

# ReNew

CANADA

The Infrastructure Renewal Magazine

## media kit 2011

- The only magazine directed to the entire Canadian infrastructure industry
- Influential readership untouched by other business media
- Connecting thought and technology leaders





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

**Mira Shenker**

Editor, ReNew Canada

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in·fra·struc·ture

The fundamentals of a strong economy—our built environment. Power, communication, and transportation grids; buildings; water networks; ports and airports.

If you're a decision maker in public works and asset management, project finance, urban planning, policy and governance, or remediation, ReNew Canada is on your desk—and your co-worker's desk. Our unique editorial voice, slick design, and exclusive coverage of both local and national issues, makes us a go-to resource for executives in all sectors of the infrastructure landscape.



The ReBlog, written by our editor, Mira Shenker, as well as guest bloggers, is stirring

up debate and getting industry insiders talking about current issues in a public forum. [renewcanada.net/topics/blog](http://renewcanada.net/topics/blog)

2011 Editorial Lineup\*

Below is an outline of our six issues. Each issue includes regular columns, such as:

- **ReThink Exclusive Q+As** with industry leaders like John McBride, president of PPP Canada, and Brad Duguid, Ontario's Minister of Energy and infrastructure.
- **Remediate** Financing and cutting-edge technology for brownfield revitalization.
- **ReFinance** Case studies showcasing proven project delivery models.
- **Re: The Law** Legal issues around municipal infrastructure development and policy.
- **Relmagine** A look at design excellence through before-and-after images of projects.

**January/February**  
megaprojects

**Supplement:** Top 100 Canadian Infrastructure Projects  
Project delivery, project finance and legal issues relating to large construction projects.

**July/August**  
power

Utilities and telecoms, IT, energy production and transmission, smart grid.  
**Regional Focus:** Atlantic Canada

**March/April**  
smart sustainability

City planning, environmentally sound projects, technologies, policies and ideas.  
**Regional Focus:** Northern Canada

**September/October**  
state of the industry

Leading-edge technologies, policies, and approaches to transportation planning.  
**Regional Focus:** Ontario

**May/June**  
secret spaces

Underground infrastructure, waste management, ports/airports, asset management.  
**Regional Focus:** Quebec

**November/December**  
money

**Supplement:** Top 10 Canadian Places to Invest  
Project Finance, soils and water.  
**Regional Focus:** Western Canada

\*Editorial lineup is subject to change.

# reach

Every issue of ReNew Canada reaches over **30,000** people across Canada.\*



\*The ReNew Canada 2009 Readership Survey indicated an average of 3 readers per issue. Pass-along readers are readers who become familiar with a publication without the purchase of a publication. These readers are taken into account when calculating the total number of readers of a publication. – ABM



\*Publishers Claim of Circulation, Sept. 2010 – CARD Applied for CCAB Audit.

## Circulation

Ontario .....	4,993	Maritimes .....	491	Event distribution .....	550
Quebec .....	1,506	Man/Sask .....	482	Newsstand .....	300
British Columbia .....	1,264	Yukon/NWT .....	51		
Alberta .....	1,045	United States & foreign ...	151		
				<b>Total Circulation .....</b>	<b>10,833</b>

ReNew Canada's supporting web properties, ReNewCanada.net, ReNewsletter and Top100projects.ca, make us the **best single-source for Canadian infrastructure news and commentary online.**

## ReNewCanada.net

Updated daily with features, exclusive blogs and news

## ReNewsletter

Released monthly

**Leaderboard**  
(728 x 90 pixels)

**Big Box**  
(300 x 250 pixels)

**Square Buttons**  
(125 x 125 pixels)

**Skyscraper**  
(160 x 600 pixels)

**Leaderboard**  
(300 x 100 pixels)

**Big Box**  
(180 x 150 pixels)

**Square Buttons**  
(125 x 125 pixels)

**Square Buttons**  
(125 x 125 pixels)

**Square Buttons**  
(125 x 125 pixels)

**Big Box**  
(180 x 150 pixels)

Our online readers access our site via RSS feeds, feedburner accounts, Twitter (@ReNewCanada) and other search engines.

See bundle options for print and web on page 6.



## cross-media campaign bundling

Target our audience in the media of their choice by bundling your message across all our products.



### Customize your campaign

- ReNew Canada print ads
- Co-branding with Water Canada
- Online – renewcanada.net and the ReNewsletter
- Dedicated direct email campaigns to our readers
- Top 100 – electronic and print versions (see page 5)
- Geographic distribution – inserts and polybags (save on postage and mailing costs by inserting your own direct marketing material)
- Industry roundtable (live events)
- Column sponsorship

**Our broad reach through social media networks is a bonus when you become a client of ours.**

### It's all about Reach & Frequency

Advertise once to be seen, frequently to be remembered.

#### Industry Roundtables

- ReNew Canada will facilitate six industry roundtables
- Each discussion will have a single sponsor
- Discussion content will be determined by the sponsor
- Audience will be targeted to the sponsor's sector of the infrastructure industry
- The format will be a moderated, four-expert roundtable discussion

“Heavy magazine readers are typically heavy internet users.”

—Magazines Canada

# engaging the industry

We're strongly connected to the markets we serve, staying connected to key topics and players in the industry. To quote a client of ours, "ReNew Canada is literally everywhere."



