



**ENGINEERING
DIMENSIONS
MEDIA KIT 2019**

THE ENGINEERING PROFESSION IS EVOLVING, AND SO IS *ENGINEERING DIMENSIONS*!

LETTER FROM THE EDITOR

In 2019, *Engineering Dimensions*—the official publication of Professional Engineers Ontario—is celebrating its 40th year. 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 has made the digital edition of *Engineering Dimensions* the default delivery method. This recent change

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*



Available in both
print and digital!

CIRCULATION:
104,988*

DIGITAL:
84,207*

PRINT:
20,781*

READERS PER COPY:
1.8**

Sources: *Updated by Publisher, April 2019,
***Engineering Dimensions* 2017 Reader Survey - Print Only



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.

READER PROFILE

An extensive and influential audience of EVERY licensed engineer in Ontario—regardless of where they work—across all industry sectors.

OUR READERS:

ARE LOYAL AND ENGAGED

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

37,062

hold a management position and of that **81%** are in a middle to senior management position

75% read most to every issue

54% are involved in the recommendation or approval process

63%

WANT MORE INFORMATION ON

Education/Professional Development

CONTINUE THEIR EDUCATION

Technical Training/Continuing Education they participate in:

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

TAKE ACTION

Top actions taken after reading an issue:



Visit a website



Discuss with a colleague



Investigate a product/service advertised or mentioned in an article



Pass the journal and/or information on to someone else



Purchase a product/service advertised or mentioned in an article

HAVE TO SAY

“I look forward to *Engineering Dimensions* every month”

“It keeps me in touch with the engineering profession”

“A great magazine I always enjoy reading”

INDUSTRY SNAPSHOT

COMPANY/ORGANIZATIONS



32%

Consulting

6%

Industrial Services

4%

Consumer Services

1%

Telecommunications

16%

Industrial Manufacturing

6%

Consumer Manufacturing

2%

Utility

1%

Energy/Power

14%

Government

6%

Building/Architectural

2%

Education

1%

Mining

9%

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



ENGINEERING DISCIPLINES

47%

Industrial/ Building/
Structural/Civil

7%

Mining & Mineral/ Metallurgical/
Chemical Engineering

23%

Mechanical

5%

Aeronautical/
Naval Architectural/Space

18%

Electrical

4%

Nuclear

12%

Software/Computer

2%

Petroleum/Geological

11%

Environmental/Forest

1%

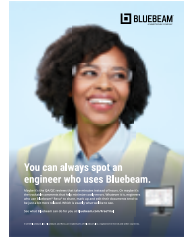
Agricultural/Biosystems/Biosource/
Food/Geomatics/Marine

ADVERTISING OPTIONS

We engage our audience across all platforms

DISPLAY ADVERTISING

Available in both print and digital editions of the magazine



CAREER/CLASSIFIED

Expanding your opportunity to find the best candidates for your business



INSERTS/OUTSERTS + COVER WRAPS

Geo-targeted opportunities for the print edition as well as clickable inserts in the digital edition



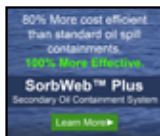
SPONSORSHIP PACKAGES

Gain exposure to engineering decision-makers at PEO's Annual General Meeting and Order of Honour Awards Gala May 3-4, 2019



PRODUCT FILE

Highlighting your products and services



DIGITAL EDITION EBLAST

Top leaderboard available



INDUSTRY PROFILE

Expanding your company's brand awareness



PROFESSIONAL DIRECTORY

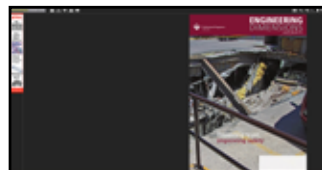
Business card style advertisement showcasing your brand



DIGITAL EDITION ADVERTISING

Skyscraper style advertisements, including:

- Embedded clickable high-resolution images
- Embedded audio/video
- Pop-ups
- Digital overcovers



60%

say they are interested in the advertising

83%

say the advertising is relevant

2019 EDITORIAL CALENDAR

JANUARY/FEBRUARY

Theme: **Infrastructure**

Space Closing:

November 23, 2018

Material Closing:

November 30, 2018

MARCH/APRIL

Theme: **Waste**

Space Closing:

January 25, 2019

Material Closing:

February 1, 2019

MAY/JUNE

Theme: **Acoustical Engineering**

Space Closing:

March 22, 2019

Material Closing:

March 29, 2019

JULY/AUGUST

Theme: **Illegal Practice**

Space Closing:

May 31, 2019

Material Closing:

June 7, 2019

SEPTEMBER/OCTOBER

Theme: **Entrepreneurship**

Space Closing:

July 25, 2019

Material Closing:

August 1, 2019

NOVEMBER/DECEMBER

Theme: **Innovation**

Space Closing:

September 20, 2019

Material Closing:

September 27, 2019

Regular Columns

AWARDS

Awards won by Ontario's professional engineers

NEWS

Current PEO events, regulatory trends and issues

DATEPAD

Calendar of professional development events 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, past and present, who have made significant 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%

agree *Engineering Dimensions* covers a broad range of relevant topics

2019 RATES 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

BLACK & WHITE RATES (GROSS)

	1X	3X	6X
Full	\$6,200	\$5,890	\$5,595
2/3 page	5,580	5,300	5,035
1/2 island	4,650	4,420	4,200
1/2 page	4,030	3,830	3,640
1/3 page	3,100	2,945	2,800
1/4 page	2,480	2,355	2,235
DPS	11,160	10,600	10,070

Special positions: 25% surcharge, space only
Inserts/outserts: Rates available on 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 \$2,785

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

Unit size: 100 pixels(w) x 600 pixels(h)
Maximum file size is 80k. Please send in JPG format.

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

*2 spots available

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@dvtail.com and chimes@dvtail.com.

FTP site: ftp.dvtail.com. Please send an email to ftp@dvtail.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@dvtail.com or Crystal Himes, 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.

Circulation: AAB audited, June 2017 circulation of 94,423 to qualified professional engineers in industry, government, private practice, retired, non-employed as well as graduate engineers not registered.


Cancellations and space changes not accepted after closing date.

MAIL, FAX OR 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

ENGINEERING DIMENSIONS

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

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

