

# ELECTRICAL BUSINESS

*Energizing The Canadian Electrical Market For 55 Years!*

# MEDIA PLANNER 2019



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## Print

**x7**

Publishes 7 times in 2019, including a re-imagined Buyers' Guide.

**90%**

Request Circulation. EXCLUSIVE! Audited by AAM.

**20,346**

20,346 total qualified subscriptions.

**13,809**

Contractors

**932**

Utilities

**1,068**

Consulting engineers

**1,168**

Electrical Distributors

**1,861**

In-house Electricians

## Digital & Online

**14K SUBSCRIBERS**

14,000 CASL-compliant eNews recipients. Audited by AAM.

**13,800 WEBSITE VISITORS**

EBMag.com receives, on average, 13,800 visitors monthly

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## MARKETING PLATFORMS AVAILABLE

- Print advertising
- Buyers' Guide
- Website
- eNewsletters
- eBooks
- Custom eBlasts
- Webinars
- Video Hosting
- Inserts/tip-ins
- Polybagging
- List rentals
- Reader surveys

*And much more!*

# AUDITED READERSHIP BREAKDOWN

## Business/Occupational Analysis

Classification by Business & Industry	Total Qualified Nonpaid	%	Qualified Nonpaid Print	Qualified Nonpaid Digital	Qualified Nonpaid Print & Digital (Unduplicated)	Canada	Outside Canada
<b>Electrical contractors</b>	<b>13,809</b>	<b>67.9</b>	<b>12,068</b>	<b>99</b>	<b>1,642</b>	<b>13,805</b>	<b>4</b>
Utilities (public and privately owned)							
a) Electric power generation and distribution	428	2.1	268		160	425	3
b) Communications	446	2.2	370		76	446	
c) Transportation operations	58	0.3	36	1	21	58	
Basic industries and primary manufacturing	508	2.5	383	23	102	507	1
Secondary manufacturing (includes all others except electrical)	1,353	6.6	1,016	49	288	1,353	
Manufacturers of electrical equipment, appliances	1,003	4.9	610	59	334	1,003	
Consulting engineers	1,068	5.2	678		390	1,066	2
Architects	26	0.1	20		6	26	
Electrical distributors and wholesalers	1,168	5.7	851		317	1,168	
Government (other than utilities)	115	0.6	32	8	75	115	
Institutions commercial building & service industries	251	1.2	153	8	90	248	3
Others Allied to the Field	113	0.6	103	3	7	111	2
<b>Total Qualified Circulation</b>	<b>20,346</b>	<b>100</b>	<b>16,588</b>	<b>250</b>	<b>3,508</b>	<b>20,331</b>	<b>15</b>

## Age Of Source Analysis

Source	Print	Digital	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	14,697	250	3,497	14,458	2,808	1,178	18,444	90.7
Total Direct Request From Recipient's Company	141		10	73	68	10	151	0.7
Total Communication Other Than Request			1	1			1	0
Business Directories	1,750			1,750			1,750	8.6
Total Qualified Subscriptions	16,588	250	3,508	16,282	2,876	1,188	20,346	100
<b>Percent</b>	<b>81.5</b>	<b>1.2</b>	<b>17.2</b>	<b>80</b>	<b>14.1</b>	<b>5.8</b>	<b>100</b>	

## Geographic Analysis

Province	Qualified Nonpaid Print	Qualified Nonpaid Digital	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	2,958	38	505	3,501
British Columbia	2,256	24	433	2,713
Manitoba	451	3	106	560
New Brunswick	384	7	77	468
Newfoundland/Labrador	245	1	44	290
Northwest Territories	24		4	28
Nova Scotia	406	9	79	494
Nunavut	5		3	8
Ontario	6,841	111	1,650	8,602
Prince Edward Island	72	1	13	86
Quebec	2,379	49	468	2,896
Saskatchewan	533	7	114	654
Yukon Territory	27		4	31
<b>Canada TOTAL</b>	<b>16,581</b>	<b>250</b>	<b>3,500</b>	<b>20,331</b>
<b>GRAND TOTAL</b>	<b>16,588</b>	<b>250</b>	<b>3,508</b>	<b>20,346</b>