## Presenters and Moderators

Our editor, Mira Shenker, and publisher, Todd Latham, are sought-after presenters and were engaged in dozens of speaking engagements in 2010.

**Bonus:** Over 3,000 print copies of ReNew Canada are distributed at industry events each year.

From left: ReNew Canada publisher Todd Latham greets the A-list delegates at our exclusive industry roundtable in July 2010, ReNew Canada editor Mira Shenker with EDC's François Faverjon-Fortin in front of our tradeshow booth, Mira Shenker moderates our infrastructure session at GLOBE 2010 in March, Todd Latham emcees the Brownie Awards at the annual Canadian Brownfields conference, and Mira Shenker moderates an asset management webinar.

## Targeted Research Projects

To see our portfolio, visit [actualmedia.ca](http://actualmedia.ca) or for more details contact [todd@renewcanada.net](mailto:todd@renewcanada.net).



### Export Development Canada

Released with our November/December 2010 issue, this will be the third edition of what Export Development Canada has called its most effective international marketing tool.

The 24-page piece highlights Canadian activities and capabilities in the international infrastructure market.



### Federation of Canadian Municipalities

This year, we worked with the Federation of Canadian Municipalities to create a supplement showing off best practices across the country which were made possible through the Green Municipal Fund. The supplement

was distributed with ReNew Canada and has recently been translated into French.

**Active Members** ReNew Canada is proud to be members of the following organizations, and sit on several committees and boards of directors: The Canada Green Building Council, Canadian Network of Asset Managers (CNAM), The Canadian Urban Institute, The Ontario Environment Industry Association, Canadian Public Works Association, Magazines Canada, Sustainable Buildings Canada and the Toronto Board of Trade.

## ReNew Canada magazine

Full Colour	1x	3x	6x
<b>Full Page</b>	\$3,560	\$3,200	\$2,970
<b>2/3 Page</b>	\$3,050	\$2,750	\$2,495
<b>1/2 Island</b>	\$2,725	\$2,460	\$2,215
<b>1/2 Page</b>	\$2,420	\$2,170	\$1,985
<b>1/3 Page</b>	\$1,935	\$1,745	\$1,570
<b>1/4 Page</b>	\$1,500	\$1,355	\$1,225
<b>1/6 Page</b>	\$1,125	\$1,010	\$910
<b>Covers (Full Colour, 6x only)</b> Call for availability			
<b>Outside Back Cover</b>			\$4,200
<b>Inside Front/Inside Back</b>			\$3,970

## Advertising Deadlines

Issue	Ad Close	Art Close	Dist. Date
Jan./Feb.	Nov. 12	Nov. 19	Jan. 3
March/April	Jan. 26	Feb. 2	Feb. 24
May/June	March 30	April 4	April 27
July/Aug.	May 27	June 3	June 28
Sept./Oct.	July 29	Aug. 5	Aug. 30
Nov./Dec.	Sept. 26	Oct. 3	Oct. 26

**NOTE:** Rates are effective October 29, 2010. **All advertising rates are net.** Applicable taxes are extra. All rates are based on receiving completed electronic artwork. Any size, copy, image or file modifications will be charged to the advertiser at a rate of \$60 per hour. Advertising cancellations are not accepted after issue closing date. Short rates apply to schedules not completed. E-mail, fax and verbal confirmations of advertising are binding contracts—costs are due upon receipt of invoice following each published date of magazine. GST# 87301 2900 RT001

## Digital Marketing Rates (see page 4)

Ad Size	Renewcanada.net	Renewsletter	Price
<b>Leaderboard</b> (728 x 90 pixels)	3 months	3 months (300 x 100 pixels)	\$1,500
<b>Big Box</b> (300 x 250 pixels)	3 months	3 months (180 x 150 pixels)	\$1,050
<b>Skyscraper</b> (160 x 600 pixels)	2 months (min)	Call for availability	\$580
<b>Square Button</b> (125 x 125 pixels)	2 months (min)	2 months (min)	\$400
<b>Dedicated E-blast</b>	At the descretion of the publisher		\$1,200

## Top 100 Canadian Infrastructure Projects

<b>Full Page (plus 12 months of online exposure)</b> .....	\$3,560
<b>Back Cover (plus 12 months of online exposure)</b> .....	\$4,200
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.	
<b>Active Web Ad Link + Logo Online</b> .....	\$195
Leaderboard (728 x 90 pixels) or Big Box (300 x 250 pixels)	

## Advertising Dimensions

<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>2/3 Vert.</b> 5.375" x 12.125"  <b>1/3 Vert.</b> 2.625" x 12.125"	<b>1/6 Vert.</b> 2.625" x 6"  <b>1/3 Sqr.</b> 5.375" x 6"  <b>1/2 Horiz.</b> 8.125" x 6"	<b>1/4 Vert.</b> 4" x 6"  <b>1/2 Vert.</b> 4" x 12.125"	<b>1/2 Island</b> 5.375" x 9"
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## Artwork Specifications

Please provide ad art as a high quality print 300 dpi resolution pdf. Add 1/8" bleed on full page ads only. Do not add a keyline—this will be applied during layout. Please contact Donna Endacott, art director and designer, for FTP upload information at donna@actualmedia.ca.

## Advertising

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