ELECTRICAL BUSINESS

www.EBMag.com

Canada's #1 electrical industry information resource for over 50 years

Integrated marketing solutions that include PRINT, newsletters, eBlasts, social media, awards program, webinars, videos, sponsored content and more!

MEDIA KIT 2018

OUR AUDIENCE

Electrical Business reaches 20,451 audited print subscribers and 14,120 CASL-compliant eNews subscribers (audited). EBMag.com receives, on average, 13,800 readers monthly

WHO WE REACH:

60.8% Electrical Contractors

4.5% Utilities

18.4% Electrical Maintenance

7.1% Engineers

6.6% Distributors

2.6% Buildings Operations

OUR READERS ARE ENGAGED. OUR READERS HAVE PURCHASING AUTHORITY.

Our readers pass along their copy of Electrical Business Magazine to at least one other reader (1.2 to be exact)... that's an average issue readership of 43,560!

59.2% have contacted advertisers directly after seeing an ad... advertising works

65.8% have purchasing authority to buy your products... we reach the decision-makers

79.2% refer back to print issues more than once...means your ad will be seen repeatedly

87% rate us as their preferred industry information source

92.7% rate the quality of the eNewsletter content as Very Good to Excellent

93.9% rate the quality of the online content as Very Good to Excellent

95.1% rate the quality of the print editorial content as Very Good to Excellent

* Source: 2017 readership survey

READER ENGAGEMENT

We provide you with greatest reach into, and highest level of engagement with, Canada's professional electrical community. Make us your first choice for your marketing initiatives.

24,000	13,500	20,451	6,800	10	14,100	60	7,800
Average monthly page views at EBMag.com	Average monthly EBmag.com visitors	Third-party audited print subscribers	Digital Edition subscribers	Annual print issues	CASL-compliant eNewsletter subscribers	Annual eNewsletters (5 per month)	@ EBMag twitter followers

OUR ELECTRICAL AND ENERGY PUBLICATIONS

ELECTRICAL BUSINESS MAGAZINE

www.EBMag.com

Electrical Business provides you with by far the greatest total reach into Canada's electrical industry. EB reaches contractors, electrical maintenance & engineering professionals, utilities, consulting engineers, distributors, and associated disciplines, providing them with the information on new techniques and technologies they need to work smarter, safer and more profitably.

- **10 Print Editions**
- **20,451 subscribers**
- **5 eNewsletters per month**
- **14,100 CASL-compliant subscribers**

L'INDUSTRIE ÉLECTRIQUE MAGAZINE

www.lindustrieelectrique.ca

For over 10 years, ***L'industrie Électrique*** has been the only non-association, non-partisan information resource for the Quebec electrical market, with the best selection of marketing options available. LE reaches contractors, electrical maintenance & engineering professionals, utilities, consulting engineers, distributors, and associated disciplines, providing them with the information on new techniques and technologies they need to work smarter, safer and more profitably.

- **4 Print Editions**
- **8,200 subscribers**
- **Bi-weekly eNewsletters**
- **4,100 CASL-compliant subscribers**

DISTRIBUTION & SUPPLY MAGAZINE

www.ebmag.com/distribution-supply

D&S, the only truly independent magazine voice for Canada's electrical distribution channel, is an annual publication designed to address the information needs of this important market segment.

- **Annual Print Edition**
- **6200 readers**

ENERGY MANAGER CANADA

www.Energy-Manager.ca

Energy Manager is Canada's only dedicated resource for the evolving energy management professional. EM reaches property managers, building managers, facility managers and operations managers across industrial, commercial and institutional sectors, providing them with the information on technologies, products, systems and best practices they need to manage their facilities more intelligently and energy efficiently.

- **Bi-weekly eNewsletters**
- **15,700 CASL-compliant subscribers**

We are part of Annex Business Media, Canada's largest business-to-business media company, with over 65 B2B brands reaching a wide variety of audiences through print, web, eNews, events, video, social media and more.

FROM PRINT & DIGITAL TO CUSTOM MEDIA...WE DO IT ALL!

We are the ONLY publisher that can deliver Canada's electrical community with truly integrated media programs. No other B2B media outlet in Canada offers you the equivalent breadth of solutions for reaching customers through very well-respected brands across all media–print, online, e-products, webinars, video, etc.–in BOTH official languages. We work passionately to ensure you have all the tools you need to make your marketing initiatives successful!

BLUEBOOK
CANADA'S ELECTRICAL SOURCE GUIDE

BLUEBOOK BUYERS' GUIDE
In print and online, the BlueBook is a dedicated source guide that cuts through internet clutter.

LUMEN MANAGER

LUMEN MANAGER
Bi-annual eBook focused on new lighting and controls technologies. Reaches 30,000+ Electrical Business and Energy Manager subscribers

CANADIAN ELECTRICAL AWARDS
Relaunched in 2017, the Canadian Electrical Awards recognize notable installations and electrical safety excellence. Sponsorship provides you with a unique branding opportunity

SOCIAL MEDIA
Over **7800** (vetted) Twitter Followers. Sponsored tweets are now available.

