

CANADIAN

2013 MEDIA KIT

TRUSTED
PROVEN
INSPIRING
ENGAGED
CONNECTED
PROFESSIONAL
INNOVATIVE

FOR
Residential
renovators
and homebuilders

BUILD | GROW | PROFIT

CONTRACTOR

.ca

Meet Your Team...



Rob Koci, Associate Publisher
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Rob has been with Canadian Contractor magazine since its inception in 2000. A contractor for 18 years, Rob knows the life of the hard working contractor and is fanatical about delivering the information Canadian renovators and custom homebuilders need to be successful in the new economy of the 21st Century.



Steve Payne, Editor
P) 416-219-9949
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Steve was the publisher of Canadian Contractor from 2000 to 2007 and now returns to the magazine as editor. He got his introduction to reno contracting way back in 1980, working for Brickman Construction in Toronto, helping to build additions and decks in North Toronto while studying civil engineering.



Steve Dempsey, Publisher
P) 416 510-6780
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Steve joined the Canadian Contractor team in 2011 and is no stranger to B2B media. A strategic thinker with almost twenty years experience in media including print, online and face-to-face customer experiences Steve is highly regarded for being a knowledge broker, leader and generator of tangible results.

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CANADIAN CONTRACTOR

80 Valleybrook Drive, Toronto, Ontario, Canada M3B 2S9
www.canadiancontractor.ca

2013 CANADIAN CONTRACTOR EDITORIAL SCHEDULE

JANUARY/FEBRUARY - Education & Training

Special Report:

Community college & university programs; Union training; Night Schools; Online training; Trade & homebuilding associations; Renovation brands & trademarks

Features:

Interior Finishes, Flooring

Advertising Close: November 30, 2012

Material Due: November 30, 2012

Mailing Date: December 28, 2012

MARCH/APRIL - The Tools & Gear Report

Special Report:

Power, hand & air tools; clothing, footwear, tool belts and toolboxes; safety equipment; ladders, scaffolding

Features:

Kitchen & Bath
Paint & Decor

Advertising Close: Feb 1, 2013

Material Due: Feb 1, 2013

Mailing Date: Feb 28, 2013

MAY/JUNE - The Money Issue

Special Report:

5th Annual Renovators Salary Survey & Business Conditions Report

Features:

Windows & Doors
Trucks & Vans

Advertising Close: April 1, 2013

Material Due: April 1, 2013

Mailing Date: April 28, 2013

JULY/AUGUST - The Green Issue

Special Report:

Insulation, green products, recycled paints & reclaimed building materials; LEED and other environmental standards

Features:

Roofing, Fencing, Decks & Outdoor Structures

Advertising Close: June 1, 2013

Material Due: June 1, 2013

Mailing Date: June 28, 2013

SEPTEMBER/OCTOBER - Specialty Contracting

Special Report:

Accessibility renovations; Modular and prefab building methods; Subtrade specialties

Features:

Engineered Wood
Building with Steel

Advertising Close: August 1, 2013

Material Due: August 1, 2013

Mailing Date: August 28, 2013

NOVEMBER/DECEMBER - Build Faster

Special Report:

Structural Insulating Panels (SIPs); Insulated Concrete Forms (ICFs)

Features:

Power & Hand Tools
Generators

Advertising Close: October 1, 2013

Material Due: October 1, 2013

Mailing Date: October 28, 2013

JANUARY/FEBRUARY 2014 - Education & Training

Advertising Close: December 1, 2013

Material Due: December 1, 2013

Mailing Date: December 28, 2013

Meet Your Pros

With over 100 years of combined in-field and business-to-business media experience, Canadian Contractor is best equipped to deliver bleeding edge content to residential contractors and renovators – both in print and online.

Contributors:



Ian Szabo: Ian is the founder of Flip School, a training program for builders that want to buy, renovate and sell houses. He is a social media personality, a renovation contractor and a mentor to many entering the business. Mostly, he is an excellent communicator who speaks the language of the hook and ladder contractor, and author of the book, *From Renos to Riches, The Candian Real Estate Investors Guide to Profitable renovations*.



Steve Maxwell: For years, Maxwell's technical understanding has been the cornerstone of the Stuff We Like department of the magazine. He continues to provide excellent stories and videos with deep background information on tools, materials and products for contractors found only in Canadian Contractor.



Mike Draper: Mike is the vice president and chief coach for Renovantage Inc. Draper knows business and wants to bring trade-trained contractors the business tools they need to be smart business people, too. Through the pages of Canadian Contractor, Draper and Renovantage are creating a new kind of informed, professional contractor culture.

Requested = READ!

