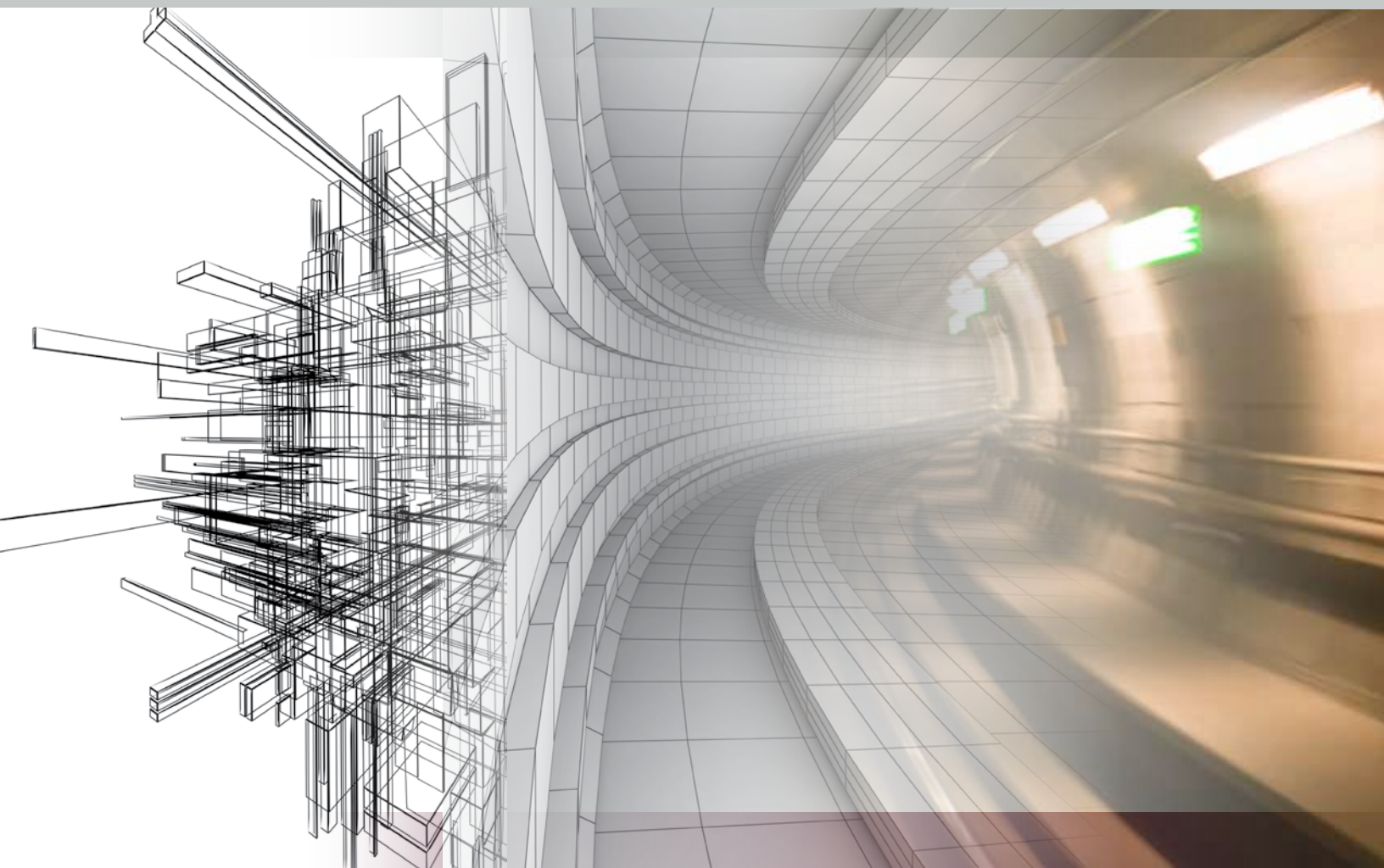




Professional Engineers  
Ontario

# ENGINEERING DIMENSIONS

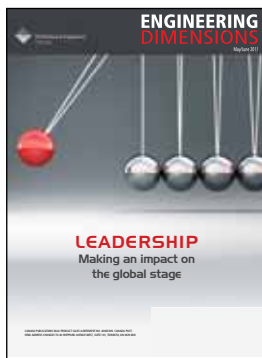
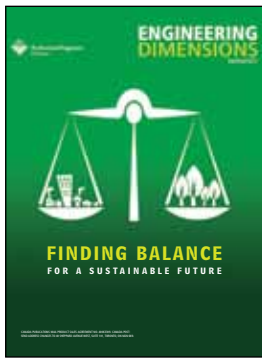


2012 Media Kit

# ENGINEERING DIMENSIONS

Canada's #1 engineering magazine.

