

ReNew

C A N A D A

THE INFRASTRUCTURE MAGAZINE



ENERGY • TRANSIT • BUILDINGS • TRANSPORTATION

MEDIA KIT 2024

REACHING KEY STAKEHOLDERS IN CANADIAN INFRASTRUCTURE PROJECTS

ReNew

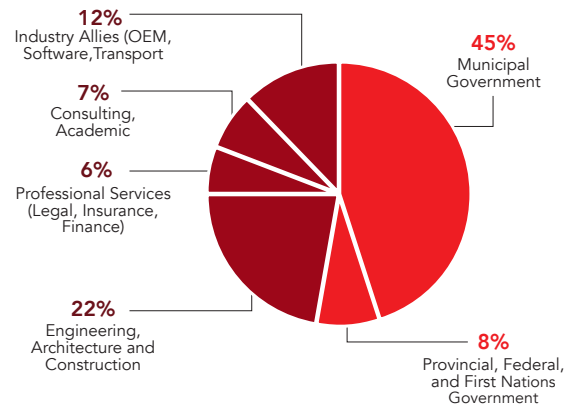
CANADA

AUDIENCE

ReNew Canada is the voice of Canada's multi-billion dollar infrastructure sector. Our audience represents both sides of the project: Project and asset owners, and project delivery teams.

53%
Project/Asset
Owners

47%
Project
Delivery
Teams



	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
	Top100 Projects Report	2024 Outlook	Resilient Infrastructure	Next Generation Nuclear	Underground Construction	Water Treatment Plants
	Road Building	Building Public Transit	Energy Storage and Transmission	Legal – Risk Mitigation	Net-Zero Infrastructure	Legal - Legislation
	Healthcare	Legal - Contracts	Indigenous Projects	Mass Timber Buildings	The Future of Project Delivery Models	International Projects
Advertising Closes	NOV 17	JAN 19	MAR 15	MAY 17	JUL 19	SEP 20
Creative Due	NOV 24	JAN 26	MAR 22	MAY 23	JUL 26	SEP 27



RENEWCANADA.NET

Industry news and coverage from across Canada's infrastructure sector.

- 19,000 monthly page views
- 11,000 monthly unique visitors



RENEWLETTER

A weekly summary of industry news and events.

- 5,500 weekly subscribers

WEBINAR SERIES

Sponsorship includes:

- Opportunity to introduce or participate on the panel
- Feature article based on the webinar
- Web and social media promotion
- Subsequent advertising (value = \$3000)



TOP100 PROJECTS – Annual Report

- January 2024
- Over \$250 billion in projects profiled
- Showcase your branding alongside Canada's most significant projects



TOP100 PROJECTS DINNERS

- A high-powered cocktail reception and dinner
- Network with hundreds of colleagues, peers, project owners and stakeholders
- Reserve your corporate table of 8

TORONTO:

The Carlu, February 27, 6PM Reception

VANCOUVER:

The Marriott Pinnacle, May 14, 6PM Reception

CIVIL AND STRUCTURAL ENGINEERING CAREER FAIR

Reach and recruit emerging new talent

- A 1-day career fair attended by engineering students
- Present your firm's projects from the 2024 Top100 Report
- Exhibit and distribute your recruitment literature and materials **Toronto Reference Library, January 30**

RATES & SPECIFICATIONS

Magazine Advertising Rates

STANDARD	1X	3X	6X
Double Page Spread	\$6,055	\$5,455	\$4,905
Full Page	\$3,675	\$3,305	\$2,975
Half Page	\$2,385	\$2,145	\$1,935
Third Page	\$2,025	\$1,815	\$1,635
Quarter Page	\$1,655	\$1,485	\$1,335
Top100 Report Full Page	\$4,500		

NOTE: All rates are effective September 1, 2023. All advertising rates are net and 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