## FAST FACTS

**1** 7 Print Editions

**2** 20,346 subscribers

**3** Weekly eNewsletters

**4** 14,000 CASL-compliant digital recipients

## 2019 EDITORIAL CALENDAR

ISSUE	DEADLINES	CONTENT	BONUS DISTRIBUTION
<b>FEBRUARY</b>	<b>Close:</b> January 11, 2019 <b>Mail:</b> February 8, 2019	<ul style="list-style-type: none"> <li>Retail Lighting</li> <li>Test and Measurement, Infrared</li> <li>Intrinsically-safe equipment</li> </ul>	
<b>APRIL</b>	<b>Close:</b> March 8, 2019 <b>Mail:</b> April 5, 2019	<ul style="list-style-type: none"> <li>Landscape Lighting</li> <li>Wiring devices and solutions</li> <li>Work Trucks and Tools</li> </ul>	MCEE <b>Bonus Show &amp; Tell Advertorial!</b>
<b>MAY</b>	<b>Close:</b> April 12, 2019 <b>Mail:</b> May 10, 2019	<ul style="list-style-type: none"> <li>Office and Institutional Lighting</li> <li>Test and Measurement, DMMs</li> <li>Energy management principles</li> <li><i>Special Distribution &amp; Supply Edition</i> <ul style="list-style-type: none"> <li>Marketing Best Practices</li> <li>Corporate Social Responsibility</li> <li>Hiring and Retention</li> </ul> </li> </ul>	Electro-Federation Canada AGM
<b>JUNE</b>	<b>Close:</b> May 17, 2019 <b>Mail:</b> June 14, 2019	<ul style="list-style-type: none"> <li>Emergency Lighting</li> <li>Variable frequency drives</li> <li>Hazardous Location Wiring</li> </ul>	
<b>AUGUST BUYERS' GUIDE</b>	<b>Close:</b> July 26, 2019 <b>Mail:</b> August 23, 2019	<ul style="list-style-type: none"> <li>A staple in every tradesman's truck</li> <li>Annual Salary Survey</li> </ul>	
<b>OCTOBER</b>	<b>Close:</b> September 13, 2019 <b>Mail:</b> October 11, 2019	<ul style="list-style-type: none"> <li>Parking Lot and Street Lighting</li> <li>Switchgear and breakers</li> <li>Electrical maintenance Best Practices</li> </ul>	AD North American Meeting
<b>DECEMBER</b>	<b>Close:</b> November 8, 2019 <b>Mail:</b> December 6, 2019	<ul style="list-style-type: none"> <li>Industrial and High-Abuse Lighting</li> <li>2020 Truck Lineup</li> <li>Electric heat trace</li> </ul>	

**Electrical Business** also covers industry news, products & solutions, codes & standards, letters to the editor, contractor coaching, legal analysis and more.

## MCEE 2019 SPECIAL - DOUBLE YOUR SPACE!

Both *EBMag* AND *L'industrie électrique* are once again exhibiting at **MCEE 2019 in Montreal**, and we want you to be there with us!

The **April 2019** editions of **EBMag** and **LE** are our *special MCEE 2019 Show Issues*, in which you have the opportunity to double your ad space for one low price and tell your own story in our new "Show & Tell" and "Des mots à votre image" sections.

And it doesn't stop there... we will provide industry-specific French translation and ad resetting for LE at no additional cost.

"Show & Tell" and "Des mots à votre image" bonus space is available for all ad sizes.

You write it, we print it. Call us for details!

L'industrie électrique boasts a dedicated, Quebec-based editor, and is presented entirely in French to serve the Quebec market.

