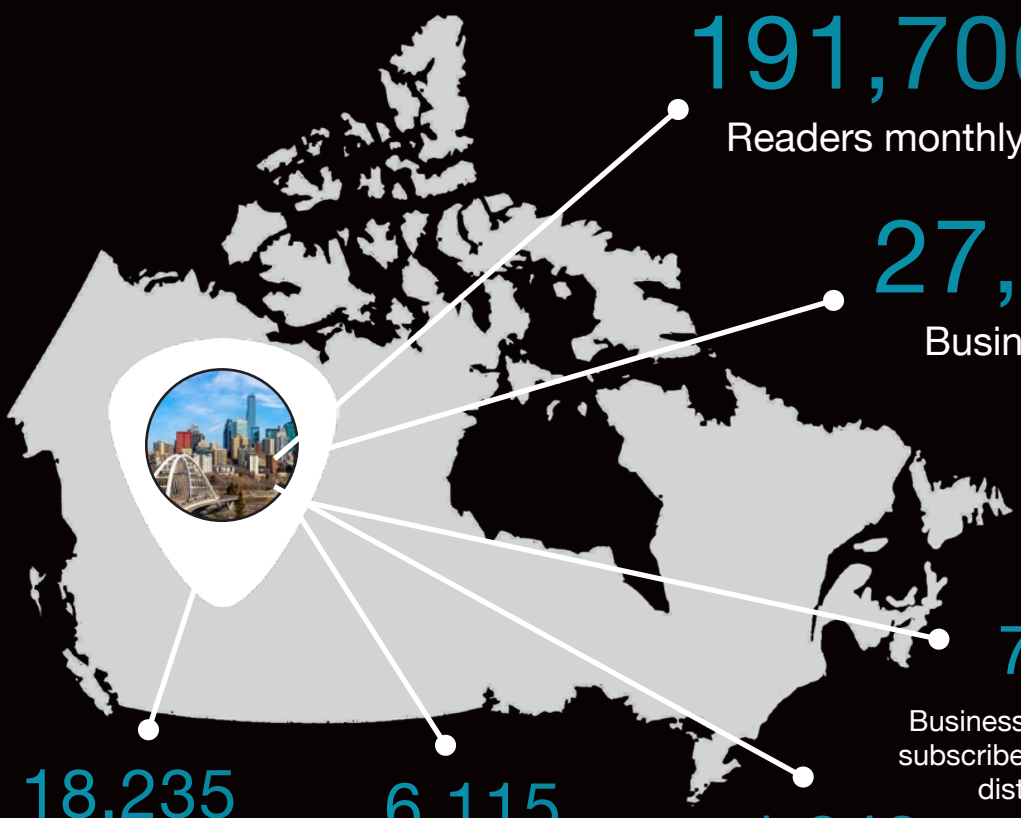
Weekly email distribution of 5,000 emails recipients, delivered each Thursday morning.
Ad specs: 140w x 525h pixels | RGB @ 150 dpi

Website Advertising. *#1 site in search engines results for "business in Edmonton" 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.



191,700
Readers monthly.

27,000
Businesses.

710
Business in Edmonton subscribers and general distribution.

18,235
Registered business addresses in Edmonton.

6,115
Registered business addresses in Nisku/Leduc, Sherwood Park, St. Albert, Spruce Grove, Fort Saskatchewan & Stony Plain.

1.940
Edmonton Chamber of Commerce members.

Total Distribution by Canada Post - 27,000

75%
75% of the primary readers of Business in Edmonton are senior level executives and decision makers.

58%
Magazines have the highest per cent rate for source of readership at 58%.

81%
81% of readers either hold university degrees or have some college or university education.

60%
60% of our subscribers will access an advertiser's website upon seeing in the magazine.

43%
43% have household incomes in excess of $200,000.

34%
34% will invest $50,000 or more in business technology.

Alliance for Audited Media

Business in Edmonton magazine's circulation is audited once a year by Alliance for Audited Media.

For further information on our demographics and readership survey, visit www.businessinedmonton.com/advertise

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.

BOMA Edmonton + North

EDMONTON CHAMBER OF COMMERCE

EO Entrepreneurs' Organization

BUSINESS COUNCIL OF ALBERTA

EDMONTON UNLIMITED

REALTOR®
REALTORS®
Here when life happens.

JA Northern Alberta and Northwest Territories
A Member of JA Canada

ECA
EDMONTON CONSTRUCTION ASSOCIATION

BUSINESS in Edmonton LEADERS

Alberta Enterprise Group

2027 print editorial calendar.

