

TORONTO CONSTRUCTION ASSOCIATION'S QUARTERLY PERSPECTIVE

BUILDERSDIGEST

2025 Media Planner

For additional information contact: **Nancie Prive** ☎ Toll Free: 866.201.3096 ext. 402 ✉ nanciep@mediaedgepublishing.com

About BUILDERS DIGEST

Builders Digest is the official publication and voice of the Toronto Construction Association (TCA), one of Canada's oldest and largest associations for residential, industrial, commercial and institutional (ICI) practitioners. *Builders Digest* is published four times a year and is the most reliable source of information and insights, delivering the latest news, profiles, case studies and feature articles with exceptional perspective on the industry.

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 TCA members to facilitate knowledge, proficiency and increase expertise in their given field.

PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
Quarter 4, 2024/25	February 2025	November 2024
Quarter 1, 2025	April 2025	February 2025
Quarter 2, 2025	August 2025	June 2025
Quarter 3, 2025	November 2025	September 2025

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.



Why Advertise

UNPARALLELED EXPOSURE!

Builders Digest provides informative editorial content and unparalleled exposure to a wide range of industry members.

Builders Digest is also viewed online on TCA's website www.tcaconnect.com, ensuring your business message is front and centre to a dedicated audience.

DID YOU KNOW?

- In 2022, **242,700** people were employed in the Toronto construction industry
(www.jobbank.gc.ca/trend-analysis/job-market-reports/ontario/sectoral-profile-construction)
- In 2022, construction spending accounted for nearly **8%** of the GDP in the GTA and Ontario.
(torontosun.com/life/homes/thank-construction-industry-for-economic-contributions)
- TCA is made up of more than **1,800** companies and **300,000** industry practitioners.
(www.tcaconnect.com/About-Us/Our-Members.html)
- *Builders Digest* distributes **3,000 copies** four times per year.



READERSHIP

Every issue of *Builders Digest* is seen by **9,000+ readers**. Advertising in the magazine offers you an exceptional opportunity to reach a target audience in categories such as:

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

UPCOMING EVENTS

- **TCA Innovation Awards**
February 2025
- **AGM & Best of the Best Awards**
May 2025
- **The Buildings Show – Metro Toronto Convention Centre**
November 2025

Ask your MediaEdge representative about maximizing your exposure by advertising in the upcoming 2025 issues.

Advertising Rates

Cover and Premium Positions (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	4X RATE	2X RATE	1X RATE
Inside Front Cover*	8.375"	10.875"	\$3,469.50	\$3,629.50	\$3,779.50
Inside Back Cover*	8.375"	10.875"	\$3,469.50	\$3,629.50	\$3,779.50
Outside Back Cover*	8.375"	10.875"	\$3,779.50	\$3,889.50	\$3,989.50

* MUST have .125" of bleed

Full-Colour Rates

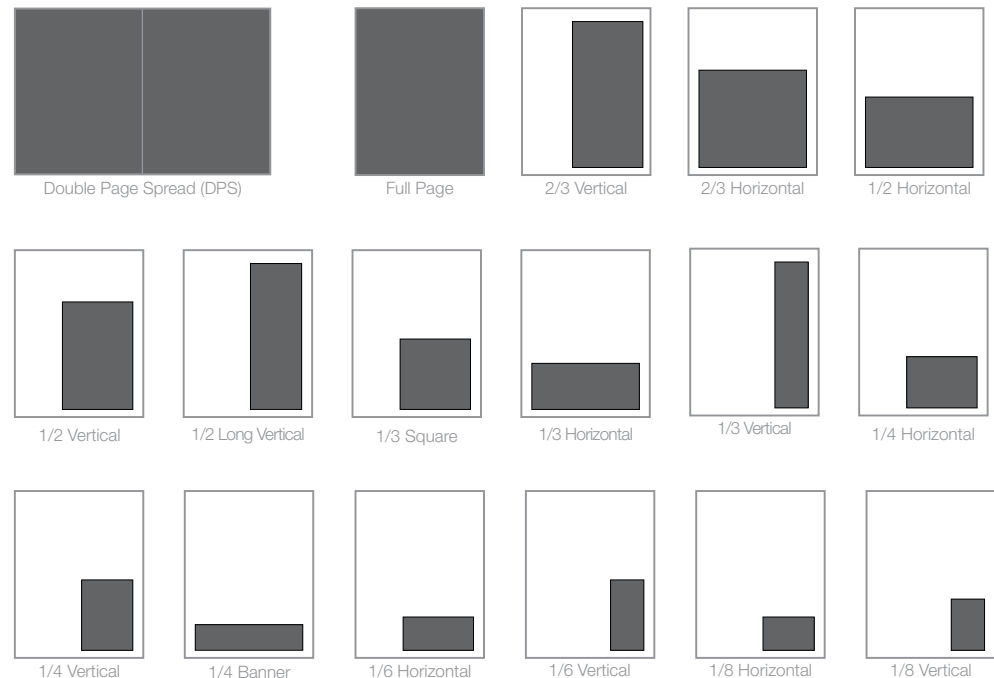
SIZE	WIDTH	DEPTH	4X RATE	2X RATE	1X RATE
DPS trim*	16.75"	10.875"	\$3,569.50	\$3,889.50	\$3,939.50
Full Page trim*	8.375"	10.875"	\$3,049.50	\$3,189.50	\$3,289.50
2/3 Vertical	4.583"	9.5"	\$2,849.50	\$3,029.50	\$3,149.50
2/3 Horizontal	7"	6.333"	\$2,849.50	\$3,029.50	\$3,149.50
1/2 Horizontal	7"	4.583"	\$2,289.50	\$2,189.50	\$2,419.50
1/2 Vertical	4.583"	7"	\$2,289.50	\$2,189.50	\$2,419.50
1/2 Long Vertical	3.333"	9.5"	\$2,289.50	\$2,189.50	\$2,419.50
1/3 Square	4.583"	4.583"	\$1,659.50	\$1,769.50	\$1,879.50
1/3 Horizontal	7"	3"	\$1,659.50	\$1,769.50	\$1,879.50
1/3 Vertical	2.1667"	9.5"	\$1,659.50	\$1,769.50	\$1,879.50
1/4 Horizontal	4.583"	3.333"	\$1,359.50	\$1,469.50	\$1,529.50
1/4 Vertical	3.333"	4.583"	\$1,359.50	\$1,469.50	\$1,529.50
1/4 Banner	7"	2.1667"	\$1,359.50	\$1,469.50	\$1,529.50
1/6 Horizontal	4.583"	2.1667"	\$1,059.50	\$1,119.50	\$1,189.50
1/6 Vertical	2.1667"	4.583"	\$1,059.50	\$1,119.50	\$1,189.50
1/8 Horizontal	3.333"	2.1667"	\$959.50	\$969.50	\$1,059.50
1/8 Vertical	2.1667"	3.333"	\$959.50	\$969.50	\$1,059.50

* MUST have .125" of bleed

Please Note: AD Rates are Price Per Issue
 Guaranteed Position: Add 15%
 Black & White Rates: 25% discount
 Members Rates: 10% discount
 Advertising Agencies: Please add 15%
 Ad Proof Charge: \$25.00

MECHANICAL REQUIREMENTS

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



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. Publisher assumes no responsibility for accuracy when a proof is not provided.