### FAST FACTS

- 1** 4 Print Editions
- 2** 8,200 subscribers
- 3** Bi-weekly eNewsletters
- 4** 4,100 CASL-compliant digital recipients

## 2019 EDITORIAL CALENDAR

ISSUE	DEADLINES	CONTENT	BONUS DISTRIBUTION
<b>FEBRUARY (FÉVRIER)</b>	<b>Close:</b> January 11, 2019 <b>Mail:</b> February 8, 2019	<ul style="list-style-type: none"> <li>Retail Lighting</li> <li>Wiring Devices</li> </ul>	
<b>APRIL (AVRIL)</b>	<b>Close:</b> March 8, 2019 <b>Mail:</b> April 5, 2019	<ul style="list-style-type: none"> <li>Industrial and High-Abuse Lighting</li> <li>Work Trucks and Tools</li> </ul>	MCEE <b>Bonus Show &amp; Tell Advertorial!</b>
<b>JUNE (JUIN)</b>	<b>Close:</b> May 17, 2019 <b>Mail:</b> June 14, 2019	<ul style="list-style-type: none"> <li>Emergency Lighting</li> <li>Test and Measurement</li> </ul>	
<b>OCTOBER (OCTOBRE)</b>	<b>Close:</b> September 13, 2019 <b>Mail:</b> October 11, 2019	<ul style="list-style-type: none"> <li>Office and Institutional Lighting</li> <li>Electric Heating</li> </ul>	

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- ✓ Hand-clear fastener tabs

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**BIOt Canada** is distributed to 36,000 CASL-compliant recipients across several markets and disciplines, including: information & communications technology professionals; energy and facility managers; and electrical contractors and designers.

**BIOt Canada** focuses on the following Key Pillars of buildings infrastructure that, when connected via the Internet of Things, transform dumb buildings into smart ones.

- 1** Connectivity
- 2** Lighting & Loads
- 3** Environment & Controls
- 4** Cybersecurity

## 2019 eBOOK CALENDAR

ISSUE	DEADLINES
<b>FEBRUARY</b>	February 5, 2019
<b>APRIL</b>	April 2, 2019
<b>JUNE</b>	June 4, 2019
<b>OCTOBER</b>	October 8, 2019



## ADVERTIZING RATES AND SPECS

### Website

AD SIZE/SPECS	PIXELS	RATE
Leaderboard	728 x 90	\$600
Mobile	300 x 50	included
Big Box	300 x 250	\$600
Banner	468 x 60	\$1,200 (12 months)

### eBook

AD SIZE	DIMENSIONS	1x	4x
Full page	11.2" x 7" W x H	\$3,400	\$3,000
1/2 page vertical	5.6" x 7" W x H	\$2,500	\$1,800

**CUSTOM:** Ask us about: hosting white papers and case studies, videos, site takeovers, etc.

### eProducts

PRODUCT	AD SIZE/SPECS	PIXELS	RATE
<b>Newsletter (2x monthly)</b>	Leaderboard	728 x 90	\$800
	Mobile	300 x 50	included
	Big Box	300 x 250	\$800
	Sponsored Spotlight (75 words, link, image)	300 x 250	\$1,000 (1x deployment)
<b>Custom eBlast</b>	<i>Enquire</i>	<i>National</i>	\$5,400
		<i>Regional</i>	\$350 (CPM)
<b>Marketplace Sales Leads</b>	Copy, link, image Copy: 75 words	300 x 300	\$600 each Minimum of 3

\* All rates shown are NET

**GOING BEYOND!**  
Capitalizing on the Annex Media reader network



Energy Manager Canada is expanding its footprint with the addition of 4 eBooks, each one targeting the pillars of energy efficiency in the built environment.

- 1** Building Envelope
- 2** Mechanical & Plumbing
- 3** Electrical Loads & Lighting
- 4** Controls

## 2019 eBOOK CALENDAR

ISSUE	DEADLINES
<b>MARCH</b>	March 11, 2019
<b>MAY</b>	May 13, 2019
<b>JULY</b>	July 15, 2019
<b>SEPTEMBER</b>	September 9, 2019



## ADVERTIZING RATES AND SPECS

### eBook

AD SIZE	DIMENSIONS	1x	4x
Full page	11.2" x 7" W x H	\$2,500	\$2,100
1/2 page vertical	5.6" x 7" W x H	\$1,500	\$1,100