No magazine reaches more engineers and consultants than we do.



Circulated to every licensed engineer in Ontario, our **81,000+** readers have helped position **Engineering Dimensions** as Canada's market leading publication.

**Engineering Dimensions** is the official publication of Professional Engineers Ontario (PEO). Our audience is 100% qualified and CCAB audited.



**Professional Engineers  
Ontario**

Since 1922, Professional Engineers Ontario has been delegated authority from the government to protect the public interest, safety and well-being through licensing and regulation of the practice of professional engineering.

Align your brand with the industry's  
council of authority

Print copies: **70,843**  
Digital copies: **10,192**  
Total circulation: **81,035\***  
Readers per copy: **1.4\*\***  
Total audience: **113,449**  
Issues per year: **6**

\*Source: June 2011 CCAB Circulation statement / \*\*2011 *Engineering Dimensions* reader survey. Total circulation includes 74,000+ licensed engineers, plus 6,700+ graduate engineers.





**Engineering Dimensions** delivers you a well-educated, successful and high-income audience. Our readers trust in us to provide newsworthy editorial and useful products/ services that can be used directly on the job and in their personal lives.

## Professional profile

- 99%** attended university; **38%** took a post-graduate program/degree
- 61%** have a household income over \$100k
- 59%** are between the ages of 35-59
- 33%** work in a consultancy firm

## Personal profile

- 89%** have taken a personal trip in the last 12 months; **70%** have traveled on one or more business trips
- 88%** own a laptop/notebook; **76%** own a desktop computer
- 62%** own at least two vehicles (**31%** domestic, **69%** foreign); **35%** spent at least \$30k on their cars
- 56%** are a corporate credit card holder
- 51%** own a smartphone (BlackBerry, iPhone, HTC)

## Purchasing power profile

**Engineering Dimensions** reaches every top-level decision-maker across every engineering discipline in Ontario.

- 70%** are in a management position
- 70%** of budget-holders manage a budget starting at \$100k
  - 40%** manage budgets worth \$1 million+
  - 11%** manage budgets worth \$25 million+
- 60%** are involved in the purchasing process
- 40%** have 20+ years of experience in their chosen field
- 40%** say company's annual revenue is more than \$251M+

## Engineering sector

Software engineering .....	<b>6%</b>
Building engineering .....	<b>7%</b>
Computer engineering .....	<b>7%</b>
Industrial engineering .....	<b>7%</b>
Chemical engineering .....	<b>8%</b>
Environmental engineering.....	<b>11%</b>
Structural engineering.....	<b>16%</b>
Civil engineering .....	<b>21%</b>
Electrical engineering.....	<b>21%</b>
Mechanical engineering.....	<b>24%</b>

Source of statistics: 2011 Reader Survey conducted by Macorr Research, margin of error +/- 1.4% at a 95% level of confidence.

## WE CAN PROVE WE'RE #1.

**Engineering Dimensions** is the preferred choice for industry news according to Ontario engineers. Here is how we know—we reach every licensed engineer in Ontario and our research shows that fewer than **7%\*** frequently read other engineering magazines. Ask us for proof!

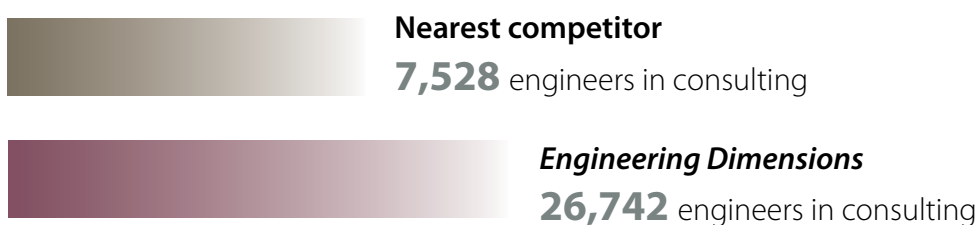
\*Source: 2011 *Engineering Dimensions* reader survey

