

# 2017 MEDIA KIT



## ReNew C A N A D A The Infrastructure Magazine

“ReNew is where I turn to when I want to know what is happening and who the drivers are. The reach of the magazine is extraordinary and ReNew represents an important niche in the space between ideas and implementation.”

Glenn Miller, Director, Canadian Urban Institute

### EDITORIAL MANDATE

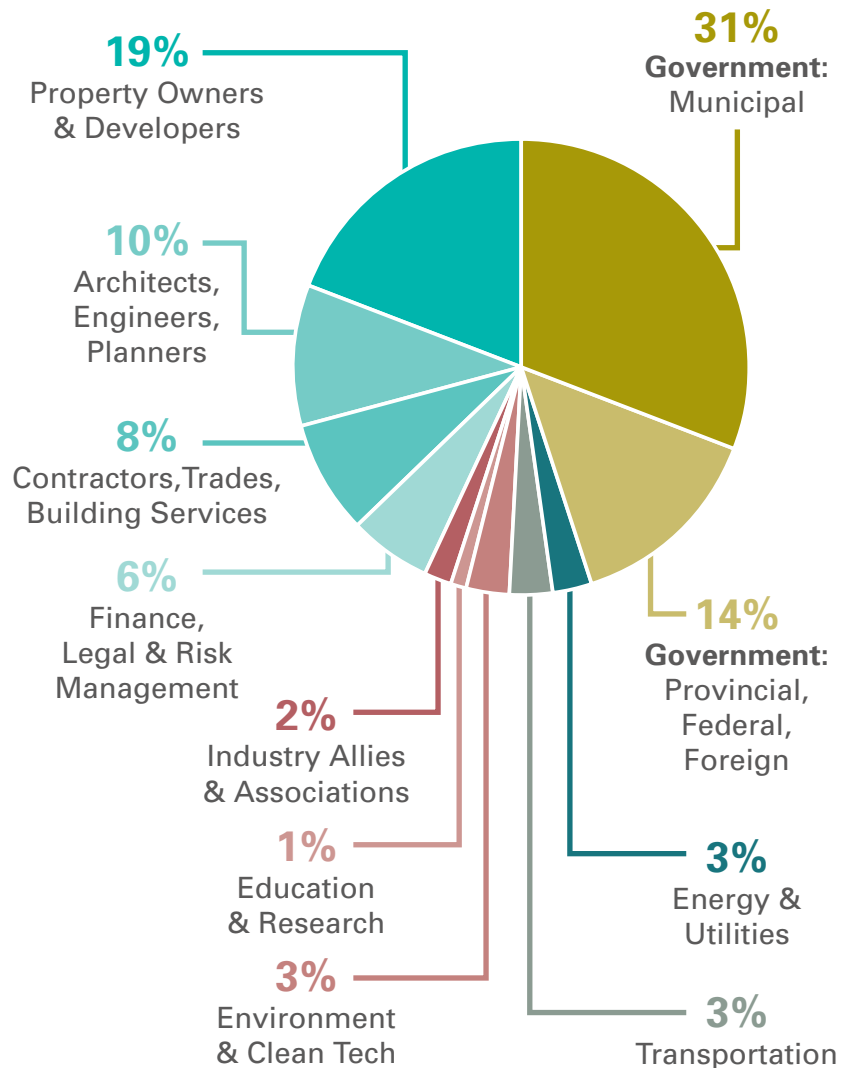
ReNew Canada is Canada’s voice in infrastructure. We’re the only industry magazine that provides high-level coverage of the **planning, financing, design, engineering, construction, and management of public assets** in the following sectors:

- Transit
- Transportation
- Energy
- Public Works
- Public Spaces

### NATIONAL REACH

- Provincial and federal ministers and senior staff
- Mayors, city managers, and public works directors
- Engineering, planning, and environmental consulting firms
- Designers and architects
- Construction and project management firms
- Legal/insurance firms and financial institutions
- Transit and transportation directors
- Policy advisors
- Asset owners and managers
- Developers

### WHO ARE OUR READERS?



ReNew Canada provokes readers to discuss the policies, planning approaches, and funding tools necessary to grow the nation's public infrastructure assets.