Magazine Advertising Dimensions

AD SIZE	BLEED	TRIM	SAFE AREA
Double Page Spread	19.25" x 13.25"	19" x 13"	18" x 12"
Full Page	9.75" x 13.25"	9.5" x 13"	8.25" x 11.75"
Half Page	NA	8.166" x 6"	NA
Third Page Horizontal	NA	8.166" x 3.375"	NA
Third Page Square	NA	5.375" x 5.875"	NA
Quarter Page	NA	4.083" x 6"	NA
Top100 Report Full Page	8.375" x 11.125"	8.125" x 10.875"	7" x 10"

Please provide all ad art as a high-quality, full-colour PDF at 300 dpi resolution. There must be a minimum 1/4" safe area from the trim edge for all primary content. All content that is meant to bleed off the page must be pulled out to 1/8" from the trim edge on all four sides for DPS and FULL PAGE ads. For questions or art submission, contact Gordon Alexander, Art Director and Senior Designer at gord@actualmedia.ca

Digital

PLATFORM	UNIT	SIZE (PIXELS)	IMPRESSIONS	RATE
ReNewCanada.net	Leaderboard	1068 x 200 px	4,000+/month	\$1,000/month
	Box Ad	300 x 250 px	2,000+/month	\$500/month
ReNewsletter	Sponsored Story	1,000 words	4,000+/month	\$3,000/story
	Banner	600 px x 200 px	4,000/newsletter	\$500/banner
	Dedicated E-blast	NA	4,500 recipients	\$1,500/deployment

Events

PRODUCT	UNIT	SIZE	RATE
Top100 Dinner	Corporate Table	8 Guests	\$3,325
Webinar	Sponsorship	NA	\$8,500
Career Fair	Sponsorship	Presentation + Exhibit	\$3,500



TOP100 SPONSORSHIP PACKAGES

TIER	PREMIERE	ELITE	SELECT	CHOICE
	\$33,500 Value: \$43,675 Savings: \$10,175	\$25,500 Value: \$34,675 Savings: \$9,175	\$17,500 Value: \$25,435 Savings: \$7,935	\$12,500 Value: \$18,835 Savings: \$6,335
Top100 Report	Full Page ad	Full Page ad	Full Page ad	Full Page ad
Top100 Dinner	Corporate Table	Corporate Table	Corporate Table	Corporate Table
Magazine	6 x Full Page Ads	6 x Full Page Ads	6 x Half Page Ads	6 x Quarter Page Ads
Web	12-month leaderboard	12-month box Ad	6-month box Ad	3-month box Ad
ReNewsletter	12 x Banners	6 x Banners	6 x Banners	3 x Banners

Advertising & Sponsorship Inquiries: **Nick Krukowski**, Publisher
416-444-5842 ext. 0101 nick@actualmedia.ca

RETARGETING & ADDITIONAL MARKETING SERVICES

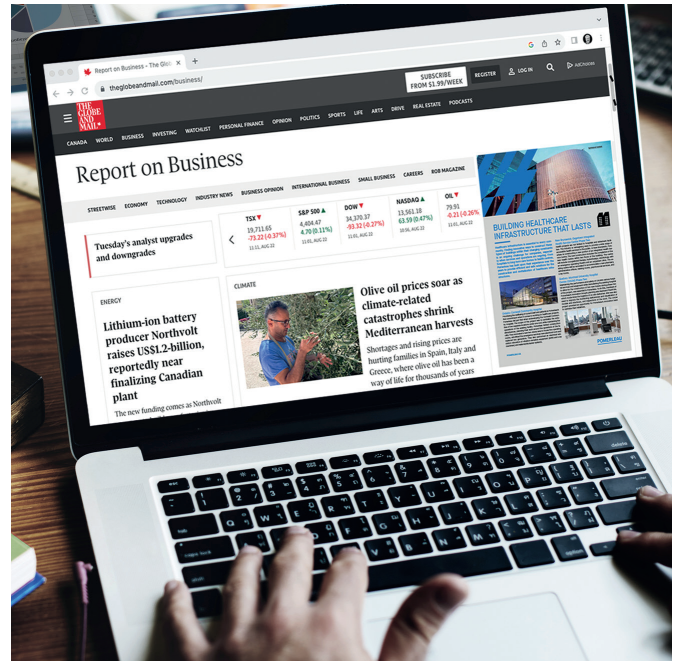
RETARGETING

Extend the audience and amplify your reach!