Issue date.	Editorial themes.	Ad close/Ad copy.
January.	• Private/Alternative Schools • Health & Wellness • Home Renovation Show • Corporate Leadership	Nov 30/Dec 7.
February.	• Training & Education • Senior Living • Alternative Financing • ECA/Construction	Dec 18/Jan 6.
March.	• Real Estate • Executive Living • BOMA Edmonton News • Women in Business	Jan 27/Feb 3.
April.	• Real Estate • Succession Planning • The Business of Golf	Mar 1/Mar 8.
May.	• Transportation & Distribution Logistics • Technology • Local Tourism • ECA/Construction	Mar 30/Apr 6.
June.	• Health & Wellness • JA Hall of Fame • Management & Professional Services • BOMA Edmonton News	Apr 28/May 5.
July.	• Urban Development/New Communities • Manufacturing • Metro Edmonton Businesses	May 31/Jun 7.
August.	• Senior Living • Training and Education • ECA/Construction	June 29/July 6.
September.	• Real Estate • Health & Wellness • Corporate Fractional Service Providers • BOMA Edmonton News	Jul 28/Aug 4.
October.	• Small Business Week • Real Estate • Transportation & Distribution • Startup Week	Aug 31/Sept 7.
November.	• Succession Planning • Senior Living • Technology • ECA/Construction • Business in Edmonton Leaders Awards (Special Distribution)	Sept 29/Oct 6.
December.	• Wealth & Tax Planning • Risk Management/Insurance Benefits • Philanthropy • BOMA Edmonton News	Nov 1/Nov 8.

Content and dates subject to change. Visit BusinessInEdmonton.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 EDMONTON BUSINESSINEDMONTON

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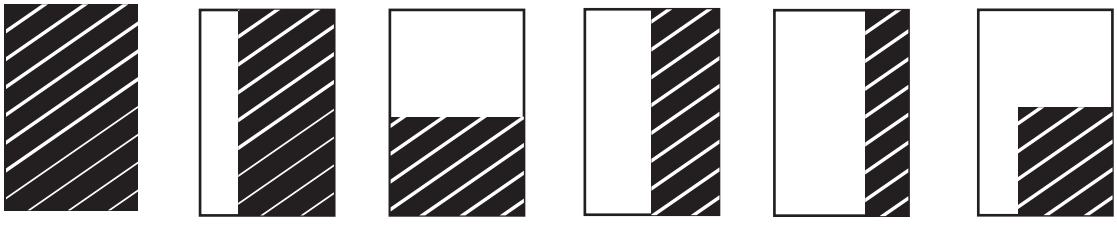
Toll Free: 1.800.465.0322 | E: Info@BusinessInEdmonton.com | W: BusinessInEdmonton.com

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.

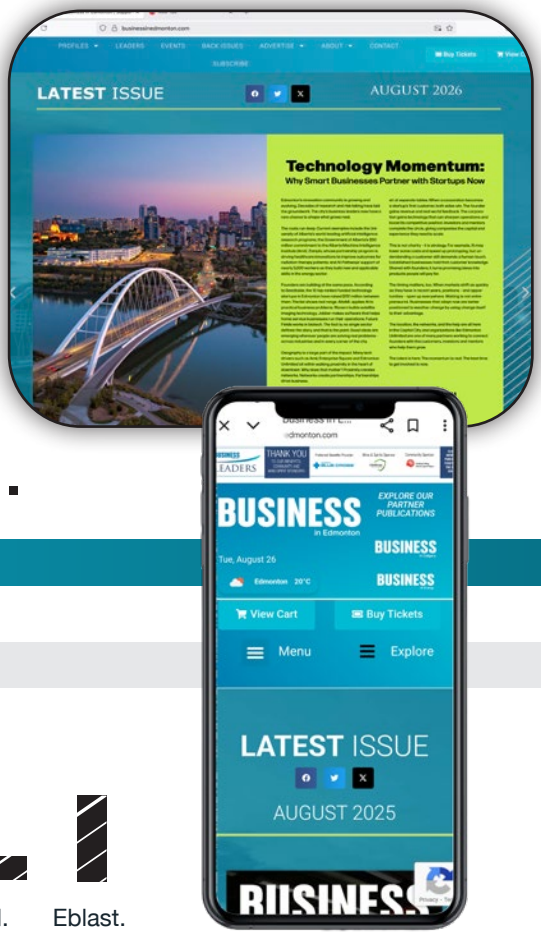


Full page | Two thirds page | Half page horizontal | Half page vertical | Third page vertical | Third page island

Image resolution.
300 dpi. - CMYK.

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

E-mail graphics@businessinEdmonton.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.
300 dpi. - RGB

File preparation.
Submit as png, gif, jpg.



Side box. | Leaderboard. | Eblast.