Thousands of Canada's infrastructure key players and policymakers turn to ReNew Canada for exclusive, insightful content to help them build resilient public assets.

Along with coverage of all main sectors and regular columns on legal and financing trends, each issue explores timely news, best practices, and focused roundtables.

## Editorial Lineup\*

Every issue includes coverage on transportation, planning, energy, transit, public works, and buildings.

### January/February

Content Deadline: November 11

- **The Top 100:** Our flagship report on Canada's largest public sector infrastructure projects
- **A Look Ahead:** Assessing the viability of mega projects being discussed across the country

### March/April

Content Deadline: January 13

- **The Renewal Issue:** New ideas and initiatives for improving the quality of existing infrastructure
- **Institution Update:** Trends and innovations for the construction of schools, hospitals and government buildings

### May/June

Content Deadline: March 23

- **The Innovation Issue:** The newest technologies helping create innovations in Canadian infrastructure projects
- **Transportation Update:** Progress being made in the construction and rehabilitation of Canada's road and bridge network

### July/August

Content Deadline: May 19

- **The Management Issue:** A look at best practices and new technologies for current and future asset management
- **Water Update:** An update on the current state of Canada's water and wastewater infrastructure

### September/October

Content Deadline: July 14

- **The Emissions Issue:** What's being done to curb emissions in new and renovated infrastructure across the country
- **Transit Update:** Developments and trends in building and expanding transit resources throughout Canada

### November/December

Content Deadline: September 15

- **The Finance Issue:** The current state of P3 financing, as well as financing for commercial rehabilitation
- **Energy Update:** Building the next generation of renewable energy assets in Canada

\*Topics are subject to change. Contact editor for up-to-date information.

To inquire about submission deadlines or to pitch a story, contact:



**Andrew Macklin**  
Editor

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t: 416-444-5842, ext. 118



## print

# 26,400

### READERS WITH PASS-ALONG\*

(Includes distribution at tradeshow and conferences across Canada and the U.S.)



## social network

# 4,605 Followers

(OCT. 2016)

## ReNewsletter

# 4,241

### OPT-IN SUBSCRIBERS, BI-WEEKLY

## renewcanada.net

# 3,697

### AVERAGE MONTHLY UNIQUE VISITORS (2016)

(GOOGLE ANALYTICS:  
3-MONTH AVERAGE (JULY-SEPT 2016))



Publishers Claim of Circulation, Sept. 2016 – CARD  
\*The ReNew Canada 2013 Readership Survey indicated an average of 4 readers per issue. These readers are taken into account when calculating the total number of readers of a publication. Additional information from Magazines Canada.

# Top100 Projects

## Top100 Projects Report + Key Players and Owners Dinner

The Top100 Projects Report is an annual industry-leading research project conducted by ReNew Canada to rank the biggest infrastructure projects in Canada. We identify the project owners and key players, as well as the funding types and sources. The report is published in January, and is available online at [top100projects.ca](http://top100projects.ca)

Our Top100 Projects Key Players and Owners Dinner is an annual executive-level networking event that brings together over 300 project owners and industry leaders. This year's event is being held on Tuesday, February 21, 2017 at The Carlu in Toronto.



## Branding and Creative Services



The Actual Media Inc. team works on the frontlines of the infrastructure, water, and environment industry sectors, specializing in:

- Business publishing
- Marketing + communications
- Design + editorial
- Events + networking

**Talk to us about comprehensive branding campaign that go beyond page views and impressions**  
[actualmedia.ca](http://actualmedia.ca)

**Custom Publications:** building your brand with professionally edited and designed brochures, reports, catalogues, and magazines.



