

CONSTRUCTION ECONOMIST

2023 Media Planner



Canadian Institute of
Quantity Surveyors

Institut canadien des
économistes en construction

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About CIQS

The Canadian Institute of Quantity Surveyors (CIQS) was founded and registered under the Dominion of Canada Act in November 1959. It currently represents over 2,000 national and industry professionals. The office is located in Markham, Ontario with six regional chapters representing B.C. & the Yukon, the Prairies (AB, SK, MB & NWT), ON, QC, the Maritimes (NS, NB & PEI) and Newfoundland and Labrador, which offer member events on the local level.

CIQS works on behalf of its members to promote the profession to the construction industry, its allied professions and government officials. It has developed reciprocal agreements with a variety of industry organizations and is a member of the International Cost Management Standard (ICMS). ICMS is a group of over 40 professional and not-for-profit organizations from around the world working towards global consistency in construction cost analysis.

The Magazine

Construction Economist is the official publication and voice for CIQS and is the most reliable source of information and insights focusing on the main priorities of the organization.

Construction Economist is a vital source for CIQS members, providing key industry information and analysis on the latest issues, projects, training and events. This magazine is an excellent means of communication within the industry, providing not only a forum for corporations and service organizations to interconnect, but also delivering the latest news, updates, profiles, case studies and detailed trends.



PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
Spring 2023	March 2023	January 2023
Summer 2023	June 2023	April 2023
Fall 2023	October 2023	August 2023
Winter 2023	December 2023	October 2023

READ ONLINE

Enjoy the next issue of
**CONSTRUCTION
ECONOMIST** in your
browser for free!

Click [HERE](#) for information on digital advertising. If you have any questions or concerns about your digital advertising needs, please contact your MediaEdge Sales Representative.

Why Advertise

UNPARALLELED EXPOSURE!

Construction Economist provides informative editorial content and unparalleled exposure to a widespread scope of participants across Canada. This magazine is distributed to more than 2,000 industry professionals and organizations throughout Canada, ensuring your business' message is front and centre. Advertising in this magazine is an extraordinary opportunity, providing you with direct access to a dedicated audience.

UPCOMING EVENTS

CIQS Congress
June 2023

Wrap-up
October 2023



YOUR TARGET AUDIENCE

Your company's ad will be viewed by a wide and diverse variety of readers from across the industry, including:

- Contractors
- Suppliers
- Developers
- Engineers

CONSIDER THIS:

Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.

Surveys have shown that readers opt for print publications for more intensive, thorough and in-depth reading. Magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely and intimate experience.

Advertising Rates

Cover and Premium Positions (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	4X RATE	1X RATE
Inside Back Cover*	8.375"	10.875"	\$1,595.00	\$1,709.00
Inside Front Cover*	8.375"	10.875"	\$1,595.00	\$1,709.00
Outside Back Cover*	8.375"	10.875"	\$1,709.00	\$1,819.00

* MUST have .125" of bleed

Full-Colour Rates

SIZE	WIDTH	DEPTH	4X RATE	1X RATE
Full Page trim*	8.375"	10.875"	\$1,375.00	\$1,485.00
2/3 Vertical	4.583"	9.5"	\$1,265.00	\$1,320.00
2/3 Horizontal	7"	6.333"	\$1,265.00	\$1,320.00
1/2 Horizontal	7"	4.583"	\$835.00	\$880.00
1/2 Vertical	4.583"	7"	\$835.00	\$880.00
1/2 Long Vertical	3.333"	9.5"	\$835.00	\$880.00
1/3 Horizontal	7"	3"	\$715.00	\$793.00
1/3 Vertical	2.1667"	9.5"	\$715.00	\$793.00
1/3 Square	4.583"	4.583"	\$715.00	\$793.00
1/4 Horizontal	4.583"	3.333"	\$523.00	\$550.00
1/4 Banner	7"	2.1667"	\$523.00	\$550.00
1/4 Vertical	3.333"	4.583"	\$523.00	\$550.00

* MUST have .125" of bleed

Please Note: AD Rates are Price Per Issue
 Guaranteed Position: Add 15%
 Advertising Agencies: Please add 15%
 Ad Proof Charge: \$25.00

MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH	DEPTH
LIVE AREA:	7"	9.5"
TRIM SIZE:	8.375"	10.875"
BLEED SIZE:	8.625"	11.125"



Full Page



2/3 Vertical



2/3 Horizontal



1/2 Horizontal



1/2 Vertical



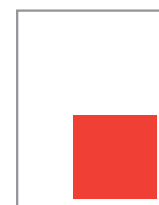
1/2 Long Vertical



1/3 Horizontal



1/3 Vertical



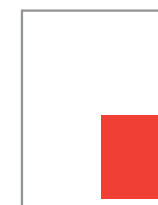
1/3 Square



1/4 Horizontal



1/4 Banner



1/4 Vertical

Production Specifications

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.