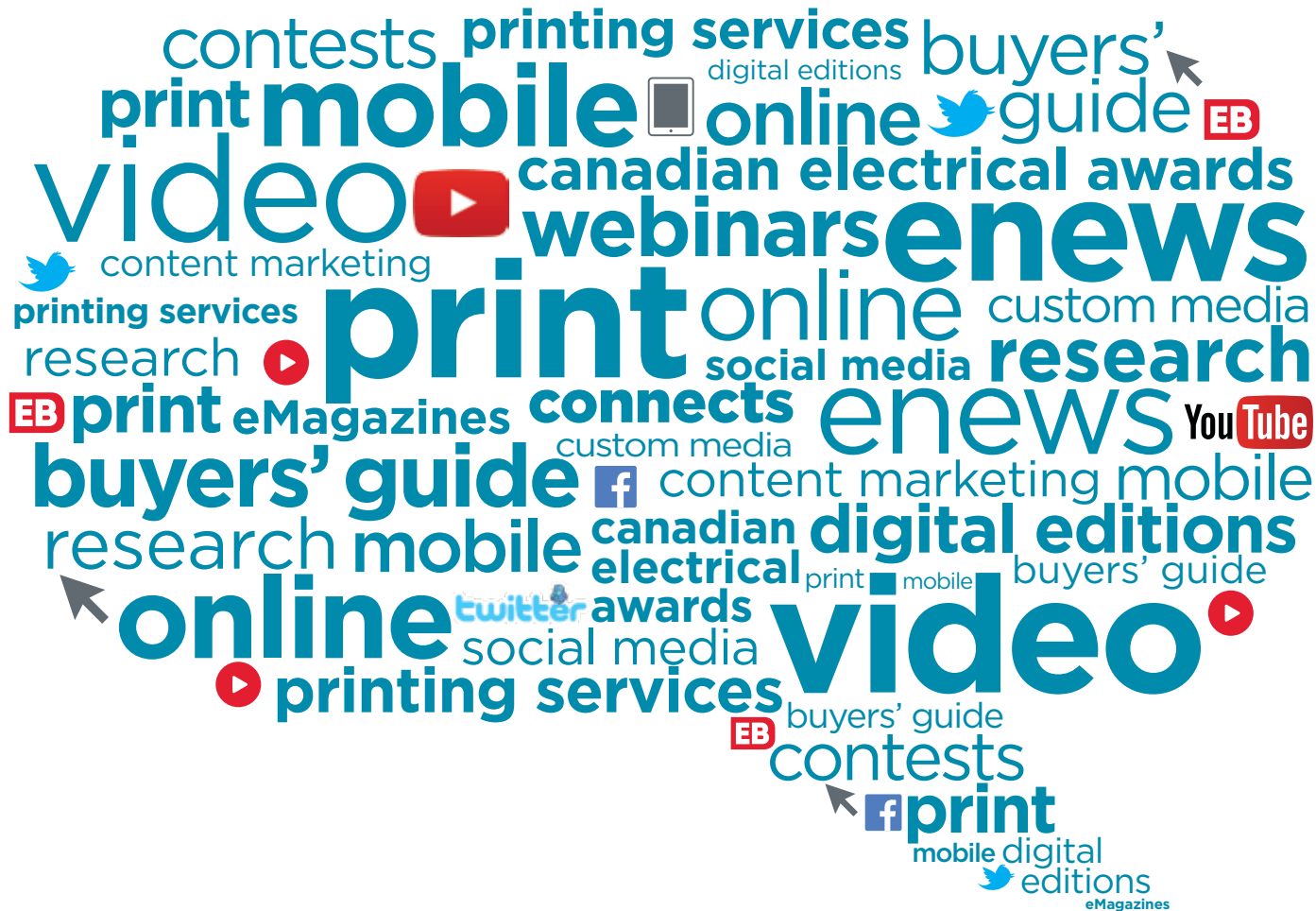


ELECTRICAL BUSINESS

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!



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.



