

Celebrating over 50 years of serving as Canada's #1 Resource for Electrical Contractors, Maintenance & Engineering Professionals, Distributors, Manufacturers and their Agents, and Associated Stakeholders.

Helping you succeed in your

# ELECTRICAL BUSINESS

[www.EBMag.com](http://www.EBMag.com)

“A must read for anyone in the electrical field. Best way to keep up-to-date on all aspects of our trade.” –

*Response to Reader Survey, 2016*



INTEGRATED AUDIENCE ENGAGEMENT SOLUTIONS THAT INCLUDE WEEKLY NEWSLETTERS, VIDEOS, EBLASTS, SOCIAL MEDIA, AWARDS PROGRAM, WEBINARS AND MORE!

Media kit 2017

# BRAND ENGAGEMENT

*“Let me begin by saying that I really appreciate having EBMag around to be our frontline. From the product reviews, technical explanations, code quizzes and clarifications—to just plain news of our industry—you and your team are giving us one more tool for our pouches as valuable as a pair of lineman pliers.” (Jim T., reader from Quesnel, B.C.)*



## ELECTRICAL BUSINESS MAGAZINE

[www.EBMag.com](http://www.EBMag.com)

Electrical Business provides you the largest total reach into Canada's electrical industry. It reaches contractors, maintenance & engineering professionals, distributors, manufacturers and their agents, and associated disciplines, helping them choose the right business techniques and technologies to work profitably.

- 10 Print Editions  
Circulation ~20,400
- Weekly "E-Line"  
CASL-compliant eNewsletter  
Circulation ~12,900

## L'INDUSTRIE ÉLECTRIQUE MAGAZINE

[www.lindustrieelectrique.ca](http://www.lindustrieelectrique.ca)

Celebrating its 10th anniversary, L'industrie électrique's mandate is to be the go-to information resource for the Quebec electrical market. The French-language magazine is the only non-association, non-partisan electrical publication in the province.

- 4 Print Editions  
Circulation ~8060
- Bi-weekly "LE Bulletin"  
CASL-compliant eNewsletter  
Circulation ~ 3990

## DISTRIBUTION & SUPPLY MAGAZINE

[www.ebmag.com/distribution-supply](http://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  
Circulation ~6400

## ENERGY MANAGER CANADA

[www.Energy-Manager.ca](http://www.Energy-Manager.ca)

Energy Manager is Canada's only dedicated resource for the evolving energy management profession, addressing the systems, technologies and best practices involved in the intelligent management of energy usage and conservation.

- Bi-weekly CASL-compliant eNewsletter  
Circulation ~16,240

WE ARE A MEMBER OF ANNEX BUSINESS MEDIA, CANADA'S LARGEST BUSINESS-TO-BUSINESS MEDIA COMPANY, WITH OVER 60 B2B BRANDS REACHING NUMEROUS 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!



**WEBSITE**  
[www.EBMag.com](http://www.EBMag.com)  
About  
**22,000**  
average monthly  
page views



**WEEKLY  
NEWSLETTERS**  
CASL-compliant,  
reaching about  
**12,900**  
subscribers.



**WEBINARS**  
Provide an  
extremely high level  
of qualified leads.



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



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



**LUMEN MANAGER:** a  
bi-annual eBook that  
focuses on harnessing  
available light sources  
to achieve energy  
efficiency goals.  
(May and October)



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



**CONTESTS**  
Be fun, social and,  
most importantly,  
memorable, by  
sponsoring a contest  
through EBMag.



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



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



**SOCIAL MEDIA**  
Over  
**6500**  
(vetted) Twitter  
Followers. Ask us about  
sponsored Tweets.



**ELECTRICAL SAFETY CHAMPION  
AWARDS PROGRAM**  
We're expanding our national  
Electrical Safety Champion Award  
program to greater levels. It's high  
time we highlighted more of the  
great work being done by electrical  
pros across Canada.



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

# EDITORIAL CALENDAR 2017 VOL.53

## JANUARY 2017 (Issue 1)

- Electrical Safety • Electric Heat
- **Special Feature:** BlueBook Buyers' Guide
- **Bonus Distribution:** IEEE Electrical Safety Workshop)

**Ad Close:** Dec. 5

**Ad Material Due Date:** Dec. 12

## FEBRUARY 2017 (Issue 2)

- Work Trucks • Lighting

**Ad Close:** Jan. 13

**Ad Material Due Date:** Jan. 20

## MARCH 2017 (Issue 3)

- Motors & Power • Maintenance

**Ad Close:** Feb. 6

**Ad Material Due Date:** Feb. 13

## APRIL 2017 (Issue 4)

- Lighting • Wiring Devices
- **Bonus Distribution:** MCEE (Mécanex, Climatex, Expoelectriq, Éclairage)
- **Bonus Distribution:** Ontario Electrical League annual conference
- **Bonus Distribution:** Lightfair International

**Ad Close:** Mar. 3

**Ad Material Due Date:** Mar. 10

## MAY 2017 (Issue 5)

- Fire & Life Safety • Tools & Productivity
- **Bonus Distribution:** ECAA (Electrical Contractors Assoc. of Alberta) annual Training Day

