

CANADIAN

# CONTRACTOR

MAKING LIFE BETTER FOR RENOVATORS AND CUSTOM HOME BUILDERS

.ca

Reaching MORE  
**RENOVATION  
CONTRACTORS**

than any other  
business publication  
in Canada

**67,300+**  
**READERS**  
**PRINT**

**17,811+**  
**DIGITAL**  
**RECIPIENTS**

**2018**  
**MEDIA KIT**

**ONLINE + PRINT**





## Rob Koci

### Publisher

[rkoci@canadiancontractor.ca](mailto:rkoci@canadiancontractor.ca)

Rob was the founding editor of *Canadian Contractor*, an idea he thought of during his many years as a renovation contractor, framer and carpenter. Since moving to the business side of the magazine in 2012, Rob has also found time to lecture in construction project management at George Brown College and has also appeared on TV as one of the judges and co-hosts of the Discovery Channel Canada reality show *Blood, Sweat and Tools*.



## Steve Payne

### Editor

[spayne@canadiancontractor.ca](mailto:spayne@canadiancontractor.ca)

Steve was the founding publisher of *Canadian Contractor* when the magazine launched in 2000. A Ryerson civil engineering graduate, he worked in residential renovations before moving into heavy construction and, subsequently, beginning his publishing career as a college and university textbook editor. He has edited trade magazines in the home improvement industry since 1995.



## Steve Maxwell

### Contributing Editor

[steve@stevemaxwell.ca](mailto:steve@stevemaxwell.ca)

Steve is known to the public as "Canada's Handiest Man," thanks to his many syndicated newspaper, magazine, online and broadcast appearances on the topic of home improvements. He joined *Canadian Contractor* in 2000 as our tools editor, and is now the editor of our popular "Stuff We Like" section – as well as editing our sister publication, *Pro Painter*. Steve writes and builds every day on and around his family homestead on Manitoulin Island, Ontario.



## John Bleasby

### Contributing Editor

[john@canadiancontractor.ca](mailto:john@canadiancontractor.ca)

John joined *Canadian Contractor* in 2014 when he began blogging his experiences building a new home as his own contractor. A former commercial pilot, John brings to both our print and on-line editions a wide variety of experiences as a business owner, financial expert and freelance journalist.

## **JANUARY/ FEBRUARY 2018**

**Feature 1:** Drywalling

**Feature 2:** Work Trucks & Vans

**Pull-Out Bulletin:** Interior Finishes

**Space Close:** Jan. 12

**Material Due:** Jan. 17

**Mail Date:** Feb. 9

## **MARCH/APRIL 2018**

**Feature 1:** Power Tools

**Feature 2:** Lead Generation for Renovators

**Pull-Out Bulletin:** Exterior Structures

**Space Close:** Mar. 2

**Material Due:** Mar. 7

**Mail Date:** Mar. 30

## **MAY/JUNE 2018**

**Feature 1:** Contractor Compensation Survey

**Feature 2:** Net Zero Energy Building

**Pull-Out Bulletin:** Power Tools &

Accessories

**Space Close:** Apr. 25

**Material Due:** May 4

**Mail Date:** May 19

## **JULY/AUGUST 2018**

**Feature 1:** Safety Equipment

**Feature 2:** Exterior Paint & Stain

**Pull-Out Bulletin:** Building Envelope  
Technology

**Space Close:** June 27

**Material Due:** July 6

**Mail Date:** July 20

## **SEPTEMBER/ OCTOBER 2018**

**Feature 1:** Financial Management for  
Contractors

**Feature 2:** Major Code Changes

**Pull-Out Bulletin:** Modular Building:  
ICFs, SIPs and Steel Frame Structures

**Space Close:** Aug. 29

**Material Due:** Sept. 7

**Mail Date:** Sept. 21

## **NOVEMBER/ DECEMBER 2018**

**Feature 1:** The Better Contract

**Feature 2:** Contractor Management  
Systems

**Pull-Out Bulletin:** Kitchen & Bath

**Space Close:** Oct. 31

**Material Due:** Nov. 9

**Mail Date:** Nov. 23

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### **ALL ISSUES INCLUDE:**

- **Stuff We Like (Steve Maxwell)**
- **The Best of Design Build (Creative Eye)**
- **Contractor Business Case Study (The Dilemma)**