OVER TOTAL READERSHIP* 125,000

GEOGRAPHIC ANALYSIS

Province	Qualified Non-Paid	%
Newfoundland/Labrador.....	293.....	1
Nova Scotia.....	728.....	2
Prince Edward Island.....	120.....	1
New Brunswick.....	621.....	2
Quebec.....	4,210.....	14
Ontario.....	12,294.....	40
Manitoba.....	1,548.....	5
Saskatchewan.....	1,333.....	4
Alberta.....	4,886.....	16
British Columbia.....	4,813.....	16
Northwest Territories/ Nunavut/ Yukon Territory.....	155.....	-
Outside Canada.....	2.....	-
Grand Total.....	31,003.....	100

2013 Rate Card

Four Colour Rates (Canadian Dollars, Gross)

	12 TIMES	6 TIMES	3 TIMES	1 TIME
Full page	\$8,248	\$8,978	\$9,709	\$10,440
1/2 page	\$4,536	\$4,938	\$5,340	\$5,742
1/3 page	\$2,887	\$3,142	\$3,398	\$3,654
1/4 page	\$2,062	\$2,245	\$2,427	\$2,610

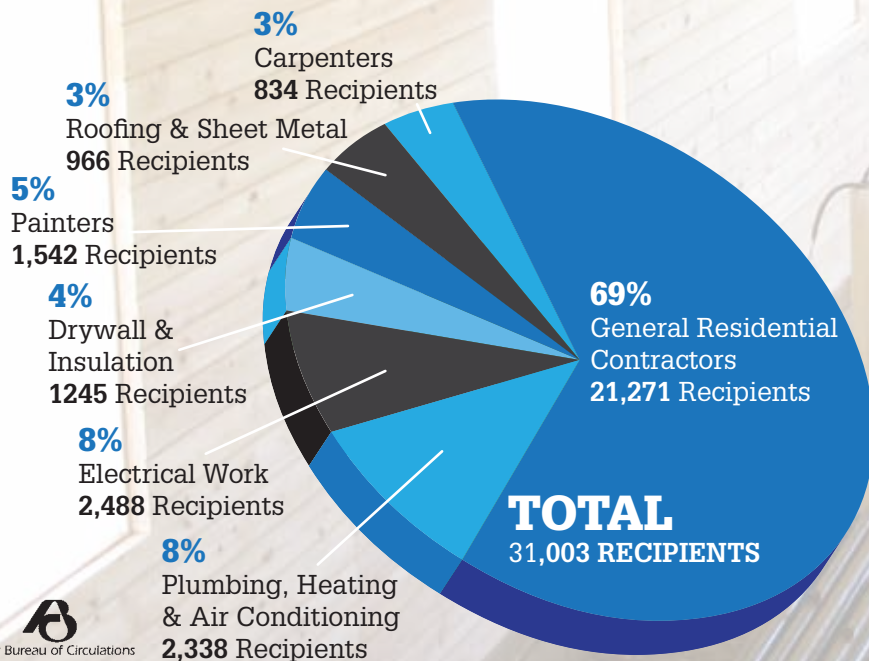
Inserts, Outserts

Quoted upon request

Gate fold specifications available upon request

2013 Ad Sizes & Mechanical Specifications

	TRIM		BLEED		LIVE AREA	
	Width	Depth	Width	Depth	Width	Depth
Full page	8 1/8"	10 7/8"	8 3/8"	11 1/8"	7"	10"
1/2 page island	4 1/2"	7 1/4"				
1/2 horizontal	7"	4 7/8"				
1/2 vertical	3 3/8"	10"				
1/3 square	4 1/2"	4 7/8"				
1/3 horizontal	7"	3 1/4"				
1/3 vertical	2 1/4"	10"				
1/4 square	3 3/8"	4 7/8"				
1/4 horizontal	7"	2 1/8"				



Supplied material:

PDF/X-1a or a high resolution PDF with all fonts embedded. PDF/X-1a: 2001 ads can be uploaded to our ftp site. For more information and to receive ftp coordinates, please contact our Production Manager, Barb Vowles: vowlesb@bizinfogroup.ca or 416-510-5103. Every attempt is made to verify the supplied file to the supplied proof. However, BIG Publishing does not accept responsibility for material content or colour trapping. Production charges apply to material not to spec or for alterations.

*Publisher's own data

CanadianContractor.ca

The most comprehensive and engaging online forum for Canadian custom homebuilders and renovation contractors.