**Ad Close:** Apr. 4

**Ad Material Due Date:** Apr. 11

## JUNE 2017 (Issue 6)

- Lighting • Work Trucks

**Ad Close:** May 9

**Ad Material Due Date:** May 16

## JULY/AUGUST 2017 (Issue 7)

- Renewables/Energy Storage
- Fans and ventilation

**Ad Close:** Jul. 5

**Ad Material Due Date:** Jul. 12

## SEPTEMBER 2017 (Issue 8)

- Backup Power • Test & Measurement
- **Bonus Distribution:** IEEE PCIC

**Ad Close:** Aug. 8

**Ad Material Due Date:** Aug. 15

## OCTOBER 2017 (Issue 9)

- Lighting • Wiring & Cabling
- **Bonus Distribution:** Affiliated Distributors North American Meeting

**Ad Close:** Sept. 12

**Ad Material Due Date:** Sept. 19

## NOVEMBER/DECEMBER 2017 (Issue 10)

- Renewables • Work Trucks
- **Special Feature:** Electrical Champion Awards Program winners

**Ad Close:** Oct. 5

**Ad Material Due Date:** Oct. 12

*\* Subject to change without notice*

***"Have discontinued reading all other publications due to known inaccuracies in reported content. [Electrical Business Magazine] has been very good in this regard."***

*– Response to Reader Survey, 2016*

***"[Electrical Business Magazine] is useful to many industries at large, particularly manufacturers and property owners, and not just the direct electrical trade. Keep it up! I enjoy reading it!"***

*– Response to Reader Survey, 2016*



### EDITOR

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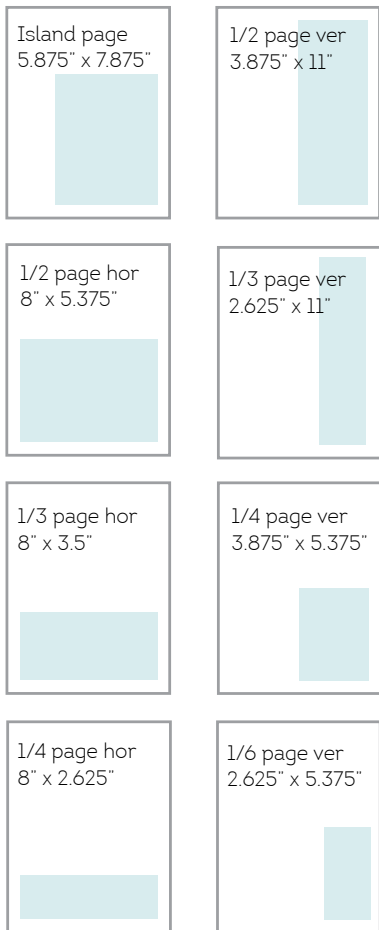
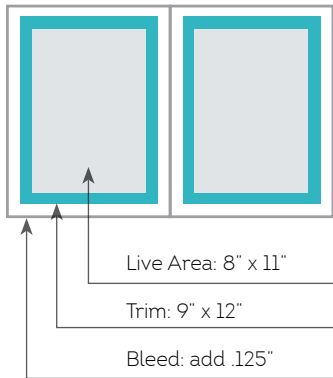
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# PRINT AD SPECS, MECHANICALS



AD SIZE	DIMENSIONS	1x	6x	10x	20x
Full page (trim)	9" x 12"	\$7,040	\$6,900	\$6,760	\$6,425
Full page (bleed)	9.25" x 12.25"				
Island page	5.875" x 7.875"	\$6,000	\$5,865	\$5,745	\$5,470
1/2 page vertical	3.875" x 11"	\$5,280	\$5,175	\$5,070	\$4,820
1/2 page horizontal	8" x 5.375"				
1/3 page vertical	2.625" x 11"	\$4,490	\$4,395	\$4,310	\$4,095
1/3 page horizontal	8" x 3.5"				
1/4 page vertical	3.875" x 5.375"	\$3,810	\$3,735	\$3,660	\$3,480
1/4 page horizontal	8" x 2.625"				
1/6 page vertical	2.625" x 5.375"	\$2,860	\$2,800	\$2,745	\$2,600

## MECHANICAL SPECIFICATIONS

**DIGITAL REQUIREMENTS:** We accept digital files meeting the following criteria:

- **Software:** Photoshop, InDesign, Adobe Illustrator, High-resolution PDFs (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours).
- **Illustrator and Photoshop** files must be saved as EPS or TIFF at 300 dpi with all images embedded and fonts as outlines.
- **Process-colour ads** must be supplied with a high-resolution, full-colour, contract-quality proof to ensure proper reproduction.
- **Black-and-white ads** must be supplied with a laser proof.

**Note:** We do not accept ads created in Microsoft Office/Publisher programs, Corel Draw (unless exported to Adobe Illustrator), film, DCS or CopyDot files.

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](http://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:

Kathryn Nyenhuis • (905) 713-4334 • [knyenhuis@annexweb.com](mailto:knyenhuis@annexweb.com)

*"Thank you so much for taking the time to speak with me today. I highly appreciate your advice and suggestions [...] I have much better understanding now of the advertisement process, media resources, prices, etc. I highly appreciate your assistance." (E.K.)*

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.



