

# ReNew

C A N A D A

The Infrastructure Renewal Magazine

## media kit 2010

### Serving Your Markets

- Municipal Revitalization
- Urban Planning
- Engineering and Architecture
- Policy and Governance
- Asset Management
- Public Works and Utilities
- Remediation and Redevelopment
- Project Finance

**ReNew Canada** is the only magazine dedicated to infrastructure in Canada and offers a unique readership untouched by other business media. To reach the influencers and decision makers in these key markets, advertise with ReNew Canada.





To inquire about submission deadlines, contact:

**Mira Shenker**

ReNew Canada Editor

**e:** mira@renewcanada.net

**t:** 416.444.5842, ext. 113

## Editorial Mandate

Founded in 2005, ReNew Canada is committed to insightful dialogue among industry leaders in the markets we serve. Key players, including influential government officials at the federal, provincial and municipal level, rely on ReNew Canada for infrastructure data, up-to-date news coverage and leading-edge ideas. Whether readers are looking for information on the design, construction, financing, operation or long-term maintenance of infrastructure, our glossy, large-format pages are a landscape where new insights and time-tested knowledge coexist.

Professionals in both the public and private sector have a unique sense of trust in the quality, breadth and exclusivity of our national coverage. Their goal is to find the right financial models, technologies and management methods to renew Canada's infrastructure. Our mission is to connect and inspire readers across all sectors of this broad industry so that they can achieve that goal.

83% of readers surveyed\*\* say they have recommended ReNew Canada to their peers.

\*\*From the ReNew Canada 2009 Readership survey, conducted from May to July 2009.

## 2010 Editorial Schedule\*

In response to the financial crisis of 2008, governments around the world have pledged to spend trillions of dollars over the next few years on infrastructure. This global infrastructure boom is changing our industry and ReNew Canada will be there to cover it.

Below is a guide to our 2010 editorial lineup. Each issue, we run our regular editorial departments, including ReThink, ReMediate, Community Profile, ReFinance and Re: The Law. Also, every edition includes a section devoted to a region within Canada, a summary of recent events and links to additional online resources. Submissions and queries are welcome. Past contributors include senior decision-makers in the public and private sectors.

### January/February

**Special Supplement:** 5th Annual Top 100 Infrastructure Projects Report

**Advances in energy:** transmission, generation and decentralization

**Transportation:** from megaprojects to road repairs

How to get your project started  
Construction trades and training  
Life-cycle costing

### March/April

**Sustainable development:** city building and planning

Green building technologies for the future

**Infrastructure adaptation:** new standards in a new climate

**Regional Focus:** Northern Canada  
Brownfield redevelopment

The new employment landscape in a changing industry  
Financing long-term maintenance

### May/June

**Subsurface infrastructure:** uncovering Canada's most costly network of assets

**Ports, airports and borders:** our most important infrastructure investments for trade

**Regional Focus:** Quebec  
Public transit systems and projects  
Waste management  
Alternative financing models

### July/August

**Asset Management:** municipal report cards

**The new frontier of infrastructure management:** new asset classes

**Regional Focus:** Atlantic Canada

**Funding Programs:** looking towards long-term maintenance of our assets  
Energy networks

### September/October

**Annual State of the Industry issue:** federal funding for infrastructure, municipal planning and management, leading-edge ideas and technologies, economic development and skilled workers

