

ENGINEERING DIMENSIONS

MEDIA KIT 2020



GET TO KNOW US

ENGINEERING DIMENSIONS

maintains unrivaled influence and expertise, playing a pivotal role in driving growth in the engineering industry in Ontario.

We connect you with today's influential audience of EVERY licensed engineer in Ontario, across all industry sectors.

Highest-circulated engineering publication in Canada with the lowest CPM*

**TOTAL
AUDIENCE**

117,376

DIGITAL

82,617**

PRINT

19,311**

**READERS PER
COPY 1.8*****

Sources: *2019 Competitive Analysis **June 2019, Publishers' Statement
***Engineering Dimensions 2017 Reader Survey – Print Only

6 ISSUES ANNUALLY



**AVAILABLE IN BOTH
PRINT AND DIGITAL!**



**Professional Engineers
Ontario**

PUBLISHED BY PROFESSIONAL ENGINEERS ONTARIO

Since 1922, Professional Engineers Ontario (PEO) has served as the licensing and regulating body for engineering in Ontario. As the official publication of PEO, *Engineering Dimensions* gives you direct access to a diverse audience of licensed engineers, engineering interns and students.

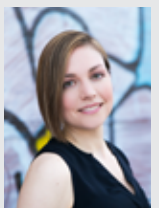
LETTER FROM THE EDITOR

In 2020, *Engineering Dimensions*—the official publication of Professional Engineers Ontario—is celebrating its 40th anniversary. Published six times a year in both print and digital formats, *Engineering Dimensions* is the highest-circulated engineering publication in Canada and gives its advertisers direct access to all licensed engineers, engineering interns and engineering students in the province.

Today, engineering is evolving more rapidly than ever before, across all industries. As a valued professional publication, *Engineering Dimensions* anticipates and reports on current developments, innovations and trends driving the development of the industry; highlights government policies, influencers and events that affect engineers and the communities they serve; and provides information on essential components of the self-regulating profession.

This year, the magazine is focusing on expanding its digital platform and the advertising opportunities that go along with it. The focus on digital—and our recent switch to make the digital edition the default delivery method—allows us to put a paperless product in front of our readers faster than the local letter carrier and shadows the technological shift that is at the core of engineering.

Nicole Axworthy
Editor, *Engineering Dimensions*



READER PROFILE

OUR READERSHIP

Engineering Dimensions offers unprecedented access to EVERY licensed engineer in Ontario.

37,062 HOLD A MANAGEMENT POSITION, and of that **81%** are in a middle to senior management position

54% are involved in the recommendation process or approval process

CONTENT ENGAGEMENT

96% say *Engineering Dimensions* provides important information about PEO

83% find the advertising relevant

75% read most to every issue

TOP ACTIONS OUR READERS TAKE AFTER READING AN ISSUE



Visit a website



Investigate or purchase a product/service advertised or mentioned in an article



Discuss with a colleague



Pass the journal and/or information on to someone else

READERS CONTINUE THEIR EDUCATION

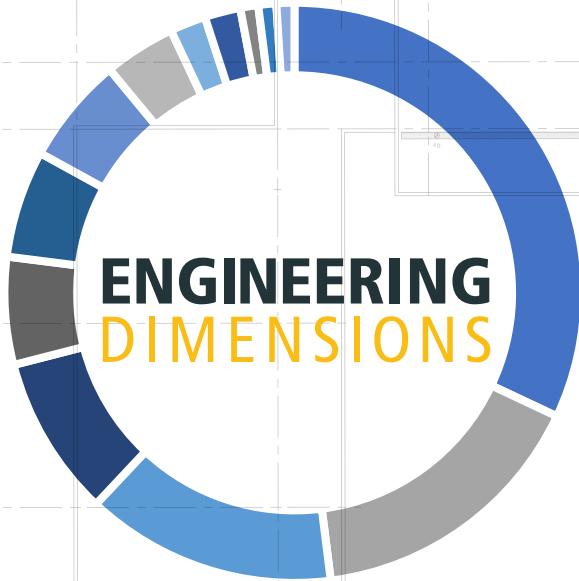
and technical training by participating in:

- > In-house Training
- > Seminars/Conferences/Workshops
- > Professional Development Courses
- > Online Courses
- > University/College Courses

63%

want more information on Education/Professional Development

INDUSTRY SNAPSHOT



COMPANY/ORGANIZATIONS

32%

Consulting

16%

Industrial Manufacturing

14%

Government

9%

Other (including Construction/Contracting, Manufacturing, Research, Automotive, Healthcare, IT, NFP, Nuclear and Software)

6%

Industrial Services

6%

Consumer Manufacturing

6%

Building/Architectural

4%

Consumer Services

2%

Utility

2%

Education

1%

Telecommunications

1%

Energy/Power

1%

Mining

ENGINEERING DISCIPLINES



47%

Industrial/Building/Structural/Civil



23%

Mechanical



18%

Electrical



12%

Software/Computer



11%

Environmental/Forest



7%

Mining & Mineral/Metallurgical/Chemical Engineering



5%

Aeronautical/Naval Architectural/Space



4%

Nuclear



2%

Petroleum/Geological



1%

Agricultural/Biosystems/Biosource/Food/Geomatics/Marine

MARKETING SOLUTIONS ACROSS MULTIPLE PLATFORMS

Unique solutions to engage your audience at all budget levels



DISPLAY ADVERTISING

Connecting you to EVERY licensed engineer in Ontario; available in both print and digital editions



