

CANADIAN

# 2013 MEDIA KIT

**TRUSTED  
PROVEN  
INSPIRING  
ENGAGED  
CONNECTED  
PROFESSIONAL  
INNOVATIVE**

**FOR  
Residential  
renovators  
and homebuilders**

BUILD | GROW | PROFIT

# CONTRACTOR

.ca

# TABLE OF CONTENTS

**Meet Your Team.....page 3**

**2013 Editorial Schedule.....page 4**

**Meet Your Pros .....page 5**

**Readership Data.....page 6**

**2013 Rate Card & Ad Sizes.....page 7**

**Website Advertising.....page 8-9**

**E-Newsletter Advertising.....page 10**

**Digital Edition Advertising.....page 11**

**RenoSummit Seminars.....page 12-14**

**CANADIAN CONTRACTOR**

80 Valleybrook Drive, Toronto, Ontario, Canada M3B 2S9  
[www.canadiancontractor.ca](http://www.canadiancontractor.ca)

# Meet Your Team...



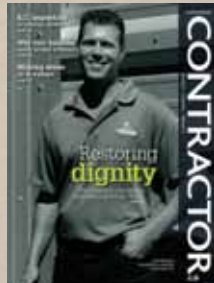
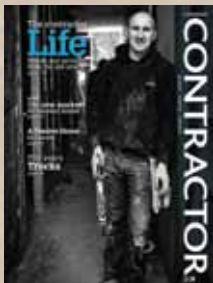
**Rob Koci, Associate Publisher**  
P) 647 407-0754  
E) rkoci@canadiancontractor.ca

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  
E) spayne@canadiancontractor.ca

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.



# 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 15, 2013

**Material Due:** June 15, 2013

**Mailing Date:** July 14, 2013

## **SEPTEMBER/OCTOBER** – Specialty Contracting

### **Special Report:**

Building Inspectors/Modular and prefab building methods; Subtrade specialties

### **Features:**

Engineered Wood  
Building with Steel

**Advertising Close:** August 15, 2013

**Material Due:** August 15, 2013

**Mailing Date:** September 14, 2013

## **NOVEMBER/DECEMBER** – Build Faster

### **Special Report:**

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

### **Features:**

Power & Hand Tools  
Generators

**Advertising Close:** October 10, 2013

**Material Due:** October 10, 2013

**Mailing Date:** November 5, 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:



**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.



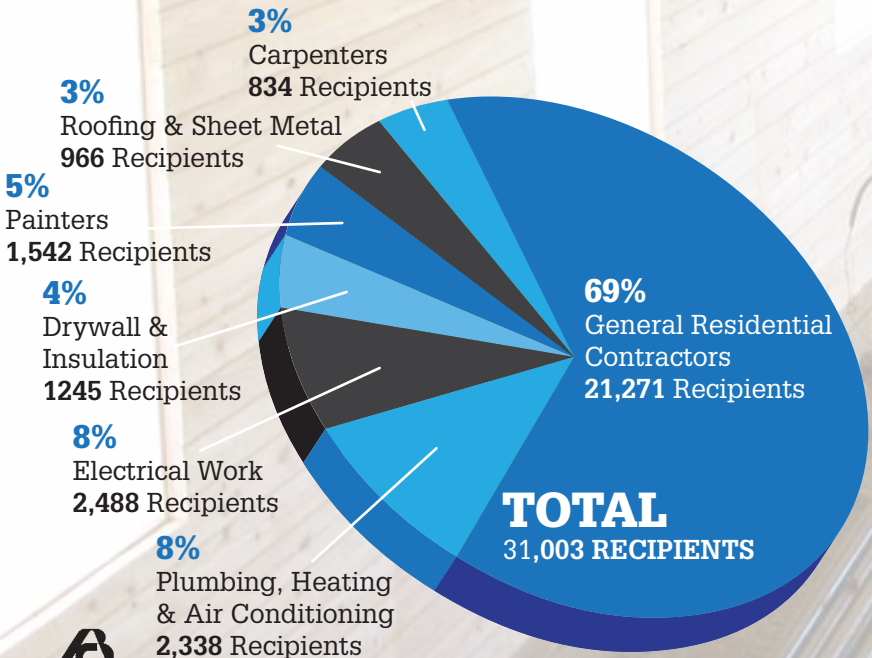
**Mike Draper:** Mike is the vice president and chief coach for Renovantage Inc. Draper knows business and wants to bring trade-trained contractors the business tools they need to be smart business people, too. Through the pages of Canadian Contractor, Draper and Renovantage are creating a new kind of 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.....	-
<b>Grand Total .....</b>	<b>31,003.....</b>	<b>100</b>