**Regional Focus:** Ontario  
Municipal funding, corporations and outcome-oriented policy  
Transportation planning

### November/December

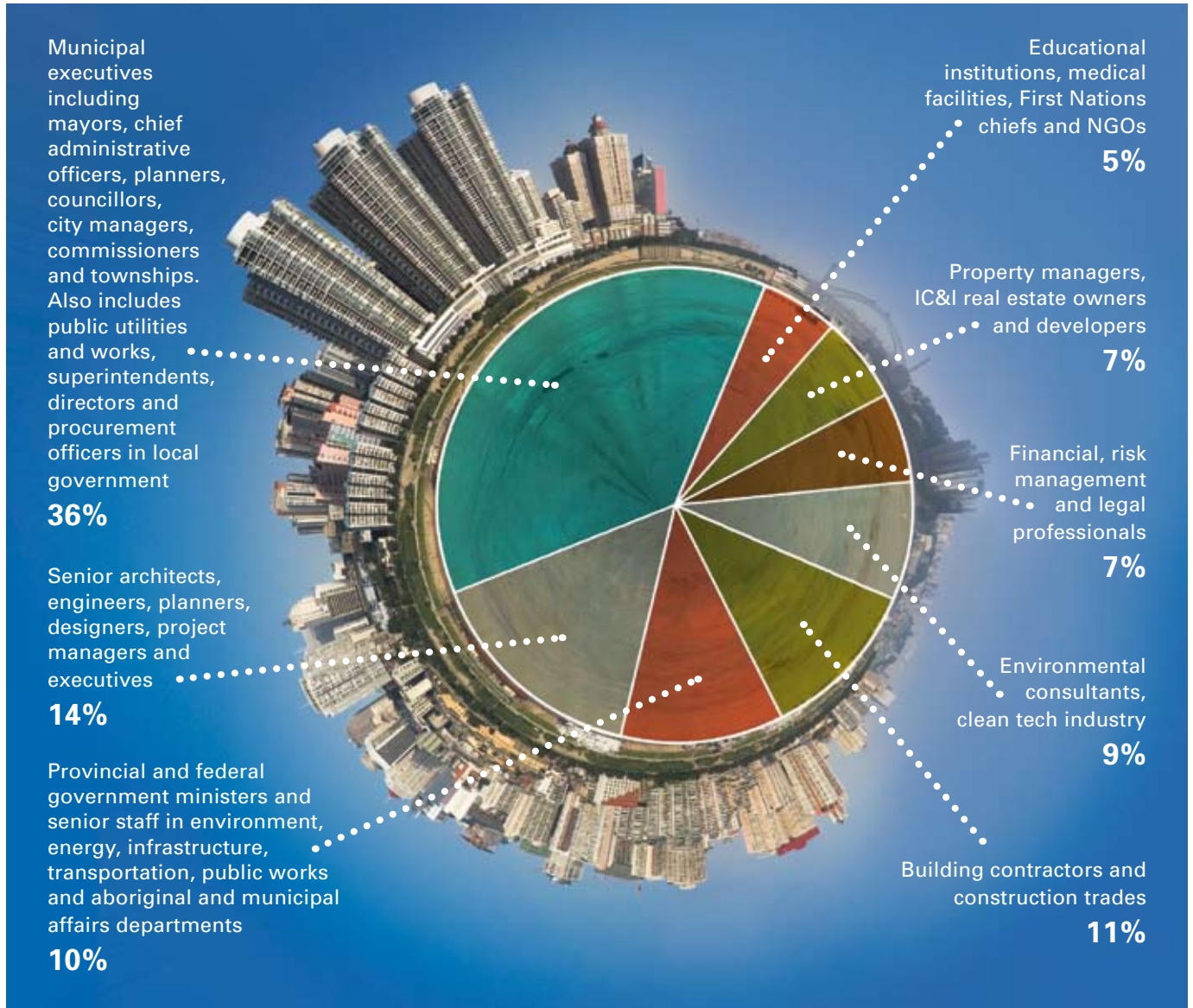
**Financing:** exploring the various models available for investing in infrastructure, including public-private partnerships, tax increment financing and user-pay

**Regional Focus:** Western Canada  
Water and wastewater infrastructure

\*Editorial lineup is subject to change.

# circulation

Every issue of ReNew Canada is read by over 30,000 people across Canada.\*



\*The ReNew Canada 2009 Readership Survey indicated an average of 3 readers per issue. Pass-along readers are readers who become familiar with a publication without the purchase of a publication. These readers are taken into account when calculating the total number of readers of a publication. – ABM



\*Publishers Claim of Circulation, Sept. 2009 – CARD Applied for CCAB Audit.