PRINT EDITION • 20,451 CIRCULATION **• 10** TIMES A YEAR

WEBINARS
Provide thought-leadership, branding and a high level of qualified leads

DIGITAL EDITIONS
They boast live links for URLs and email addresses. Able to embed rich media, too.

CUSTOM EBLASTS
Take advantage of our CASL-compliant subscriber list.

VIDEO PRODUCTION & PROMOTION
Need a corporate video? We provide turnkey service, from storyboarding and filming to editing and promotion.

CREATIVE SERVICES
Our Art Directors and Designers can help you create your next custom-publishing project.

SPONSORED CONTENT
We can help you promote your sponsored content in print, online and through custom eBlasts...ask us how.

CUSTOM PRINT
We own our own presses, too. Talk to us about your custom publishing needs.

EDITORIAL CALENDAR 2018 VOL.54

ISSUE	DEADLINES	CONTENT	SPECIAL FEATURE	BONUS DISTRIBUTION
JANUARY	**Ad Close:** Dec. 5 **Ad Material Due:** Dec. 12	IoT Skills Development Electric Heat	BlueBook Buyers' Guide	
FEBRUARY	**Ad Close:** Jan. 12 **Ad Material Due:** Jan. 19	Work Trucks Lighting		AEL Learning Expo
MARCH	**Ad Close:** Feb. 6 **Ad Material Due:** Feb. 13	Motors & Power Maintenance	electrOHS eBook	
APRIL	**Ad Close:** Mar. 5 **Ad Material Due Date:** Mar. 12	Lighting Wiring Devices	MEET Show Guide	Lightfair International MEET Show
MAY	**Ad Close:** Apr. 4 **Ad Material Due:** Apr. 11	Fire & Life Safety Attracting Datacom Talent	Lumen Manager eBook	
JUNE	**Ad Close:** May 9 **Ad Material Due:** May 16	Lighting Work Trucks		
JULY/AUGUST	**Ad Close:** Jul. 5 **Ad Material Due:** Jul. 12	Renewables/Energy Storage Fans and Ventilation		
SEPTEMBER	**Ad Close:** Aug. 8 **Ad Material Due:** Aug. 15	Backup Power Test & Measurement	electrOHS eBook	
OCTOBER	**Ad Close:** Sept. 12 **Ad Material Due:** Sept. 19	Lighting Wiring & Cabling	Lumen Manager eBook	Affiliated Distributors North American Meeting
NOVEMBER/DECEMBER	**Ad Close:** Oct. 22 **Ad Material:** Oct. 28	Renewables Work Trucks	2018 Canadian Electrical Awards winners	

** Subject to change without notice*

IN EVERY ISSUE

Issues of Electrical Business Magazine contain industry news, products & solutions, codes & standards, letters to the editor, contractor coaching, legal analysis and more.

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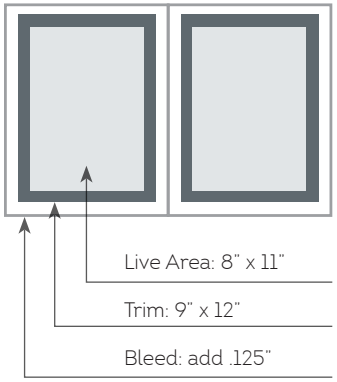
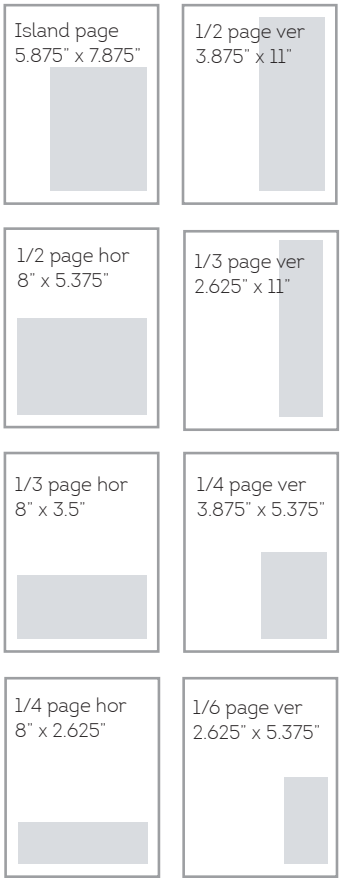
PRINT AD SPECS, MECHANICALS