- 61.6% print subscriber request rate!  
No one else comes close
- 69,300+ print readership  
An average of 2.3 individuals read each issue of 30,011 audited circulation
- 17,811+ e-news recipients  
And every single one of those contractors is a CASL-compliant request subscriber
- 88% of our readers buy your products!  
17 out of 20 of our surveyed contractor readers say they have direct purchasing influence within their companies

Average Print Circulation\* ..... 30,011

Region	Qualified Copies	%
Ontario	13,997	47
The Prairies	5,590	19
British Columbia	4,912	16
Quebec	3,385	11
Atlantic Provinces	1,973	7
Territories/International	154	-
<b>TOTAL</b>	<b>30,011</b>	<b>100</b>

\* Alliance for Audited Media Circulation Statement, June 30, 2017



## Canadiancontractor.ca

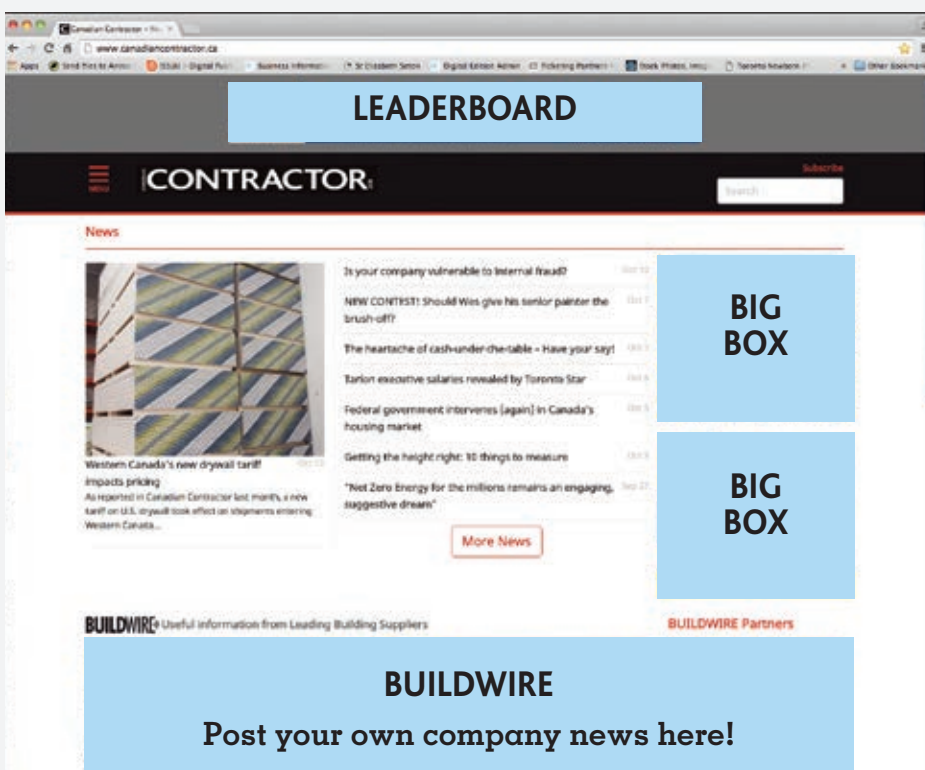
The most active website in Canada for renovation contractors **generates 38,978 page views per month**. Reach our engaged, active and qualified community of renovation contractors and custom home builders.

### Website activity\*

Average page views per month.....	38,978
Total website sessions, last 12 months .....	737,599
Newsletter subscription list .....	17,811
Average time on site .....	2m:38s

\*Source: Google Analytics September 2017

## www.canadiancontractor.ca



### Leaderboard

- Five-rotation ROS leaderboard
- 728 x 90, max file size 30k, GIF/JPG/SWF
- \$1,000 per month

### Big Box

- Two, five-rotation ROS big box ads
- 300 x 250, max file size 30k, GIF/JPG/SWF
- \$800 per month

