

TORONTO CONSTRUCTION ASSOCIATION'S QUARTERLY PERSPECTIVE

# BUILDERSDIGEST

# 2021 Media Planner





## ABOUT TCA

The Toronto Construction Association (TCA) is over 150 years old and is one of Canada's oldest and largest associations of Industrial, Commercial and Institutional (ICI) practitioners with over 1,800 member companies across the GTA.

TCA is committed to promoting and upholding the highest standards of industry professionalism and has grown to become the uniting voice of Toronto's ICI industry. Their mission is to create opportunities for their members to grow their individual businesses and build connections with other ICI practitioners to help boost the growth and quality of Toronto's construction industry as a whole.

Since 1867, TCA has proudly supported their members in all facets of Toronto construction by providing them with a wide range of business and professional development opportunities, a strong industry voice and the means to help shape the industry for the better. The scope and diversity of their services has grown to ensure they adequately service the entire ICI sector in the greater Toronto area.

## WHY ADVERTISE?

### UNPARALLELED EXPOSURE!

*Builders Digest* provides informative editorial content and unparalleled exposure to a widespread scope of participants across the industry. *Builders Digest* is also viewed online (<https://www.tcaconnect.com/>) on the TCA's website, ensuring your business' message is front and centre. Advertising in this magazine is an extraordinary opportunity, providing you direct access to a dedicated audience. The magazine will also be distributed at trade shows, conventions and job fairs, among other events.

### YOUR TARGET AUDIENCE!

Your company's ad will be viewed by a wide and diverse variety of readers. Distributed to 3,000 industry professionals and industry practitioners across all facets of industrial, commercial and institutional construction in the GTA and organizations throughout the province. Advertising in this magazine offers you the exceptional opportunity to reach a target audience of key industry personnel, decision makers, and leaders, including categories such as:

- Developers/Property Managers
- Architects/Engineers
- Interior Designers
- Contractors
- Sub-trades
- Surveyors
- Manufacturers
- Accountants
- Lawyers
- Affiliated Associations

# THE MAGAZINE

*Builders Digest* is the official publication and voice of the Toronto Construction Association (TCA). *Builders Digest* is published four times a year and is the most reliable source of information and insights focusing on the main priorities of the organization, with a distribution of 3,000 per issue, delivering the latest news, profiles and feature articles. The TCA works to hold the construction conversation wherever possible with its portfolio of products and services designed to reach key players involved in the industry.

*Builders Digest* is a vital source for members to facilitate knowledge, proficiency and increase expertise in their given field. This magazine is an excellent means of communication within the industry, providing not only a forum for corporations and service organizations to interconnect, but also delivering the latest news, updates, profiles, case studies, and detailed trends. The magazine provides informative and in-depth articles, a series of regular sections, as well as feature articles that provide an exceptional perspective on the industry.

*Builders Digest* is uniquely poised to deliver your message to fundamental players and advisers in Toronto's construction industry, representing members across the GTA and province. The magazine is printed in full-colour and gloss, sized 8.375" x 10.875", and is published on a quarterly basis. In addition to hammers and nails, news, events and local projects, the magazine also aims to elevate the prestige of the industry by informing readers of its noteworthy achievements.



## INTERESTING FACT:

**Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.**

Source: 2016 Consumer Magazine Media Fact Book



## CONSIDER THIS

- Recent studies show that custom publishing surpasses print, television and radio advertising, as well as dominating Internet marketing and telemarketing, in building long-term relationships, promoting loyalty, and retaining existing members.
- Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.
- In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely, and intimate experience. With 73% of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium, where the reader is receptive and in full control.

# PREMIUM POSITIONS

## COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	4X RATE	2X RATE	1X RATE
Inside Back Cover*	8.375"	10.875"	\$3,299.50	\$3,449.50	\$3,599.50
Inside Front Cover*	8.375"	10.875"	\$3,299.50	\$3,449.50	\$3,599.50
Outside Back Cover*	8.375"	10.875"	\$3,599.50	\$3,699.50	\$3,799.50

\* **MUST** have .125" of bleed

## DIGITAL EDITION SPONSORSHIP

### READ ONLINE

Enjoy the next issue  
of **BUILDERS DIGEST**  
in your browser for free!

Click [HERE](#) for information on digital advertising.  
If you have any questions or concerns about your  
digital advertising needs, please contact your  
MediaEdge Sales Representative.



