

ENGINEERING
DIMENSIONS
MEDIA KIT
2021



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

Total Audience:

118,348

Digital:

82,386**

Print:

19,979**

Readers per copy:

1.8***

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.



Sources: *2020 Competitive Analysis,
**June 2020 Publisher's Statement,
****Engineering Dimensions* 2020
Reader Survey – Print Only

ENGINEERING DIMENSIONS

is your connection to the engineering industry.

Engineering Dimensions is the official publication of Professional Engineers Ontario, thus offering unprecedented access to EVERY licensed engineer in Ontario, across all industry sectors. As the highest-circulated engineering publication in Canada, we are a valued magazine connecting you with the trailblazers driving growth in the industry across the province.

6 Issues Annually



Available in both print and digital!



Letter From the Editor

In 2021, *Engineering Dimensions*—the official publication of Professional Engineers Ontario—is celebrating its 99th 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 improving its digital platform and the advertising opportunities that go along with it. This focus on digital 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

Engage effectively with a loyal and influential audience

Seeing the Value:

97% agree the magazine provides important information about PEO

96% agree the magazine keeps me 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

Top 5 Media Influences When Choosing a Supplier/Product:



Internet



Trade Publications



Trade Shows



E-News Alerts/
Newsletters



Direct Mail

Top Actions Taken/Plan to Take After Reading an Issue:

1. Visit a website
2. Discuss with a colleague
3. Investigate/purchase a product/service advertised or mentioned in an article
4. Pass the journal and/or information on to someone else
5. Call for more information

Technical Training/ Continuing Education Programs Readers Participate In:

- In-House Training
- Seminars/Conferences/Workshops
- Professional Development Courses
- Online Courses
- University/College Courses
- Other (Self Study/Research, Lectures/Tours/
Lunch and Learns, Reading and Webinars)

INDUSTRY SNAPSHOT

Influence the influencers in engineering



Company/Organization Type:

28%

Consulting

16%

Other
*(Education, Telecommunications,
Utility, Transportation/Automotive,
Research and Development and
Electrical)*

16%

Industrial Manufacturing

13%

Government

8%

Building/Architectural

7%

Industrial Services

6%

Consumer Manufacturing

4%

Consumer Services

Disciplines:

38% Industrial/Building/Structural/Civil

26.5% Other *(Aeronautical/Space/Naval Architectural, Nuclear,
Biomedical/Biochemical, Geological/Petroleum, Agricultural/
Biosystems/Biosource/Food/Marine/Geomatics, Project Management,
Transportation/Automotive, Education, Water Resources,
Telecommunications and Safety)*

19% Mechanical

15% Electrical

10% Mining and Mineral Processing/
Metallurgical/Chemical

9% Computer/Software

8% Environmental



MARKETING SOLUTIONS

Our multi-platform approach delivers the complete package of expertise and solutions for all budget levels.

1. Display Advertising

Available in both print and digital editions

Bonus: Print ads receive linkable ad in the digital edition.

2. Digital Edition Advertising

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

3. Inserts/Outserts + Cover Wraps

The ability to geo-target for the print edition and the digital edition provides clickable inserts, instantly driving customers to your content.

4. Digital Edition Landing Page

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

5. Digital Edition Eblast

Maximize your exposure with a Top or Bottom Leaderboard, delivered directly into our readers' inboxes.

6. Industry Profile

Expand your company's brand awareness.

7. Product File

The perfect opportunity to highlight your products and services

8. Professional Directory

Business card style ad that will highlight your brand

9. Career/Classified

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

10. Sponsorship Packages

Gain exposure to engineering decision-makers at PEO's Annual General Meeting and Order of Honour Awards Gala.



2021

EDITORIAL CALENDAR

JANUARY/FEBRUARY

Governance

Space Closing: November 20, 2020

Material Closing: November 27, 2020

MARCH/APRIL

Diversity in Engineering

Space Closing: January 25, 2021

Material Closing: January 29, 2021

MAY/JUNE

The Water Issue

Space Closing: March 25, 2021

Material Closing: April 1, 2021

JULY/AUGUST

Subterranean Engineering

Space Closing: May 27, 2021

Material Closing: June 3, 2021

SEPTEMBER/OCTOBER

The Environment

Space Closing: July 27, 2021

Material Closing: July 30, 2021

NOVEMBER/DECEMBER

Canadian-made Materials & Technologies

Space Closing: September 30, 2021

Material Closing: October 7, 2021

Dates are subject to change

REGULAR COLUMNS

Awards

Awards won by Ontario's professional engineers

Bulletin Board

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

Ethics

Series on ethics in everyday practice

Formation

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

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

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

86%

of B2B media readers have purchasing influence*

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

2021 RATE AND DATA

FOUR-COLOUR RATES

	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

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. **\$2,500**
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

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

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

Unit size: 530 pixels (w) x 140 pixels (h) **1X**
Top leaderboard **\$1,995**
Bottom leaderboard **1,695**

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: 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.

MAIL, FAX OR EMAIL CONTRACTS/INSERTION ORDERS AND MATERIAL TO: DOVETAIL COMMUNICATIONS INC.

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Where the engineering profession and advertising meet



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NATIONAL ADVERTISING SALES

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