Circulated to more engineers...for less!		
Magazine	Circulation	CPM
<b>Engineering Dimensions</b>	<b>81,035</b>	<b>\$103.16</b>
Canadian Consulting Engineer	9,480	\$705.06
Design Engineering	18,070	\$264.80
Design Product News (tabloid)	18,056	\$380.21
Environmental Science & Engineering	19,109	\$212.99
Canadian Process Equipment & Control News (tabloid)	25,282	\$264.02

\*Figures based on June 2011 CCAB statements

## #1 RESOURCE FOR CANADIAN ENGINEERS IN CONSULTING

**Engineering Dimensions** not only reaches the largest number of engineers in Canada, it is circulated to more engineers working in consulting than any other nationwide title. That means we reach more decision-makers in this market than a nationally dedicated consulting engineering magazine!



\*Figures based on June 2011 CCAB and 2011 *Engineering Dimensions* reader survey

We reach **3.5x** more engineers in consulting than the nearest competitor!

## Did you know?

Though an Ontario publication, *Engineering Dimensions'* nationwide circulation is equivalent to the competing national publication. Ask our team to show you a comparison of the Canadian circulation figures.

# Print and digital advertising opportunities



**Engineering Dimensions** influences a higher audience number than any other engineering magazine. We offer a variety of advertising opportunities to guarantee repeated brand exposure in front of your target market.

## **Product File**

An ideal way to reach readers who are seeking out information on new products or services, or searching for suppliers, consultants, etc. Reach an audience of those who are actively looking for more information on organizations like yours! (See our rate card for prices.)

## **Professional Directory**

A very cost-effective advertising opportunity that allows companies to submit a business card with your personal contact information, a brief outline on the nature of your business and your logo/branding. Display your business card inside the industry's most popular magazine that is read by 74,000+ engineers! (See our rate card for prices.)

## **Inserts/Outserts**

Get readers' attention immediately from all (or a targeted group) of engineers. Include a promotion, sample or a brochure to show readers first-hand the value in your product/service. It's a cost-effective solution—reaching buyers without incurring the cost of a direct mail campaign. (See our rate card for prices.)

## **Digital Edition Advertising**

An interactive advertising solution that reaches professionals anywhere, anytime, thanks to modern-day technology and communication devices. Exploit your brand and engage with your audience through the full rich media experience—sound, sight and of course, information at their fingertips.

- Digital edition skyscraper ad
- CAD application
- Flash applications
- Flash animations

Rates available on request. Call our account managers today to discuss adding this to your marketing campaign.



# 2012 editorial calendar

ISSUE	THEME	SPACE CLOSING	MATERIAL CLOSING
January/February	Manufacturing	November 18/11	November 25/11
March/April	Certificate of Authorization	January 20	January 27
May/June	Complaints & Discipline	March 23	March 30
July/August	PEO & Natural Science	May 28	June 1
September/October	Education	July 23	July 30
November/December	Engineering & Healthcare	September 17	September 24

## REGULAR COLUMNS

### Awards

Awards won by Ontario's professional engineers

### Datepad

Calendar of professional development events of interest to engineers

### Ethics

Series on ethics in everyday practice

### Fast Facts

Processes and resource allocation for PEO's regulatory and governance activities

### Formation

Issues related to the qualifications for acquiring and keeping a P.Eng. licence

### Gazette

Decisions of engineering discipline and enforcement matters

### News

Current PEO events, regulatory trends and issues

### Professional Practice

Series on topical practice issues, featuring guidance for the practitioner

### Profile

Profiles of Ontario professional engineers, past and present, who have made significant contributions to the profession and society through their work

### Regulation

Interpretation of the wording of the act and regulations and practical examples in the workplace

### Safety Engineering

New developments in legislation, techniques or knowledge that affect public safety where engineering is concerned

### Viewpoint

A forum for engineers to air their views on issues affecting the profession

# 2012 advertising rates & data

FOUR-COLOUR RATES	1X	3X	6X
Full	\$8,360	\$7,945	\$7,555
2/3 page	7,745	7,360	6,995
1/2 island	7,105	6,750	6,415
1/2 page	6,040	5,740	5,455
1/3 page	4,905	4,660	4,430
1/4 page	4,330	4,115	3,910
DPS	16,000	15,215	14,460
OBC	11,005	10,460	9,935
IFC/IBC	10,715	10,185	9,670

