

ENGINEERING DIMENSIONS

Media Kit 2022



GET TO KNOW US

Your digital connection
to the thriving and innovative
engineering industry

ENGINEERING DIMENSIONS

Engineering Dimensions is the official publication of Professional Engineers Ontario (PEO), thus providing direct access to EVERY licensed engineer and engineering intern in Ontario, across all industry sectors. We are trusted, valued and widely read by a highly engaged audience.

LETTER FROM THE EDITOR

”

It's been two years since the COVID-19 pandemic hit. If there's anything we've learned, it's that major crises always provide opportunities for improvements. Although I'm sure we'd all agree that we would prefer not to have lived through such challenging—and what feels like never-ending—times, these circumstances have brought forward new ideas and innovations in many areas within the engineering profession.

Although people might assume science is the hero, engineers have also brought forward innovations specific to the pandemic response effort. Consider who created artificial intelligence, automation and process control—these are engineering tools that have played a role in the increase in testing capabilities and supply chain efforts. And, communicating with colleagues, friends and family while at home through broadband, 5G, Zoom and other platforms are all engineer-made technologies that have been elevated by the pandemic.

Engineering Dimensions, as the official publication of Ontario's engineering regulator, provides information that is relevant to the professional practice of these highly engaged innovators. This year is especially significant because it is **Professional Engineers Ontario's 100th anniversary**. We plan to feature historical engineering milestones that have shaped the profession in the last century, as well as explore themes such as biomedical engineering, forensics, climate change and engineers' impact on Indigenous communities. Please join us as we grow our connection to all licensed engineers and engineering interns in Ontario.

Nicole Axworthy
Editor, *Engineering Dimensions*

CIRCULATION
102,365*

ISSUES
6 ANNUALLY

FORMAT
DIGITAL

NEW

In 2022, we have transitioned
to an all-digital magazine
to be more modern
and environmentally
responsible—and to get in
front of our readers faster

PUBLISHED BY:



**Professional Engineers
Ontario**

Since June 14, 1922, Professional Engineers Ontario (PEO) has served as the licensing and regulating body for engineering in Ontario

**CELEBRATING PEO's
100TH ANNIVERSARY**



Source: *June 2020 Publisher's Statement

MEET OUR AUDIENCE

Our readers are influencers within their industry. They take action, are purchasing decision-makers, and trust our magazine to provide them with relevant information.

96%

agree the magazine keeps them up-to-date/well informed on the engineering profession

82%

say the advertising in the magazine is relevant

80%

hold a senior/middle management position

79%

of readers rarely/never read competitive magazines

65%

of readers say trade publications influence their decision when choosing a supplier/product

TOP 5 ACTIONS TAKEN/PLAN TO TAKE AFTER READING AN ISSUE:



- ☐ Visit a website
- ☐ Discuss with a colleague
- ☐ Investigate/purchase a product/service advertised or mentioned in an article
- ☐ Pass the journal and/or information on to someone else
- ☐ Call for more information

TOP TECHNICAL TRAINING/CONTINUING EDUCATION PROGRAM READERS PARTICIPATE IN:



- ☐ In-House Training
- ☐ Seminars/Conferences/Workshops
- ☐ Professional Development Courses
- ☐ Online Courses
- ☐ University/College Courses

Our readers are most interested in/need more information about Education/Professional Development

TOP 5 PRODUCTS OUR READERS ARE INVOLVED IN SELECTING/PURCHASING:



CAD Software



Computing Systems/
Hardware/Business
Software



Pumps and Valves



Testing and
Certification
Services

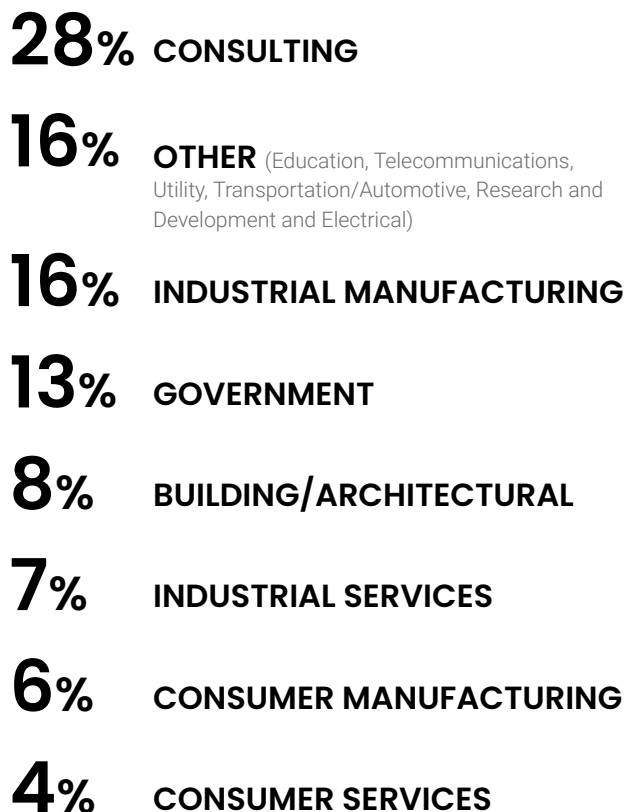


Building/Construction

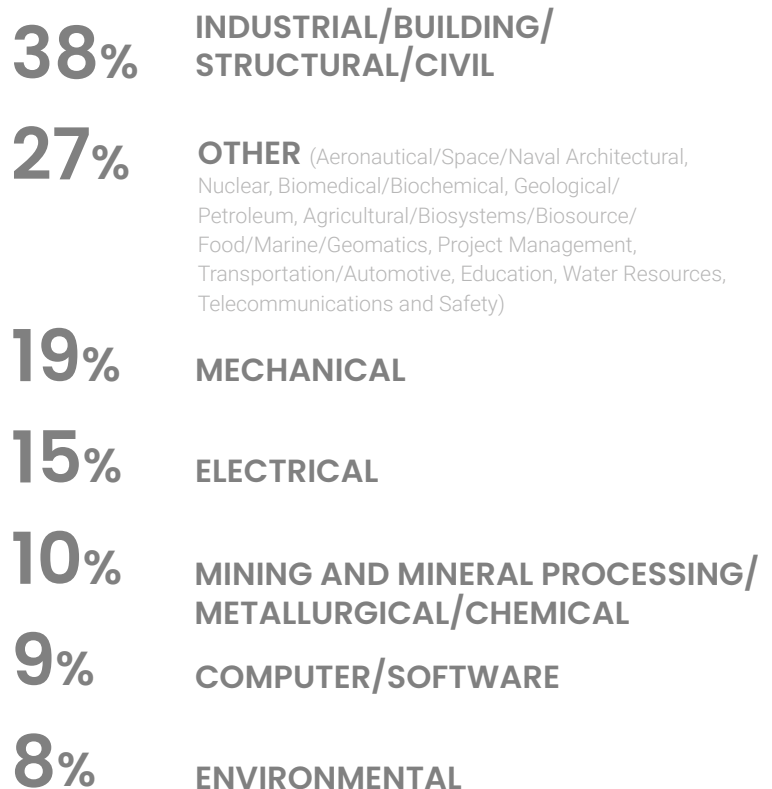
INDUSTRY SNAPSHOT

Our readers come from
every corner of the
engineering industry

Company/Organization Type:



Engineering Disciplines:



WHAT OUR READERS HAVE TO SAY

Association members
rate their professional
organization as their
top resource to reach
their professional
community and
network**

“It’s an excellent portal to what is happening
in the larger engineering sphere.”

“An excellent publication that I enjoy reading
while gaining valuable insight and information
regarding various engineering topics.”

Source: **Engineering Dimensions* 2020 Reader
Survey, **Community Brands, Industry Study:
Association Trends 2020: From Disruption to
Opportunity

WHAT WE OFFER

We tailor your campaign to one (or all) of our robust digital media channels. Companies that prioritize marketing efforts are 13x more likely to see positive ROI***

62% of B2B buyers say they can finalize their purchase selection based solely on digital content***

ALL DIGITAL



1 DIGITAL MAGAZINE ADVERTISING

Strategically positioned to maximize visibility and engagement. The ability to accommodate embedded clickable high-resolution images, audio/video pop-ups and digital overcovers.

Average time spent:
4 minutes 1 second*

2 DIGITAL INSERTS/OUTSERTS

Our digital edition provides clickable inserts, instantly driving customers to your content.

3 DIGITAL EDITION LANDING PAGE

Be at our digital readers' fingertips by showcasing your brand with a skyscraper ad at the point of entry.

Average pageviews: 254,885*

4 DIGITAL EDITION EBLAST

Build equity and increase brand visibility with a Top or Bottom Leaderboard, delivered directly into our readers' inboxes.

Average list size: 81,288*
Average open rate: 38.73%*

5 INDUSTRY PROFILE

Expand your company's brand awareness.

6 PRODUCT FILE

The perfect opportunity to highlight your products and services.

7 PROFESSIONAL DIRECTORY

Business card style ad that will highlight your brand.

8 CAREER/CLASSIFIED

Find the best candidate for your business with this targeted opportunity.