DIGITAL EDITION ADVERTISING

The ability to accommodate embedded clickable high-resolution images, audio, video pop-ups and digital overcovers



INSERTS/ OUTSERTS + COVER WRAPS

Geo-targeted opportunities provide a laser-focused campaign. Our digital edition provides clickable inserts, instantly driving customers to your content



DIGITAL EDITION LANDING PAGE

Be at our digital readers' fingertips by showcasing your brand with a skyscraper ad



DIGITAL EDITION EBLAST

Maximize your exposure with a top leaderboard; delivered directly into our readers' inboxes



INDUSTRY PROFILE

Highlight your company brand and expand awareness



PRODUCT FILE

The perfect opportunity to highlight your product and services



PROFESSIONAL DIRECTORY

Business card style advertisement that will highlight your brand



CAREER/ CLASSIFIED

Find the best candidate for your business with this targeted opportunity



Professional Engineers
Ontario

SPONSORSHIP PACKAGES

PEO's Annual General Meeting and Order of Honour Awards Gala attract engineering decision-makers in one location. Reach who you need to with a sponsorship package for the April 2020 event

WHAT OUR ADVERTISERS HAVE TO SAY

"Engineering Dimensions has helped us connect with and target the right audience."

— EPIC EDUCATIONAL PROGRAM INNOVATIONS CENTER

JANUARY/FEBRUARY

Human Factors Engineering

Space Closing:
November 20, 2019

Material Closing:
November 27, 2019

MARCH/APRIL

Sustainable Engineering

Space Closing:
January 21, 2020

Material Closing:
January 28, 2020

MAY/JUNE

Ethics

Space Closing:
March 25, 2020

Material Closing:
April 1, 2020

JULY/AUGUST

Complaints & Discipline

Space Closing:
May 27, 2020

Material Closing:
June 3, 2020

SEPTEMBER/OCTOBER

Aerospace Engineering

Space Closing:
July 23, 2020

Material Closing:
July 30, 2020

NOVEMBER/DECEMBER

The Future of Regulation

Space Closing:
September 30, 2020

Material Closing:
October 7, 2020

Regular Columns

AWARDS

Awards won by Ontario's professional engineers

NEWS

Current PEO events, regulatory trends and issues

BULLETIN BOARD

Bulletin of events, book, websites and podcasts of interest to engineers

PROFESSIONAL PRACTICE

Series on topical practice issues, featuring guidance for the practitioner

ETHICS

Series on ethics in everyday practice

PROFILE

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

FORMATION

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

REGULATION

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

GAZETTE

Decisions of engineering discipline and enforcement matters, and regulation changes

VIEWPOINT

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

GOVERNANCE

A series of articles on aspects of PEO governance and best practices for governance of regulatory bodies

86%

of B2B media readers have purchasing influence*

Dates are subject to change

Source: * Magazines Canada, Business Media B2B buyers study respondents

2020 RATE AND DATA

FOUR-COLOUR RATES (GROSS)

	1x	3x	6x
Full	\$8,360	\$7,940	\$7,545
2/3 page	7,525	7,150	6,795
1/2 island	7,105	6,750	6,415
1/2 page	6,270	5,995	5,655
1/3 page	5,435	5,165	4,905
1/4 page	4,600	4,370	4,150
DPS	14,210	13,500	12,825
OBC	10,450	9,930	9,435
IFC/IBC	10,030	9,530	9,055

Covers are non-cancellable, full-page, four-colour process
Special positions: 25% surcharge, space only

Inserts/outserts: Rates available on request

DIGITAL EDITION ADVERTISING

Embedded images, audio & video, pop-ups and digital overcovers
Rates available upon request.

PRODUCT FILE	1X	3X	6X
	\$1,180	\$1,120	\$1,065

Full-colour guide to catalogues, brochures and literature
Unit size: 3.5" (w) x 2.6875" (h)

INDUSTRY PROFILE

1/3 horizontal, 50-75 words, plus logo and image.
Unit size: 7" (w) x 2.5625" (h)

\$2,785

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 LANDING PAGE*

Unit size: 100 pixels (w) x 600 pixels (h)

Maximum file size is 80kb. Please send in JPG format.

	1X	3X	6X
Skyscraper	\$1,290	\$1,225	\$1,165

*2 spots available

DIGITAL EDITION EBLAST

Unit size: 530 pixels (w) x 140 pixels (h)

Top leaderboard **\$1,995**

DIMENSIONS (INCHES) WIDTH DEPTH

Full Page (Trim)	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) Please include crop marks and leave a bleed of .125 inch if required

3) All fractional ads must have a black 0.5 keyline frame

Mechanical Information

Electronic material: Digital files only. PDF/X-1a: 2001 files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, QuarkXPress 9, Illustrator CC, Photoshop CC (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 chimes@dvetail.com.

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

Design services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvetail.com or Crystal Himes, chimes@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.

Cancellations and space changes not accepted after closing date.



PUBLISHED BY

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 @PEO_HQ

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