Covers are non-cancellable, full-page, four-colour process

BLACK & WHITE RATES	1X	3X	6X
Full	\$6,200	\$5,900	\$5,600
2/3 page	5,460	5,190	4,930
1/2 island	4,650	4,420	4,200
1/2 page	3,740	3,555	3,380
1/3 page	2,615	2,485	2,360
1/4 page	2,050	1,950	1,855
DPS	11,990	11,380	10,830

## SECOND OR MATCHED COLOURS:

Standard colour: \$1,055 Matched colour: \$1,155

Bleed: No extra charge

Special positions: 25% surcharge, space only

Inserts/outserts: Rates available on request

	1x	3x	6x
Product File	\$1,180	\$1,120	\$1,065

Full-colour guide to catalogues, brochures and literature.

Unit size: 3.5"(w) x 2.6875"(h)

## CAREER, CLASSIFIED & APPOINTMENT NOTICES ADVERTISING:

Minimum: Two column inches, \$450

Each additional column inch, \$225

More than seven column inches, use display rates

## PROFESSIONAL DIRECTORY:

Three insertions: \$1,185 (\$395 ea)

Six insertions: \$1,805 (\$300.83 ea)

Unit size: 3.3125"(w) x 1.25"(h)

Minimum: Three insertions

DIGITAL EDITION ADVERTISING:	1x	3x	6x
Skyscraper	\$1,290	\$1,225	\$1,165

Unit size: 120 pixels(w) x 489 pixels(h). Maximum file size is 100K. Please send in a jpg, gif, png or swf format. Flash player 9 at a frame rate of 40 fps.

## MAIL OR FAX CONTRACTS/INSERTION ORDERS AND MATERIAL TO:

Dovetail Communications Inc.  
Richmond Hill, ON L4B 1J2  
Email: engdim@dvetail.com

30 East Beaver Creek Road, Suite 202  
Tel: 905.886.6640 Fax: 905.886.6615  
Website: www.dvetail.com

**Cancellations and space changes not accepted after closing date.**

DIMENSIONS	Width	Depth
Full Page	8.125	10.875
Full Page Bleed	8.375	11.125
Full Page Live Area	7	10
2/3 Page	4.625	10
1/2 Island	4.625	7.5
1/2 Horizontal	7	4.875
1/3 Vertical	2.125	10
1/3 Square	4.625	4.875
1/4 Horizontal	4.625	3.375
1/4 Vertical (classified only)	3.375	4.875
Column Width	2.125	—
Double Column	4.625	—
Number of Columns	3	—

Note:

1) On full-page ads, please ensure that no words or photos appear outside the live-area dimensions (7"x 10")

2) All ads must have a black 0.5 keyline frame

## MECHANICAL INFORMATION

**Electronic material:** Digital files only. **PDF/X-1a: 2001 files are preferred.** Alternative acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**).

**To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

**File transfer media:** DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to design@dvetail.com and jforbes@dvetail.com.

**FTP site:** ftp.dvetail.com. Please send an email to ftp@dvetail.com for password information for the *Engineering Dimensions* FTP site.

**Design services:** Complete design services are available at an additional charge.

**For details, please contact:** Roberta Dick, robertad@dvetail.com or Joanna Forbes, jforbes@dvetail.com, Tel: 905.886.6640

## TERMS & CONDITIONS

**Agency commission:** Fifteen per cent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

**Taxes:** Our published rates do not include applicable taxes, which will be added to invoices and clearly identified.

**Publisher conditions:** Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

**Circulation:** *Engineering Dimensions* has a CCAB-audited circulation of **70,843** to qualified professional engineers in industry, government, private practice, retired and non-employed.

# ENGINEERING DIMENSIONS

## **Engineering Dimensions**

Professional Engineers Ontario  
40 Sheppard Avenue West, Suite 101  
Toronto, ON, M2N 6K9  
Tel: 416.224.1100  
Toll free: 800.339.3716  
Fax: 416.224.9525, Toll free: 800.268.0496  
Web: [www.peo.on.ca](http://www.peo.on.ca)

### **Mail or fax contracts/insertion orders to:**

*DOVETAIL*  
COMMUNICATIONS INC.

Dovetail Communications Inc.  
30 East Beaver Creek Road, Suite 202  
Richmond Hill, ON L4B 1J2  
Tel: 905.886.6640 Fax: 905.886.6615  
Email: [engdim@dvtail.com](mailto:engdim@dvtail.com)  
Web: [www.dvtail.com](http://www.dvtail.com)