

ReNew

CANADA

THE INFRASTRUCTURE MAGAZINE



ENERGY • TRANSIT • BUILDINGS • TRANSPORTATION

MEDIA KIT 2025

REACHING KEY STAKEHOLDERS IN CANADIAN INFRASTRUCTURE PROJECTS

ReNew

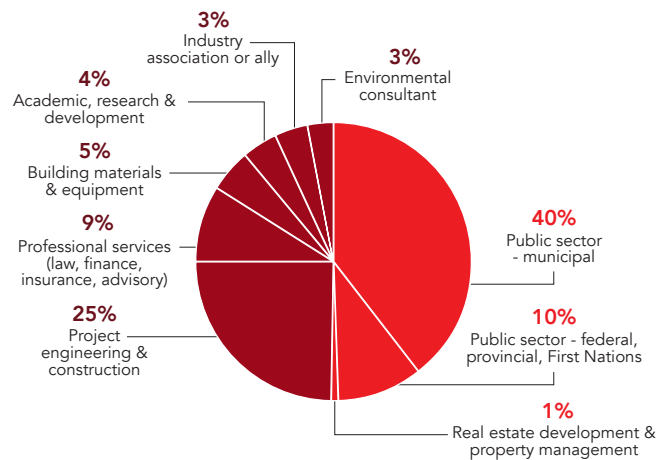
CANADA

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.

51%
Project/Asset
Owners

49%
Project
Delivery
Teams



RETARGETING, AND EMAIL BLASTS

Cast a wide net, or refine your target list to a very specific audience. We can help you do both!

RETARGETING

Deliver your digital messaging to our audience via the Google Ad Network.

Rate = \$2,500 per 100,000 impressions

DIRECT EMAIL MARKETING

Reach up to 17,000 unique Actual Media subscribers. Or, customize your list, and refine email distribution based on industry sector, geography, and/or reader interest(s).

Rates starting from \$250 per thousand recipients (contact us for a quote)



INDUSTRY SECTORS:


- | | |
|---|---|
| 1 – Public sector, Municipal | 10 – Academic, research & development |
| 2 – Public sector, Provincial | 11 – Building materials |
| 3 – Public sector, Federal | 12 – Equipment manufacturer or distributor |
| 4 – Public sector, First Nations | 13 – Industrial water treatment |
| 5 – Energy & natural resources | 14 – Transportation |
| 6 – Environmental consultant | 15 – Waste collection and/or recycling |
| 7 – Project engineering & construction | 16 – Real estate development and/or property management |
| 8 – Testing & analysis | 17 – Industry association or ally |
| 9 – Professional services (law; finance; consulting; insurance) | |

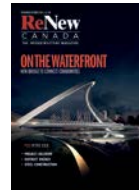
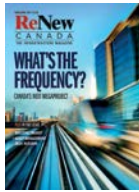
CONTENT CATEGORIES:

Reach subscribers who have indicated interest in your product or service. Choose from over 46 content tags to further refine your target list.

SPONSORSHIP PACKAGES

TOP100 SPONSORSHIP PACKAGES

TIER	PREMIERE (EXCLUSIVE)	ELITE	SELECT	CHOICE
 ReNew TOP100 <small>CANADA'S BIGGEST INFRASTRUCTURE PROJECTS</small>	\$35,500 Value: \$52,640 Savings: \$17,140	\$25,500 Value: \$37,745 Savings: \$12,245	\$17,500 Value: \$25,505 Savings: \$8,005	\$12,500 Value: \$18,905 Savings: \$6,405
Top100 Report	Full Page	Full Page	Full Page	Full Page
Top100 Dinner	2x Tables	Table	Table	Table
ReNewCanada.net	12-month leaderboard	12-month box	6-month box	3-month box
Newsletter	12x Banners	12x Banners	6x Banners	3x Banners
Retargeting	100k Impressions			
Sponsored Content	1 story			
Magazine	6x Full Pages	6x Full Pages	6x Half Pages	6x Quarter Pages



	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
	Top100 Projects Report	2025 Outlook	Planning Transit Projects	Power Generation	Climate-Proof Infrastructure	Flood Mitigation
	Water Infrastructure	Clean Energy Projects	Construction Technology	Legal - Financing	The Future of Labour	Legal - Risk Management
	Building Transportation	Legal - Procurement	Indigenous Projects	Hospital Projects	Project Delivery Models	International Projects
Advertising Closes	NOV 15	JAN 17	MAR 14	MAY 16	JUL 18	SEP 20
Creative Due	NOV 22	JAN 24	MAR 21	MAY 23	JUL 25	SEP 27

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, 2024. 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

Editorial Inquiries: John Tenpenny, Editor
416-444-5842 ext. 0113 john@actualmedia.ca

DIGITAL PLATFORMS & INDUSTRY EVENTS

DIGITAL

PLATFORM	UNIT	SIZE (PIXELS)	IMPRESSIONS	RATE
ReNewCanada.net	Leaderboard	1,068 x 200 px	5,000+/month	\$1,000/month
	Box Ad	300 x 250 px	2,500+/month	\$500/month
ReNewsletter	Sponsored Story	1,000 words	NA	\$3,000/story
	Banner	600 x 200 px	5,900+/newsletter	\$500/banner
	Dedicated E-blast	NA	Up to 17,000 recipients	\$1,500/deployment

EVENTS

PRODUCT	UNIT	SIZE	RATE
Top100 Dinner	Corporate Table	8 Guests	\$3,395
Webinar	Sponsorship	NA	\$8,500
Career Fair	Sponsorship	Presentation + Exhibit	Contact for details



RENEWCANADA.NET

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

- 23,000+ monthly page views
- 14,000+ unique monthly visitors



RENEWSLETTER

A weekly summary of industry news and events.

- 5,900 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 = \$3,000)



TOP100 PROJECTS – Annual Report

- January 2025
- 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 25, 6PM Reception

VANCOUVER:

The Marriott Pinnacle, May 13, 6PM Reception

CAREER FAIR – ENGINEERING THE TOP100

Reach and recruit emerging talent

- A 1-day career fair attended by engineering students
- Present your firm's projects from the 2025 Top100 Report
- Exhibit and distribute your recruitment literature and materials

EXPERT MARKETING

Let Actual Media Agency be your trusted marketing partner!
Contact Todd Latham to book a discovery call.
Access our Agency Capabilities presentation deck here.

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AGENCY

Todd@actualmedia.ca

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

MEMORABLE EVENTS

Let Actual Media Events handle the details, so you don't have to.
Contact Sarah Wensley for more information.

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EVENTS

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