## Circulation

Yukon, Northwest Territories and Nunavut .....	51	Ontario .....	4,993	Prince Edward Island .....	34
British Columbia .....	1,264	Quebec .....	1,506	U.S. & Foreign .....	151
Alberta .....	1,045	Newfoundland .....	113	Event Distribution .....	200
Saskatchewan .....	204	Nova Scotia .....	162		
Manitoba .....	278	New Brunswick .....	182		
				<b>Total Circulation ...</b>	<b>10,052</b>

ReNew Canada's online presence makes it a leader among business publications. Our three primary web products—**ReNewCanada.net**, **ReNewsletter**, **Top100Projects.ca**—are premier sources for Canadian infrastructure news, views and project details.

ReNewCanada.net's traffic doubled in 2009—a feat we expect to repeat in 2010. ReNewCanada.net 3.0 uses innovative technologies and approaches that you simply don't see with other business magazines. In addition to our continuously updated homepage News and Event Listings, read by thousands of industry professionals every month,

we've added the ReNew Canada Blog where our editors, government and industry professionals meet to share ideas and views on Canadian and international infrastructure. The updated site was optimized with your advertising message in mind—we've added bigger ad spaces and metatags to direct interested professionals to your website.

The site is also supported by the ReNewsletter, a monthly e-newsletter delivering a collection of the best website entries and sneak peaks into upcoming issues of ReNew Canada. Reserving ad space in the ReNewsletter ensures that your message is beamed directly to our growing online readership.\*

The screenshot shows the ReNew Canada website homepage. A yellow box labeled "Leaderboard" is positioned at the top right. A large yellow box labeled "Big Box" is placed over the main content area. Several yellow boxes labeled "Square Buttons" are placed over various article thumbnails. A vertical yellow box labeled "Skyscraper" is placed on the right side of the page.

The screenshot shows the ReNewsletter email newsletter. A yellow box labeled "Leaderboard" is at the top right. A yellow box labeled "Square Button" is placed over a featured article thumbnail. Another yellow box labeled "Square Button" is placed over a smaller article thumbnail. A third yellow box labeled "Square Button" is placed over a "SPECIAL BLOG" section.

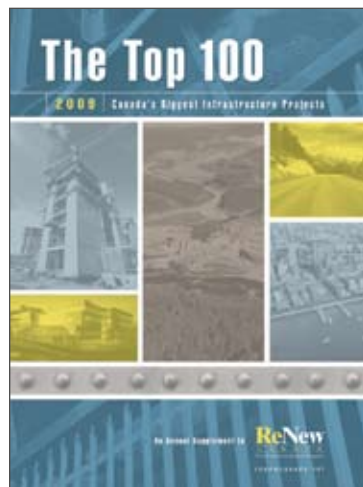
See page 8 for digital marketing rates and specs. To discuss custom packages and opportunities, contact **Todd** or **Miles** at **416-444-5842**

\*All web statistics were derived by CCAB, Google Analytics and PHLiists.

# top 100 infrastructure projects report

Every year, **ReNew Canada** puts in hundreds of hours of research to create our Top 100 Canadian Infrastructure Projects report. Packaged with our January/February issue, the Top 100 profiles the biggest projects—by dollar value—in Canada. It's an invaluable resource for those who want to

know where and how Canada's infrastructure dollars are spent and which companies are involved in each one. Top 100 is referenced by business professionals all year around. Make sure you have exposure among the biggest infrastructure projects in the country.



## New this year...

### Top100Projects.ca

has been redeveloped as a stand-alone property that is updated continuously. The site will serve as a hub for project news as well as professionals looking to connect with your company.

#### New features on the web include:

- Original, project-driven news updated by the editors of ReNew Canada and the infrastructure community.
- New search options for projects by company, province and type.
- Company listings that can be optimized to include your contact information, logo, hyperlinks and the ability to add project announcements.
- IAB standard advertising spaces.
- Podcasts.