MORE... Online Engagement

MORE average page views per month	10,890
MORE average unique visitors/month	3,850
MORE average time on site	1:36
MORE % returning visitors	46%
MORE e-newsletters sent to contractors	19,281
MORE e-newsletters sent/year	90

Dedicated E-Directs

\$5,000 net CDN sends your own customized, dedicated e-promotion to over 23,300 contractors and renovators across Canada. Material is due 5 business days prior to Go Live date.



Leader Boards

- There is one leader board position (run of site) with five rotating ads/positions
- 728 x 90, maximum file size 40k, GIF/JPG/SWF
- \$600/month or \$5,500 for a year (net rates, per position)

Big Box

- There are two big box positions (run of site) with five rotating ads/positions
- 300 x 250, maximum file size 40k, GIF/JPG/SWF
- \$500/month or \$4,600 for a year (net rates, per position)

e-Newsletter Opportunities

NEW FREQUENCY FOR 2013!

Our twice weekly e-newsletter delivers the latest must-know information for renovation contractors

Distributed to over 19,280 readers across Canada

Rates	1x	5x	10x	16x
Top Leaderboard	\$1,500	\$1,425	\$1,350	\$1,275
Top Big Box	\$1,000	\$950	\$900	\$850
Btm Big Box	\$875	\$830	\$785	\$740
Btm Leaderboard	\$875	\$830	\$785	\$740

Net rates per position per e-newsletter



Leader Boards

- There is one leader board position (run of site) with five rotating ads/positions
- 728 x 90, maximum file size 40k, GIF/JPG/SWF

Big Box

- There are two big box positions (run of site) with five rotating ads/positions
- 300 x 250, maximum file size 40k, GIF/JPG/SWF

Digital Edition E-notification

Exclusive advertising opportunity - only 6x/year.

Be the only ad in the e-notification when we distribute over 2,800 digital editions (per issue)



Half Leaderboard

- one only Ad per issue
- 460x80, maximum full size 30k, GIF/JPG/SWF
- \$250 per issue

GET FACE-TO FACE WITH RENOVATORS.....



By launching RenoSummit, Remodelers Advantage and Canadian Contractor will provide residential renovators and home builders a one-day high-level crash course on mastering your renovation business. World renowned experts will educate attendees on topics like *Making & Managing Money*, *Low Cost – Hard Hitting Marketing*, *Successful Selling* and the not-to-be missed *30 Ideas in 30 Minutes*.

Who Will Attend?

Each city will attract at least 60 owners, presidents and/or senior management of small, medium and large residential custom builders and renovators.

Why Sponsor?

- RenoSummit offers your organization the unique opportunity to interact with owners, operators and key decision-makers
- Position your company as an industry thought leader
- Get in front of key residential renovation and custom contractor decision makers and demonstrate your expertise
- Increase your company's exposure
- Showcase your latest innovations and strengthen your client relationships

RenoSummit.ca

Sponsorship Opportunities

Master Sponsor \$9,950 – includes all three cities

Pre-Event

- Logos on all attendee marketing (where applicable)
- Logo with links on all electronic marketing
- Logo on RenoSummit home page
- Optional: Provide 1-3 minute video about your organization which will be promoted via electronic marketing; a wonderful opportunity to communicate how you can help the renovator succeed before you meet them face-to-face.

During Each Event

- Identification as a sponsor at RenoSummit
- Opportunity for two company representatives to attend
- Exhibit Display
- Premium Positioning
- Participation in the Speed Dating Session: One hour dedicated to one-on-one interaction between sponsors and attendees.
- Includes participation at a networking reception for all attendees following the educational portion of the meeting.
- Optional: Provide promotional items for a) door prizes and/or b) attendee hand outs, giving you more recognition at the meeting and for months after.

Post Event

Post-show attendee list emailed to you within 10 business days after the last city.

Design Your Own Sponsorship

Contact us today if you'd like to discuss one of the ideas listed below. If you have a new or different idea, please let us know... we're always open to discussing new concepts.

- Conduct a webinar pre or post the event for attendees
- Attendee bag sponsor
- Lanyard sponsor
- Note Pad sponsor
- Pen Sponsor
- Refreshment Break Sponsor
- Networking Reception Sponsor
- Individual City Sponsorships Available

2012 Show Venues and Dates

VANCOUVER

Monday, November 12
Hilton Vancouver Airport

CALGARY

Wednesday, November 14
Hilton Garden Inn Calgary Airport

WINNIPEG

Friday, November 16
Hilton Suites Winnipeg Airport

Why You Need to Act NOW!

Sponsoring organizations receive the benefits of having their logo included in RenoSummit's attendee marketing which will **deliver over 500,000 impressions**. The marketing will start without you; act now and make sure you maximize your impact.

For 2012