9 SPONSORSHIP PACKAGES

Showcase your brand to engineering decision-makers at PEO's Annual General Meeting and Order of Honour Awards Gala.

Sources: *Average, January - December 2021, **Forrester, ***HubSpot, ****Lucipress, Brand Consistncy,

A CONSISTENT BRAND PRESENCE ACROSS ALL PLATFORMS CAN INCREASE REVENUE BY UP TO 23%****

ENGINEERING DIMENSIONS EDITORIAL CALENDAR

Not only do readers find magazine content more trustworthy, inspiring, and life-enhancing, their engagement with ads is significantly stronger than other media.

Source: MPA Factbook 2021



JANUARY/FEBRUARY

Theme: Climate Change
Space Closing: Dec. 2, 2021
Material Closing: Dec. 10, 2021



MARCH/APRIL

Theme: Biomedical Engineering
Space Closing: Feb. 3, 2022
Material Closing: Feb. 11, 2022



MAY/JUNE

Theme: **PEO's 100th Anniversary**
Space Closing: April 7, 2022
Material Closing: April 15, 2022



JULY/AUGUST

Theme: Forensic Engineering
Space Closing: June 9, 2022
Material Closing: June 17, 2022



SEPTEMBER/OCTOBER

Theme: Indigenous Communities
Space Closing: Aug. 5, 2022
Material Closing: Aug. 15, 2022



NOVEMBER/DECEMBER

Theme: Transportation
Space Closing: Oct. 13, 2022
Material Closing: Oct. 21, 2022

Dates are subject to change

REGULAR COLUMNS

BULLETIN BOARD

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

GAZETTE

Decisions of engineering discipline and enforcement matters, and regulation changes

GOVERNANCE

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

IN COUNCIL

Coverage of decisions made by PEO's governing Council

LETTERS

Feedback from readers on *Engineering Dimensions* editorial and issues within the profession

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 who have made contributions to the profession and society through their work

REGULATION

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

VIEWPOINT

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

2022 RATES AND DATA

RATES

	1x	3x	6x
Full	\$6,500	\$5,850	\$5,525
1/2 island	\$5,525	\$4,970	\$4,695
1/2 page	\$5,200	\$4,680	\$4,420
1/3 page	\$3,575	\$3,220	\$3,040
1/4 page	\$2,925	\$2,630	\$2,485
OBC	\$8,125	\$7,315	\$6,950
IFC/IBC	\$7,800	\$7,020	\$6,670
Pop-Up Ad - Cover	\$2,615	2,355	\$2,220
Pop-Up Ad - Internal	\$2,090	\$1,985	\$1,775
Video	\$1,500	\$1,425	\$1,275

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

Inserts/outserts & digital overcovers: Rates available on request

PRODUCT FILE

	1x	3x	6x
Full-colour guide to catalogues, brochures and literature Unit size: 3.5" (w) x 2.6875" (h)	\$1,180	\$1,120	\$1,065

INDUSTRY PROFILE

	1x
1/3 horizontal, 50-75 words, plus logo and image. Unit size: 7" (w) x 2.5625" (h)	\$2,500

CAREER, CLASSIFIED & APPOINTMENT NOTICES ADVERTISING

	1x
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 positions available to a maximum of 3 advertisers per position.

DIGITAL EDITION EBLAST

	1x	3x	6x
Unit size: 530 pixels (w) x 140 pixels (h)			
Top Banner	\$1,995	\$1,895	\$1,695
Bottom Banner	\$1,695	\$1,610	\$1,440

DIMENSIONS (INCHES)

	WIDTH	DEPTH
Full Page	8.125	10.875
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	—

MECHANICAL INFORMATION

Electronic material digital files only. PDF/X-1a files are preferred.

Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CC, 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).

FILE TRANSFER Email (maximum file size of 10MB) to Crystal Himes
Email: chimes@dvtail.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.

EMAIL CONTRACTS/INSERTION ORDERS AND MATERIAL TO:

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

Website: www.dvtail.com



PUBLISHED BY






**Professional Engineers
Ontario**

Professional Engineers Ontario
40 Sheppard Avenue West, Suite 101
Toronto, ON M2N 6K9
Tel: 416.224.1100
Toll free: 1.800.339.3716



www.engineeringdimensions.ca
www.peo.on.ca

 @PEO_HQ   Professional Engineers Ontario

NATIONAL ADVERTISING SALES

DOVETAIL COMMUNICATIONS

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

www.dvtail.com
 @dvtailmags  Dovetail Communications Inc.

CONTACT US TODAY

Charlene Woron
Account Executive
cworon@dvtail.com
905-707-3509

Leesa Nacht
Account Manager
lnacht@dvtail.com
905-707-3521