The Top 100 infrastructure projects report in Canada received coverage in the Globe & Mail, Canada.com, National Post, Journal of Commerce, the Calgary Herald and CBC News, as well as a long list of Blogs and local news outlets.



ReNew Canada publisher was interviewed live on national news about the Top100 listing and Minister Baird's stimulus federal announcement on Jan. 26, 2009.

## Special Annual Advertising Rates

We only offer full-page advertisements in the Top 100 report. A one-year ad banner on **top100projects.ca** is included with every full page purchased. Only 15 pages are available for advertisers and ad placement is on a first come basis—book by Nov. 20, 2009 to be near your projects.

## Annual Rates

Print and Online benefits for 12 months.

Full Page .....	<b>\$3,560</b>
Back Cover .....	<b>\$4,200</b>
Active Link & Logo Online .....	<b>\$195</b>

All rates are net. Ad dimension should be built at a trim size of 8.125" x 10.875", plus 1/8" bleed.

## bundles/packages and value-add

Make the most of your marketing campaign budget—work with **ReNew Canada** to create a customized advertising bundle.

Based on our 2009 Readership survey we learned that less than half of our print readers check out **ReNewCanada.net** on a regular basis. To have your message reach all of ReNew Canada's readership and influence your company needs to dovetail your print message with your online message.

We can maximize your marketing dollars by creating bundles, **helping you get more for less.**

### Sample package 2010

- + 6 full-page full colour ads
- + 6 months square button ad on **renewcanada.net**
- + 1 square button in 6 issues of the **ReNewsletter**
- + 2 dedicated email broadcasts

Regular Rate: \$21,620

Price after bundling discount: **\$18,377**

### Build your own bundle!

Choose from the list of services below, and remember—the bigger the bundle, the bigger the discount.

- The Gold Standard**  
ReNew Canada print ads
- The Cutting Edge** Digital advertising on **ReNewCanada.net** and **ReNewsletter**
- Direct Campaigns** Dedicated e-mail campaigns to our readers
- The Big Picture** Electronic and print versions of the Top 100 Projects (see page 5)
- Geographic Distribution – Inserts and Polybags** Include your own direct marketing material within ReNew Canada and save thousands on postage and mailing house costs.

Customize your own bundle package and save.

Contact **Todd** or **Miles** at **416-444-5842**

(see page 8 for further contact details)

## industry involvement, events, supplements

**ReNew Canada** is strongly connected to our fast-growing industry. We stay connected to key players and are active participants—in print and on the ground.

**Presenters and Moderators** Our publisher and editor bring the bricks and mortar to life with dozens of speaking engagements around the world throughout the year. Last year we spoke at such diverse engagements as Americana, the Ontario Public Works Association spring workshop, the Future of Canada's Infrastructure and CNAM.



ReNew editor Mira Shenker moderates a panel at the Dow Jones Infrastructure Summit in New York in 2008.

**Industry Roundtables** Editor Mira Shenker, along with Guy Félio gathered movers and shakers to speak openly about the challenges the industry faces.



Seated (from right): **1) Mario Iacobacci**, Centre for Transportation Infrastructure, Conference Board of Canada **2) Michael Atkinson**, President, Canadian Construction Association (CCA) **3) Ric Robertshaw**, P.Eng., Canadian Public Works Association; Co-chair of the National Round Table on Sustainable Infrastructure (NRTSI) **4) Chantal Guay**, P. Eng., ing., M.Env., Chief Executive Officer, Engineers Canada **5) Andy Manahan**, Executive Director, Residential and Civil Construction Alliance of Ontario (RCCAO) **6) Andy Robinson**, P. Eng., Chair, Association of Canadian Engineering Companies **7) Reg Andres**, P.Eng., Canadian Society for Civil Engineering; Co-chair of NRTSI.

### Canadians at Work

Export Development Canada has commissioned ReNew Canada to create the Canadians at Work supplement for the last two years. The supplement looks at how Canadians are shaping the global economy through infrastructure developments across the globe.



