ReNew CANADA

The Infrastructure Magazine

+ Energy
+ Transportation
+ Buildings
+ Transit

2021 MEDIA KIT

Reaching Key Influencers of Canadian Infrastructure Projects.

Photo: BBE Hydro Constructors

renewcanada.net

MAGAZINE

ReNew CANADA

2021 Editorial Calendar

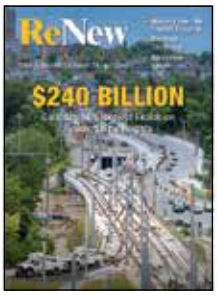
(Editorial lineup is at the discretion of the editor and is subject to change.)

JANUARY/ FEBRUARY

- Top100 Projects report analysis
- Bi-national transmission
- Health care innovation
- Electrifying the economy

ADVERTISING CLOSES: NOV 13

AD CREATIVE DUE: NOV 20



MARCH/APRIL

- Strengthening B.C.'s transportation corridors
- Mobility on demand
- Canada's broadband expansion
- Water's data crunch

ADVERTISING CLOSES: JAN 15

AD CREATIVE DUE: JAN 22

MAY/JUNE

- Alberta's LRT challenge
- Canada's deferred maintenance crisis
- Energy retrofits for existing buildings
- One year after the pandemic

ADVERTISING CLOSES: MAR 18

AD CREATIVE DUE: MAR 25

JULY/ AUGUST

- Megaproject Pipeline Report
- District energy systems
- Reinforcing Atlantic Canada's trade routes
- TransLink's path forward

ADVERTISING CLOSES: MAY 14

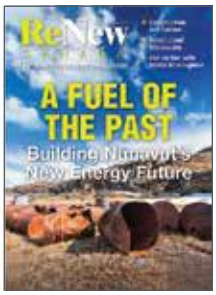
AD CREATIVE DUE: MAY 21

SEPTEMBER/ OCTOBER

- Indigenous Major Projects Report
- Microtransit solutions
- Hybrid building construction
- Roads to resources

ADVERTISING CLOSES: JUL 26

AD CREATIVE DUE: AUG 3



NOVEMBER/ DECEMBER

- Energy alternatives
- The case for high-speed rail
- Disaster-proof buildings
- Engaging private capital

ADVERTISING CLOSES: SEP 24

AD CREATIVE DUE: OCT 1

Print Advertising Rates

STANDARD	1x	3x	6x
Full Page	$3,675	$3,305	$2,975
Half Page	$2,385	$2,145	$1,935
Third Page	$2,025	$1,815	$1,635
SPECIAL	**1x**	**3x**	**6x**
Outside Cover	N/A	N/A	$4,295
Inside Cover	N/A	N/A	$3,865
Double Page Spread	$6,055	$5,455	$4,905

NOTE: All rates are effective September 1, 2020. All advertising rates are net and are based on receiving complete electronic artwork. Taxes are extra. Advertising cancellations are not accepted after issue closing date. Short rates apply to schedules not completed. GST# 87301 2900 RT001

Print Advertising Dimensions

DOUBLE PAGE SPREAD (DPS)

Bleed
19.25" x 13.25"

Trim Size
19" x 13"

Safe Area
18" x 12"

FULL PAGE

Bleed
9.75" x 13.25"

Trim Size
9.5" x 13"

Safe Area
8.25" x 11.75"

1/2 H
8.166" x 6"

1/3 SQ
5.375" x 5.875"

1/3 H
8.166" x 3.375"

Print Material Submissions

Please provide all ad art as a high quality, full colour PDF at 300 dpi resolution. There must be a minimum 1/4" safe area from the trim edge for all primary content. All content that is meant to bleed off the page must be pulled out to 1/8" from the trim edge on all four sides for DPS and FULL PAGE ads.

For questions or art submission, contact **Donna Endacott**, art director and senior designer at **donna@actualmedia.ca**

Contact **Nick Krukowski,** vice president and publisher at **416-444-5842 ext. 0101** or **nick@actualmedia.ca**

DIGITAL MEDIA

- **12,000** average monthly page views
- **4,000** average monthly unique visitors
- **3,500** e-newsletter subscribers
- **5,100** Twitter followers
- **82,000** average monthly Twitter impressions
- **2,000** average monthly LinkedIn impressions

Digital Rates

Platform	Ad Unit	Size (pixels)	Min. Mon. Impressions	Rate
ReNewCanada.net	Leaderboard	1,200 x 200	2,500/month	$1,000/month
ReNewCanada.net	Box Ad	300 x 250	1,250/month	$500/month
E-newsletter	Sponsored Story	1,000 words	3,500 recipients	$1,500/story
E-newsletter	Banner	600 x 200	3,500 recipients	$500/e-newsletter
E-newsletter	Dedicated E-blast	NA	3,500 recipients	$1,500/deployment

ReNewCanada.net
1200 x 200 Leaderboard Sample

Webinar Series: InfraIntelligence

- Online panel series via Crowdcast platform
- $10,000 'turn-key' Sponsorship

Webinars are an opportunity to:

1. Demonstrate thought leadership
2. Generate sales leads
3. Build brand visibility and awareness

Key Players and Owners Dinner

February 16, 2021

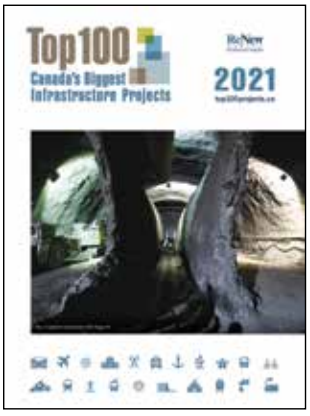
The Carlu • Toronto, Ont.