# ADVERTISING RATES

Please Note: AD Rates are Price Per Issue  
Guaranteed Rates: Add 15%  
Black & White Rates: 25% discount



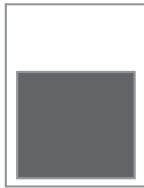
Double Page Spread (DPS)

## MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH	DEPTH
<b>LIVE AREA:</b>	7"	9.5"
<b>TRIM SIZE:</b>	8.375"	10.875"
<b>BLEED SIZE:</b>	8.625"	11.125"



Full Page



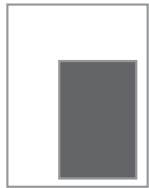
2/3 Horizontal



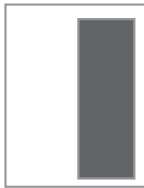
2/3 Vertical



1/2 Horizontal



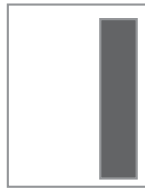
1/2 Vertical



1/2 Long Vertical



1/3 Horizontal



1/3 Vertical



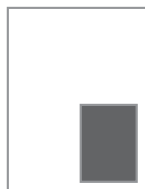
1/3 Square



1/4 Horizontal



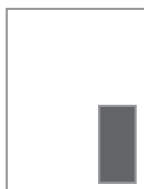
1/4 Banner



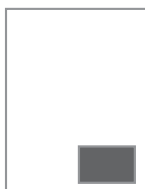
1/4 Vertical



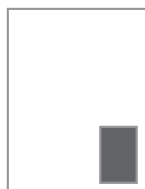
1/6 Horizontal



1/6 Vertical



1/8 Horizontal



1/8 Vertical

SIZE	WIDTH	DEPTH	4X RATE	2X RATE	1X RATE
DPS trim*	16.75"	10.875"	\$3,399.50	\$3,699.50	\$3,749.50
Full Page trim*	8.375"	10.875"	\$2,759.50	\$2,879.50	\$2,979.50
2/3 Horizontal	7"	6.333"	\$2,449.50	\$2,609.50	\$2,709.50
2/3 Vertical	4.583"	9.5"	\$2,449.50	\$2,609.50	\$2,709.50
1/2 Horizontal	7"	4.583"	\$1,969.50	\$2,069.50	\$2,189.50
1/2 Vertical	4.583"	7"	\$2,019.50	\$2,129.50	\$2,339.50
1/2 Long Vertical	3.333"	9.5"	\$1,969.50	\$2,069.50	\$2,189.50
1/3 Horizontal	7"	3"	\$1,499.50	\$1,599.50	\$1,699.50
1/3 Vertical	2.1667"	9.5"	\$1,499.50	\$1,599.50	\$1,699.50
1/3 Square	4.583"	4.583"	\$1,499.50	\$1,599.50	\$1,699.50
1/4 Horizontal	4.583"	3.333"	\$1,229.50	\$1,329.50	\$1,379.50
1/4 Banner	7"	2.1667"	\$1,229.50	\$1,329.50	\$1,379.50
1/4 Vertical	3.333"	4.583"	\$1,229.50	\$1,329.50	\$1,379.50
1/6 Horizontal	4.583"	2.1667"	\$959.50	\$1,009.50	\$1,069.50
1/6 Vertical	2.1667"	4.583"	\$959.50	\$1,009.50	\$1,069.50
1/8 Horizontal	3.333"	2.1667"	\$859.50	\$889.50	\$959.50
1/8 Vertical	2.1667"	3.333"	\$859.50	\$889.50	\$959.50

\* **MUST have .125" of bleed**

**INSERTS & BELLY BANDS:** Available upon request

**ADVERTISING AGENCIES:** Please add 15%

**AD PROOF CHARGE:** \$25.00

## PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.





## DIRECT MAIL OPPORTUNITIES

### REACH THE DECISION MAKERS

Advertise your products and services brochure or postcard by having it polybagged and mailed with the *Builders Digest* magazine to ensure exposure of your company to key industry players.

### DIRECT MAIL RATES

(PRINTED INSERT TO BE SUPPLIED BY CLIENT)

SIZE	PRINT & DIGITAL	DISTRIBUTION
1 page	\$1,980.00	3,000 copies
2 page	\$2,376.00	3,000 copies
Postcard	\$1,980.00	3,000 copies

## UPCOMING EVENTS:

ASK YOUR MEDIAEDGE REPRESENTATIVE ABOUT MAXIMIZING YOUR EXPOSURE BY ADVERTISING IN THE UPCOMING 2021 ISSUES.



### PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
QUARTER 4 - 2020/21	February 2021	December 2020
QUARTER 1 - 2021	April 2021	February 2021
QUARTER 2 - 2021	August 2021	June 2021
QUARTER 3 - 2021	November 2021	September 2021

For additional information contact  
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