### BuildWire

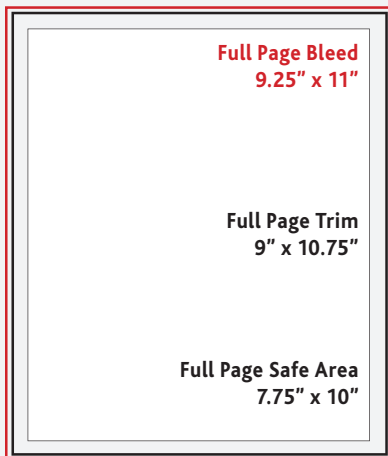
- Post as many blogs as desired
- Two blogs per month pushed to our 17,811 E-news readers
- 300 to 600 words
- Up to three images
- 1 video
- \$1,200 per month (minimum 6-month program)

## Canadian Contractor Magazine

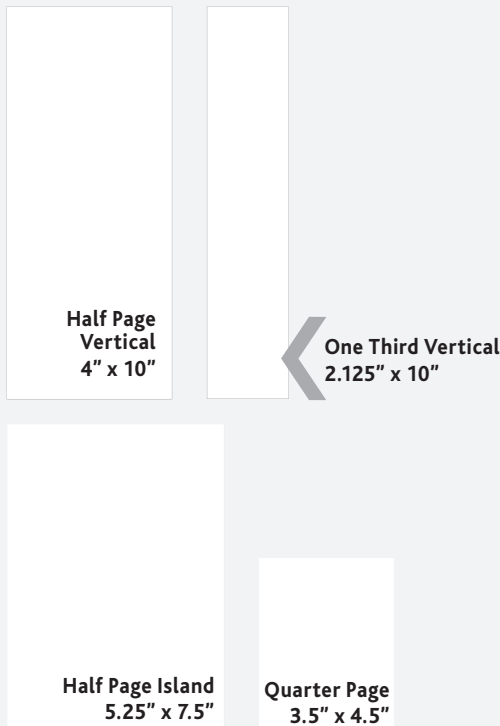
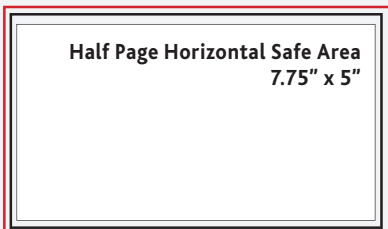
Four Colour Rates (Canadian Dollars, Net)

	6 Times	3 Times	1 Time
Full page	\$4,740	\$5,925	\$7,900
1/2 page	\$2,884	\$3,555	\$4,740
1/3 page	\$2,370	\$2,963	\$3,950
1/4 page	\$1,896	\$2,370	\$3,160

### Ad sizes



Double Page Spreads must be supplied as two separate pages



### Print Ad Requirements

Please provide us with a PDF/X-1a:2001 file. All fonts and images must be embedded and file flattened.

All colours used must be CMYK or Grayscale.

### Need Assistance?

For all print production inquiries, please contact **Tracey Hanson** (416) 510-6762  
Email: [thanson@annexbizmedia.com](mailto:thanson@annexbizmedia.com)

### AD FILE SUBMISSION

All hi-res pdf files can be sent to us via our FTP site: [annexnorth.loadingdock.ca](http://annexnorth.loadingdock.ca)

1. Enter your e-mail address
2. Write a brief description of the file. Be sure to include the publication name Canadian Contractor and the month in which the ad is to run.
3. Select the number of files you are uploading and attach file(s)
4. Questions? Please contact Tracey Hanson: [thanson@annexbizmedia.com](mailto:thanson@annexbizmedia.com)

For more information contact:  
**Rob Koci, Publisher, 647-407-0754 • [rkoci@canadiancontractor.ca](mailto:rkoci@canadiancontractor.ca)**

## Weekly E-News (every Wednesday)



Distributed to over 17,811 request subscribers - 100% CASL compliant

### Monthly Rates

Leader Board	\$1,000
Top Big Box	\$1,000
Sponsor Spotlight	\$1,000
Bottom Big Box	\$800

### Big Box

- There are two big box positions
- 300 x 250, maximum file size 30k, GIF/JPG

### Leader Board

- 728 x 90, maximum file size 30k, GIF/JPG

### Stuff We Like eNewsletter

Each box ad includes space for one 160 x 160 image, headline, 75 words of text and a live URL link: \$995

Or you can buy an **entire newsletter** for your company's products exclusively with a live URL link for each of up to 12 products. \$7,950 - sent out once a month.