**CUSTOM:** Ask us about: hosting white papers and case studies, videos, site takeovers, etc.

### Website

AD SIZE/SPECS	PIXELS	RATE
Leaderboard	728 x 90	\$700
Mobile	300 x 50	included
Big Box	300 x 250	\$700
Banner	468 x 60	\$1,200 (12 months)

### eProducts

PRODUCT	AD SIZE/SPECS	PIXELS	RATE
<b>Newsletter (2x monthly)</b>	Leaderboard	728 x 90	\$1,300
	Mobile Leaderboard	300 x 50	included
	Big Box	300 x 250	\$1,300
	Sponsored Spotlight (75 words, link, image)	300 x 250	\$1,600
<b>Custom eBlast</b>	<i>Enquire</i>	National	\$3,990
		Regional	\$350 (CPM)
<b>Marketplace Sales Leads</b>	Copy, link, image Copy: 75 words	300 x 300	\$600 each Minimum of 3



AD SIZE	DIMENSIONS	1x	3x	6x	7x GOLD STAR ★
Full page (trim)	8" x 10.875"	\$5,439	\$5,269	\$5,184	\$4,504
Full page (bleed)	8.25" x 11.125"				
1/2 page Island	4.625" x 7.5"	\$4,378	\$4,293	\$4,208	\$3,868
1/2 page vertical	3.375" x 10"	\$4,038	\$3,953	\$3,868	\$3,443
1/2 page horizontal	7" x 5"				
1/3 page vertical	2.125" x 10"	\$3,314	\$3,144	\$3,059	\$2,634
1/3 page horizontal	7" x 3.25"				
1/4 page square	3.375" x 5"	\$2,634	\$2,549	\$2,464	\$2,209

### Website

AD SIZE/SPECS	PIXELS	RATE
Leaderboard	728 x 90	\$1,400
Mobile	300 x 50	included
Big Box	300 x 250	\$1,400
Banner	468 x 60	\$2,400

**CUSTOM:** Ask us about special pricing for hosting white papers and case studies, videos, site takeovers, etc.

### eProducts

PRODUCT	AD SIZE/SPECS	PIXELS	RATE
<b>Weekly Newsletter</b>	Leaderboard	728 x 90	\$1,300
	Mobile	300 x 50	included
	Big Box	300 x 250	\$1,300
	Sponsored Spotlight	300 x 250	\$1,600
<b>Custom eBlast</b>	Enquire	<i>National</i>	\$3,990
		<i>Regional (CPM)</i>	\$350/thousand
<b>Marketplace Sales Leads</b>	Copy, link, image Copy: 75 words	300 x 300	\$600 each Minimum of 3

AD SIZE	DIMENSIONS	1x to 3x	4x
Full page (trim)	8" x 10.875"	\$2,295	\$2,000
Full page (bleed)	8.25" x 11.125"		
1/2 page Island	4.625" x 7.5"	\$1,695	\$1,525
1/2 page vertical	3.375" x 10"	\$1,695	\$1,525
1/2 page horizontal	7" x 5"		
1/3 page vertical	2.125" x 10"	\$1,245	\$1,120
1/3 page horizontal	7" x 3.25"		
1/4 page square	3.375" x 5"	\$995	\$895

### Website

AD SIZE/SPECS	PIXELS	RATE
Leaderboard	728 x 90	\$700
Mobile	300 x 50	included
Big Box	300 x 250	\$700
Banner	468 x 60	\$1,200 (12 months)



**TRANSLATION INCLUDED!**

### eProducts

PRODUCT	AD SIZE/SPECS	PIXELS	RATE
<b>Newsletter (2x monthly)</b>	Leaderboard	728 x 90	\$400
	Mobile	300 x 50	included
	Big Box	300 x 250	\$400
	Sponsored Spotlight	300 x 250	\$725
<b>Custom eBlast</b>	<i>Enquire</i>		\$1,200
<b>Marketplace Sales Leads</b>	Copy, link, image Copy: 75 words	300 x 300	\$300 each Minimum of 3

\* All rates shown are NET