AD SIZE	DIMENSIONS		1x	5x	10x	20x
Full page (trim)	9" x 12"	9 x 12	$7,180	$7,030	$6,895	$6,555
Full page (bleed)	9.25" x 12.25"	9 1/4 x 12 1/4				
Island page	5.875" x 7.875"	5 7/8 x 7 7/8	$6,120	$5,980	$5,860	$5,580
1/2 page vertical	3.875" x 11"	3 7/8 x 11	$5,380	$5,280	$5,170	$4,915
1/2 page horizontal	8" x 5.375"	8 x 5 3/8				
1/3 page vertical	2.625" x 11"	2 5/8 x 11	$4,580	$4,480	$4,395	$4,175
1/3 page horizontal	8" x 3.5"	8 x 3 1/2				
1/4 page vertical	3.875" x 5.375"	3 7/8 x 5 3/8	$3,885	$3,810	$3,730	$3,550
1/4 page horizontal	8" x 2.625"	8 x 2 5/8				
1/6 page vertical	2.625" x 5.375"	2 5/8 x 5 3/8	$2,915	$2,855	$2,800	$2,650

Large or small, we are certain we have the right advertising and promotion solution for you. Our advertisers are our partners, and your success is our success. We look forward to working with you.

We prefer to receive high-resolution PDFs via email (less than 5MB) or submitted through our Loading Dock (FTP site). Files MUST BE 300 dpi and have 1/8" bleed on all bleeding sides.

FTP SITE www.annexnorth.loadingdock.ca
Follow instructions on website. A notification email will automatically be sent to the Annex production staff.
ALL FILES MUST BE COMPRESSED OR STUFFED.

If you have any questions about the above information or require more information, please contact:
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WWW.EBMAG.COM

EBMAG.COM IS THE PERFECT PRINT PARTNER

This is why we pour so much effort into EBMag.com (which is also mobile-friendly) making it the most robust and informative website for Canadian electrical professionals.

Ad Size/Specs	(Pixels)	Rotating	Exclusive
Super Big Box	300 x 600	$1,600	$2,400
Leaderboard	728 x 90	$1,400	$2,000
Mobile	300 x 50	Included with leaderboard	
Big Box	300 x 250	$1,400	$2,000
Std. Banner	468 x 60	n/a	$1,200
Button	155 x 90	n/a	$500
Wallpaper	Enquire	n/a	$3,500

Ads rotate with maximum of 3 per position unless exclusive
Banner and button ads are only exclusive. Banner ad is on the home page only

Online Sponsored Content Net Rates

An economical way to get exposure for your whitepaper, case study or other form of content.

Per White paper/case study	$1,000
Annual for 12 White paper/case studies	$8,000

Online Sponsored Video Net Rates

Our online video hosting is an effective way to drive video viewing.

Per Video	$1,000
Annual for 12 months	$6,000

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EB eProducts

EB NEWSLETTER (WEEKLY) RATES & SPECS

Combining your marketing message with our eNews content is the perfect way to reach and impact our 14,100+ CASL-compliant subscribers

Leaderboard	728 x 90	$1,300
Mobile	300 x 50	Included with leaderboard
Big Box	300 x 250	$1,300
Sponsored Spotlight (75 words, link, image)	300 x 250	$1,600

Digital Ad-Vantage (digital edition sponsorship)

Full page ad, webiste logo, notification big box ad $1,700

Custom E-blast

Custom eBlasts give you the best exposure and highest level of leads.

Flat rate $4,500

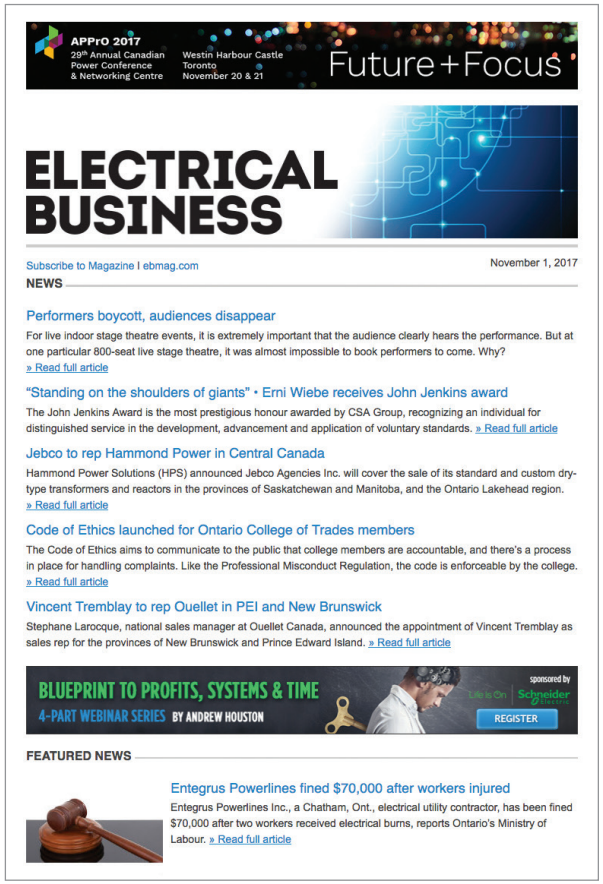
Connects (product e-blast)

eConnects are the most economical way to reach our digital subscribers...and you STILL get lead reports.

Ad Spot 300 x 250 $700
(75 words, link, image)

EB LIGHTING CONNECTS

EB CONNECTS



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