### ACCOUNT MANAGER

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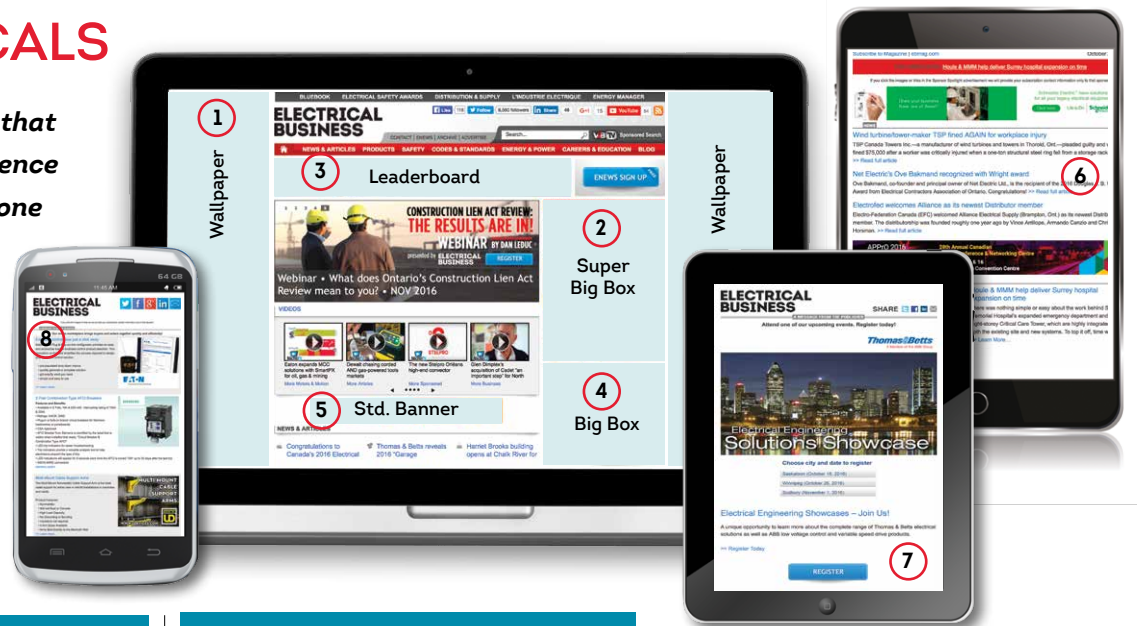
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# DIGITAL AD SPECS, MECHANICALS

**“Magazines with websites will have the advantage over those that don’t because they will attract a homogeneous, targeted audience that will also be getting their information through more than one format.” (University of Toronto research, January 2014)**

## 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. Combined with our digital products, like CASL-compliant custom e-Blasts, we’ve got the Canadian readership and viewership covered!



### WWW.EBMAG.COM

	Ad Size/Specs (Pixels)	Rotating	Exclusive
<b>1 Wallpaper</b> Enquire		n/a	\$3,500
<b>2 Super Big Box</b> 300 x 600		\$1,500	\$2,300
<b>3 Leaderboard</b> 728 x 90		\$1,300	\$2,000
<b>4 Big Box</b> 300 x 250		\$1,200	\$1,800
<b>5 Std. Banner</b> 468 x 60		n/a	\$1,000
<b>Button</b> 155 x 90		n/a	\$500

Ads rotate with maximum of 3 per position unless exclusive  
Banner and button ads are only exclusive

### ONLINE SPONSORED CONTENT NET RATES

Per White paper/case study	\$500
Annual for 12 White paper/case studies	\$4,000

### 6 NEWSLETTER (WEEKLY)

Ad Size	Specs (Pixels)	Flat Rate
<b>Sponsored Spotlight</b>	300 x 250	\$1,500
Headline, 75 words, link, image		
<b>Leaderboard</b>	728 x 90	\$1,200
<b>Mobile</b>	300 x 50	n/a
<b>Big Box</b>	300 x 250	\$1,200

\*NOTE: 300 x 50 mobile version of leaderboard included with leaderboard rate

### ONLINE SPONSORED VIDEO NET RATES

Per Video	\$500
Annual for 12 months	\$4,000

### WEB SPECIFICATIONS

**IMAGE TYPE:** .gif, .jpg, .png, Flash, HTML5  
(Must be regular Flash with embedded URL to set tracking)

### 7 CUSTOM E-BLAST NET RATES

Flat rate	\$4,500
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### 8 CONNECTS NET RATES (PRODUCT E-BLAST)

Ad Spot	\$600
Headline, 75 words, link, image (300 x 250)	

### DIGITAL AD-VANTAGE NET RATES (DIGITAL EDITION SPONSORSHIP)

Full page across from the cover, website logo, eblast 180 x 150 ad	\$1,500
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### LINKING URL:

An active URL must be provided.

### TESTING:

All creative must function uniformly on both MAC and PC platforms, as well as multiple browser versions of Firefox, Internet Explorer and Safari.