Look for email announcements about the roster of special events and supplements we have planned in 2010.



### Top 25 Energy Projects in Canada

In June 2009, we partnered with Alberta Oil magazine to create a joint supplement looking at the most important energy projects in Canada. The cooperatively produced editorial supplement ran in both magazines—reaching over 50,000 readers nationwide.

### Active Members

ReNew Canada is proud to be members of the following organizations and in some cases our team members serve on their executive committees and board of directors:

- The Canada Green Building Council
- The Canadian Urban Institute
- Canadian Brownfields Network
- The Ontario Environment Industry Association
- Canadian Public Works Association/OPWA
- Magazines Canada



## Print Rate Card #6 Effective October 30, 2009

Ad Size	1x	3x	6x
Full Page	\$3,560	\$3,200	\$2,970
2/3 Page	\$3,050	\$2,750	\$2,495
1/2 Island	\$2,725	\$2,460	\$2,215
1/2 Page	\$2,420	\$2,170	\$1,985
1/3 Page	\$1,935	\$1,745	\$1,570
1/4 Page	\$1,500	\$1,355	\$1,225
1/6 Page	\$1,125	\$1,010	\$910

## Covers (Full Colour, 6x only) Call for availability

Outside Back Cover **\$4,200**

Inside Front/Inside Back **\$3,970**

## Digital Marketing Rates

Ad Size	Includes
Leaderboard <small>(728 x 90 pixels)</small>	\$500/month 15% off for 1 year term + ad included in every ReNewsletter
Big Box <small>(300 x 250 pixels)</small>	\$350/month 10% off for 1 year term + ad included in every ReNewsletter
Skyscraper <small>(160 x 600 pixels)</small>	\$295/month 10% off for 1 year term
Square Button <small>(125 x 125 pixels)</small>	\$200/month 5% off for 1 year term

Eblast **\$750** Released at discretion of publisher

## Advertising Deadlines

Issue	Ad Close	Art Close	Dist. Date
January/February	Nov. 20	Nov. 27	Jan. 5
March/April	Jan. 29	Feb. 5	March 2
May/June	April 1	April 9	May 4
July/August	May 28	June 4	July 3
September/October	July 30	Aug. 6	Sept. 7
November/December	Oct. 1	Oct. 8	Nov. 2

For special pricing see bundle options, page 6.

NOTE: Rates are effective October 30, 2009. All advertising rates are net. Applicable taxes are extra. All rates are based on receiving completed electronic artwork. Any size, copy, image or file modifications will be charged to the advertiser at a rate of \$60 per hour. Advertising cancellations are not accepted after issue closing date. Short rates apply to schedules not completed. E-mail, fax and verbal confirmations of advertising are binding contracts—costs are due upon receipt of invoice following each published date of magazine.

GST# 87301 2900 RT001

## Advertising Dimensions

<p><b>Full Page Bleed</b> 9.75" x 13.25"</p> <p><b>Safe Area</b> 8.25" x 11.75"</p> <p><b>Trim Size</b> 9.5" x 13"</p>	<p><b>2/3 Vert.</b> 5.375" x 12.125"</p> <p><b>1/3 Vert.</b> 2.625" x 12.125"</p>	<p><b>1/6 Vert.</b> 2.625" x 6"</p> <p><b>1/3 Sqr.</b> 5.375" x 6"</p> <p><b>1/2 Horiz.</b> 8.125" x 6"</p>	<p><b>1/4 Vert.</b> 4" x 6"</p> <p><b>1/2 Vert.</b> 4" x 12.125"</p>	<p><b>1/2 Island</b> 5.375" x 9"</p>
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## Artwork Specifications

Please provide ad art as a high quality print 300 dpi resolution pdf. Add 1/8" bleed on full page ads only. Do not add a keyline—this will be applied during layout.

Please contact Donna Endacott, art director and designer, for FTP upload information at [donna@actualmedia.ca](mailto:donna@actualmedia.ca).



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