Retargeting services are available to ReNew Canada advertisers. Your retargeted ad message can be served up to ReNewCanada.net visitors after they leave the site, and will continue to be delivered via the Google Ad Network – for just pennies per impression!

- Multiple ad sizes and formats available.
- ReNew Canada magazine advertisers may reserve up to 2-months retargeting with each magazine ad.
- ReNew Canada digital advertisers may reserve up to 1-month retargeting with each digital ad.

IMPRESSIONS PER MONTH	RATE
Additional 100,000	\$2,500 (\$0.025 per impression)
Additional 150,000	\$3,000 (\$0.02 per impression)
Additional 200,000	\$3,500 (\$0.0175 per impression)

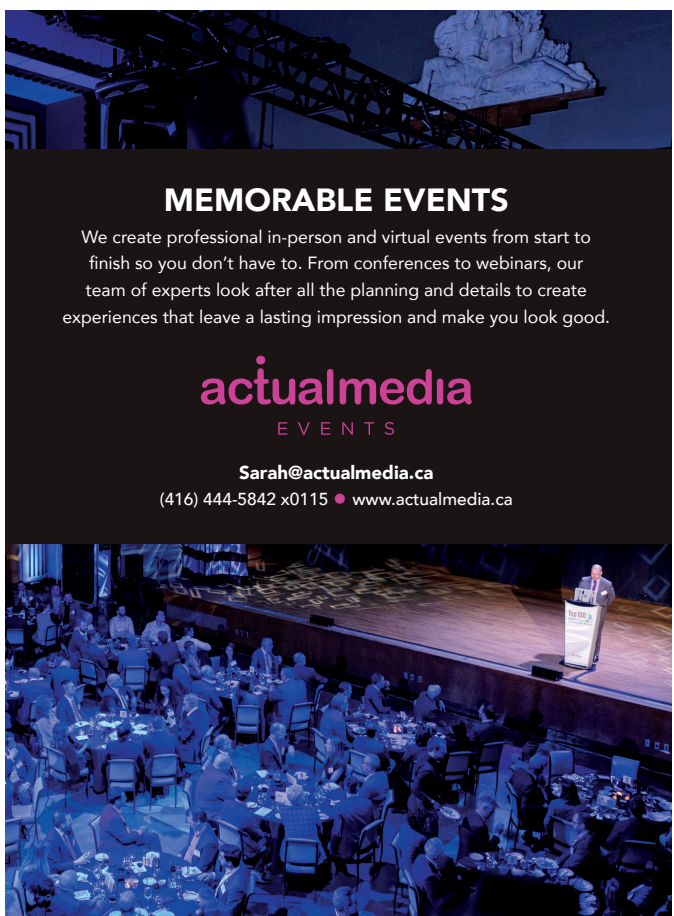


MARKETING THAT WORKS

Stand out from the competition and get the visibility you need from the team that knows your business. We'll create marketing that looks good, sounds great, and delivers results. We plan, write, design, deploy, and manage the metrics so you don't have to.

actualmedia
AGENCY

Todd@actualmedia.ca
(416) 444-5842 x0111 • www.actualmedia.ca



MEMORABLE EVENTS

We create professional in-person and virtual events from start to finish so you don't have to. From conferences to webinars, our team of experts look after all the planning and details to create experiences that leave a lasting impression and make you look good.

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EVENTS

Sarah@actualmedia.ca
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