Audit Bureau of Circulations

\*Publisher's own data

## 2013 Rate Card

**Four Colour Rates** (Canadian Dollars, Net)

	<b>12 TIMES</b>	<b>6 TIMES</b>	<b>3 TIMES</b>	<b>1 TIME</b>
<b>Full page</b>	\$7,010	\$7,631	\$8,252	\$8,874
<b>1/2 page</b>	\$3,855	\$4,197	\$4,539	\$4,880
<b>1/3 page</b>	\$2,453	\$2,670	\$2,888	\$3,105
<b>1/4 page</b>	\$1,752	\$1,908	\$2,062	\$2,218

### Inserts, Outserts

Quoted upon request

Gate fold specifications available upon request

## 2013 Ad Sizes & Mechanical Specifications

	<b>TRIM</b>		<b>BLEED</b>		<b>LIVE AREA</b>	
	<b>Width</b>	<b>Depth</b>	<b>Width</b>	<b>Depth</b>	<b>Width</b>	<b>Depth</b>
<b>Full page</b>	8 1/8"	10 7/8"	8 3/8"	11 1/8"	7"	10"
<b>1/2 page island</b>	4 1/2"	7 1/4"				
<b>1/2 horizontal</b>	7"	4 7/8"				
<b>1/2 vertical</b>	3 3/8"	10"				
<b>1/3 square</b>	4 1/2"	4 7/8"				
<b>1/3 horizontal</b>	7"	3 1/4"				
<b>1/3 vertical</b>	2 1/4"	10"				
<b>1/4 square</b>	3 3/8"	4 7/8"				
<b>1/4 horizontal</b>	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](mailto: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.

# CanadianContractor.ca

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

## **MORE...** Online Engagement

<b>MORE</b> average page views per month	<b>30,000</b>
<b>MORE</b> average unique visitors/month	<b>11,000</b>
<b>MORE</b> average time on site	<b>1:58</b>
<b>MORE</b> % returning visitors	<b>37%</b>
<b>MORE</b> e-newsletters sent to contractors	<b>21,000</b>
<b>MORE</b> e-newsletters sent/year	<b>52</b>

### **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

Distributed to over 19,280 readers across Canada

Rates	1x	5x	10x	16x
Top Big Box	\$1,000	\$950	\$900	\$850
Btm Big Box	\$875	\$830	\$785	\$740
Text Ad	\$700	\$664	\$628	\$600

Net rates per position per e-newsletter

**CONTRACTOR WEEKLY**

Follow us on Facebook, Twitter, LinkedIn, and YouTube. [Subscribe](#) [Manage](#) [Unsubscribe](#) [Contact Us](#)

**Ontario College of Trades hires its first enforcers**  
As of June 5, there will be 20 enforcement officers working for the Ontario College of Trades. They will be hunting for unlicensed, illegal workers in 113 towns and cities across the province. Some of them have prior backgrounds. Some of them have been convicted. [06/04/13 | read more](#)

**Reader's Post of the Week: "I am willing to give it [Ontario College of Trades] a chance"**  
"At \$120 per year, if a person makes 2,000 hours (that works out to 8 cents per hour). That isn't the reason for not getting the job." [06/04/13 | read more](#)

**If you're still on the tools yourself, you're losing money**  
If you are still being off the computer yourself in your business, that's fine. But understand that you will likely reach a maximum annual average, and it will never really grow. You will be missed out. [06/04/13 | read more](#)

**Dealing with building inspectors: Canadian Contractor wants your stories**  
Our upcoming story will help contractors to better handle their relationships with building inspectors of all ages, different levels of professionalism. [06/04/13 | read more](#)

**Associations: the power of membership**  
Your association as a contractor can help a lot if you use it right. You are a professional, competent, experienced and builder. Joining an association can enhance your credibility, even in the 100% that of active members that may or may not be for. [05/22/13 | read more](#)

**RenoSummit is BACK! Mark your calendars - Nov 5 Barrie, ON; Nov 6 Toronto; Nov 7 London, ON**  
In one day, you will learn all kinds of ways to make more money as a contractor. [06/04/13 | read more](#)

**Fuel Your Business With High Quality Leads**  
ROBT'S DIRECT360 offers an extensive suite of contact solutions. So that you reach the right businesses and people quickly and easily. Our CRM is built to support businesses and is supported by key business metrics to segment your audience for maximum relevance and boost your sales. [read more](#)

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## 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

## Text Ad

- There is one text ad position in each newsletter with room for 75 words and one image
- 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.....



## RenoSummit Mastering Your Renovation Business

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

For prices on sponsorship email: [RKoci@canadiancontractor.ca](mailto:RKoci@canadiancontractor.ca)

BARRIE: November 5  
TORONTO: November 6  
LONDON: November 8



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