**Networking:** connecting you with our readers, and extending your reach at key industry events.



**Executive Roundtables:** positioning you as a thought leader, creating unique content online and in print.



**Videos:** producing custom video projects to help you reach and hold your target audience.



# 2017 Rates + Specifications

PRINT ADVERTISING

## ReNew Canada magazine

Full Colour	1x	3x	6x
2-page Spread	\$5,900	\$5,300	\$4,925
1/2-page Spread	\$4,400	\$3,950	\$3,675
Full Page	\$3,560	\$3,200	\$2,970
1/2 Page	\$2,420	\$2,170	\$1,985
1/3 Page	\$1,935	\$1,745	\$1,570

COVERS	Call for availability
Outside Back Cover	\$4,200
Inside Front/Inside Back	\$3,970

## Print Advertising Deadlines

2017 Issue	Ad Close	Art Close	Dist. Date
Jan/Feb	Nov 18	Nov 25	Dec 30
Mar/Apr	Jan 20	Jan 27	Feb 10
May/June	Mar 30	Apr 6	Apr 20
Jul/Aug	May 26	Jun 2	Jun 16
Sep/Oct	Jul 21	July 28	Aug 11
Nov/Dec	Sep 22	Sep 29	Nov 13
<b>Top100</b>	<b>Nov 18</b>	<b>Nov 25</b>	<b>Dec 30</b>

## Advertising Dimensions

<b>2-page Spread</b>	
<b>Bleed</b>	<b>Trim Size</b>
19.25" x 13.25"	19" x 13"
<b>1/2-page Spread</b>	
17.67" x 6"	

<b>Full Page Bleed</b>
9.75" x 13.25"
<b>Safe Area</b>
8.25" x 11.75"
<b>Trim Size</b>
9.5" x 13"

<b>1/3 Sqr.</b>
5.375" x 6"
<b>1/2 Horiz.</b>
8.125" x 6"

## Artwork Specifications

Please provide ad art as a high quality print 300 dpi resolution pdf. Please ensure that there is a minimum 1/4" content safe area from trim edge and to add 1/8" bleed on all sides for full page ads. Contact Donna Endacott, art director and designer, for questions or art submission at [donna@actualmedia.ca](mailto:donna@actualmedia.ca)

## Digital advertising on [renewcanada.net](http://renewcanada.net)

Ad Size	3 mon.	6 mon.	12 mon.
<b>Leaderboard</b> 728 x 90 pixels	\$1,800	\$3,150	\$5,400
<b>Big Box</b> 300 x 250 pixels	\$1,500	\$2,610	\$4,500
<b>Skyscraper</b> 160 x 600 pixels	\$1,500	\$2,610	\$4,500

## ReNewsletter

Ad Size	6x/3 mon.	12x/6 mon.	24x/12 mon.
<b>Box</b> 215 x 200 pixels (2 positions)	\$1,500	\$2,610	\$4,500
<b>Square Button</b> 160 x 160 pixels (5 positions)	\$600	\$1,050	\$1,800

## Partner Messages

Creative	Per Deployment
<b>Exclusive HTML-formatted eBlast message.</b> <small>(All creative is subject to the discretion of the Publisher.)</small>	\$1,500

## Top100 Projects Report

**Full Page \$4,500**

Full page print ad dimension should be built at a trim size of 8.125" wide x 10.875" high, plus 1/8" full bleed

## Additional Opportunities

Speak with us about customized marketing initiatives to promote your business to Canada's thought leaders and decision-makers. Opportunities include: event sponsorships, roundtable discussions, magazine inserts, direct and digital marketing.

**NOTE:** Rates are effective Oct. 1, 2016. All advertising rates are net and are based on receiving complete electronic artwork. Taxes are extra. Advertising cancellations are not accepted after issue closing date. Short rates apply to schedules not completed. GST# 87301 2900 RT001



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