Celebrating the Biggest Infrastructure Projects in Canada

- Networking opportunity with the key influencers shaping Canada's infrastructure industry.
- Premier, Elite, Select, and Choice partnerships available.

Contact us for further information.

TOP100PROJECTS.CA/CELEBRATE



Top100 Projects Annual Report

Full page rate: $4,500

FULL PAGE
Bleed
8.375" x 11.125"
Trim Size
8.125" x 10.875"
Safe Area
7" x 10"

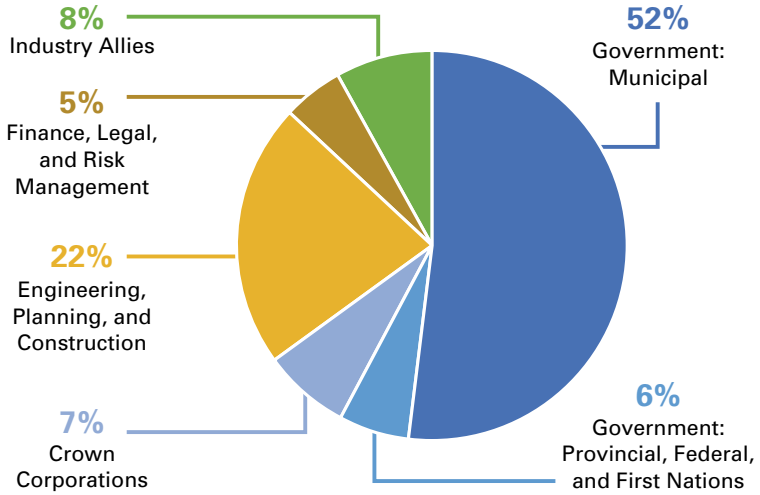
Detailed updates on Canada's biggest infrastructure projects.

- Distributed with the Jan/Feb issue of ReNew Canada magazine.
- Over $240 billion in funded projects profiled.

TOP100PROJECTS.CA

Audience & Demographics

ReNew is the voice of Canada's multi-billion dollar infrastructure industry. Our audience represents both sides of the project, including owners, and delivery teams.



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ReNewCANADA.NET

2021 ENGAGEMENT PACKAGES

ReNew CANADA

Top100 Canada's Biggest Infrastructure Projects

Engage with your target market across a variety of channels, ensuring your messaging is reaching the right audience, across the widest possible interface.

Engagement packages deliver:

- **Brand visibility** combining the impact of print, and the interactivity of digital.
- **Thought leadership** through content alignment.
- **Lead generation** through social media connectivity.

PREMIERE PARTNERSHIP (EXCLUSIVE): $33,000

(Value = $43,150. Your savings = $10,150)

- Full Page ad in 2021 Top100 Projects Report (Value = $4,500)
- 6 x Full Page ads in 2021 ReNew Canada magazine (Value = $17,850)
- 12-months Leaderboard on Top100Projects.ca (Value $18,000)
- Corporate Table for 8 in Prime location at Top100 Projects dinner (Value = $2,800)
- Introduction of keynote speaker and remarks at the Event
- Large logo on all pre-Event promotional material
- Large logo recognition on all Event welcome signage
- Logo recognition during the Top100 Projects A/V presentation
- Logo prominently displayed in dining room throughout the dinner
- Signage in cocktail reception area showcasing partner's selected project photos
- Post-Event coverage on Top100Projects.ca and Mar/Apr 2020 issue of ReNew Canada + ReNewCanada.net
- Social media leading up to and after the Event

ELITE PARTNERSHIP: $25,000

(Value = $33,610. Your savings = $8,610)

- Full Page ad in 2021 Top100 Projects Report (Value = $4,500)
- 6 x Half Page ads, or 3 x Full Page ads in 2021 ReNew Canada magazine (value = $14,310)
- 12-months Box ad (spot A) on Top100Projects.ca (Value = $12,000)
- Corporate Table for 8 in Premium location at Top100 Projects dinner (Value = $2,800)
- Medium logo on all pre-Event promotional material
- Medium logo recognition on all Event welcome signage
- Logo recognition during the Top100 Projects A/V presentation
- Signage in cocktail reception area showcasing partner's selected project photos
- Post-Event coverage on Top100Projects.ca and Mar/Apr 2021 issue of ReNew Canada + ReNewCanada.net
- Social media leading up to and after the Event

SELECT PARTNERSHIP: $15,000

(Value = $21,040. Your savings = $6,040)

- Full Page ad in 2021 Top100 Projects Report (Value = $4,500)
- 4 x Half Page ads, or 2 x Full Page ads in 2021 ReNew Canada magazine (value = $7,740)
- 12-months Box ad (spot B) on Top100Projects.ca (Value = $6,000)
- Corporate Table for 8 in Choice location at Top100 Projects dinner (Value = $2,800)
- Small logo on all pre-Event promotional material
- Small logo recognition on all Event welcome signage
- Logo recognition during the Top100 Projects A/V presentation
- Post-Event coverage on Top100Projects.ca and Mar/Apr 2021 issue of ReNew Canada + ReNewCanada.net
- Social media leading up to and after the Event

CHOICE PARTNERSHIP: $10,000

(Value = $13,300. Your savings = $3,300)

- Full Page ad in 2021 Top100 Projects Report (Value = $4,500)
- 12-months Box ad (spot B) on Top100Projects.ca (Value = $6,000)
- Corporate Table for 8 in Choice location at Top100 Projects dinner (Value = $2,800)
- Small logo on all pre-Event promotional material
- Small logo recognition on all Event welcome signage
- Logo recognition during the Top100 Projects A/V presentation
- Post-Event coverage on Top100Projects.ca and Mar/Apr 2021 issue of ReNew Canada + ReNewCanada.net
- Social media leading up to and after the Event

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