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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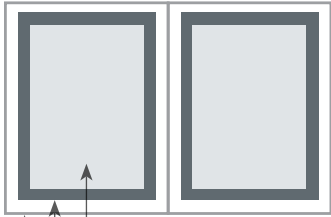
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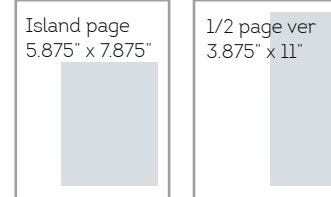
PRINT AD SPECS, MECHANICALS



Live Area: 8" x 11"

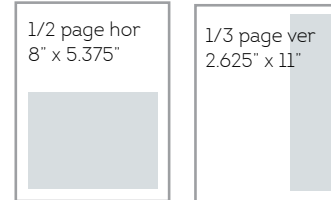
Trim: 9" x 12"

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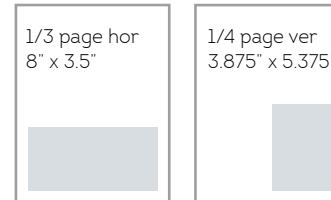
Island page
5.875" x 7.875"

1/2 page ver
3.875" x 11"



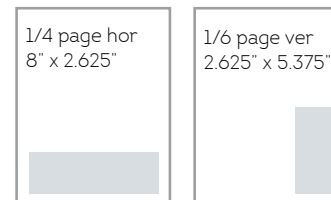
1/2 page hor
8" x 5.375"

1/3 page ver
2.625" x 11"



1/3 page hor
8" x 3.5"

1/4 page ver
3.875" x 5.375"



1/4 page hor
8" x 2.625"

1/6 page ver
2.625" x 5.375"

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

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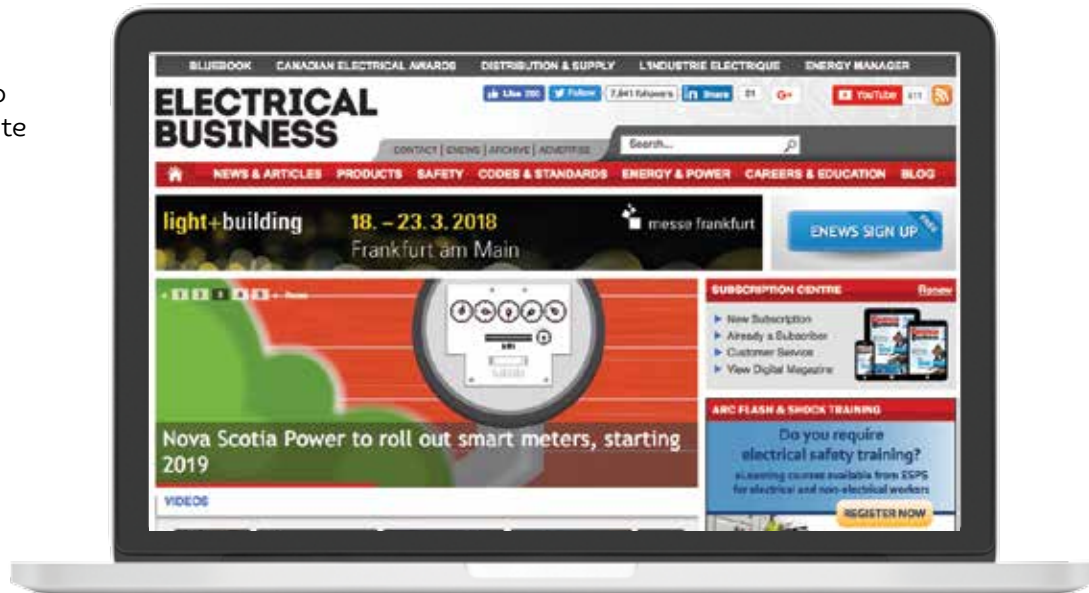
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DIGITAL ADVERTISING RATES AND SPECS

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
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DIGITAL ADVERTISING RATES AND SPECS

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

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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)



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EB LIGHTING CONNECTS

EB NEWSLETTER



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