

2018 MEDIA KIT

Contracting CANADA

Delivering Over 23,000 HVAC/Refrigeration & Plumbing Contractor Buyers Across Canada Every Issue!



Canada's Most Widely Read Contractor Magazine!
Contractor Readership and Purchasing Survey in Every Issue!



Delivering your ads and product information to the Contractor Buyers you need to reach for pennies an issue!



John Zdrilich, owner Zed's Heating & Air Conditioning asks Noble counter supervisor Emilio Cano for information on products advertised in Contracting Canada magazine. Zdrilich receives Contracting Canada compliments of wholesalers like Noble.

Your ads in Contracting Canada generate sales for your products at wholesale sales counters throughout Canada!

More than 500 wholesalers with locations across Canada order **Contracting Canada** magazine with their name on the cover and provide **Contracting Canada** as a value-added service to more than 23,000 HVAC/Refrigeration, Plumbing & Hydronic heating contractor buyers who are looking to buy your products.

Contracting Canada delivers effective, low cost sales support where you need it most... The Wholesale sales counter where contractors buy their equipment, products, parts, tools, instruments and much more every day!

Canada's Best Value and Most Widely Read Magazine for Contractors Since 1999!

Contracting CANADA

**Contractor Readership
and Purchasing Survey**
included in every issue
and online!



2018 Editorial Calendar

Spring / March 2018

Features:

CMPX Toronto Show issue - Preview of the companies, products, technologies and events at Canada's largest HVAC/Refrigeration, Plumbing and Mechanical industry show March 21 - 23, 2018 at the Metro Toronto Convention Centre.

AHR 2018 EXPO - Report on the latest products, equipment, technologies and innovations from North America's largest HVAC/Refrigeration, Hydronic Heating & Mechanicals industry show Jan. 22 - 24, 2018 Chicago, IL.

Tool Test and Reviews:

Tests and performance reviews on the latest cordless, corded and hand tools used by professional contractors.

Plumbing - The latest products, trends and innovations for the Kitchen & Bath

IAQ - The latest innovations in Indoor air quality products and technologies are profiled

Departments:

- New Products, Tools & Instruments are profiled; Installation Profiles; Tech Tips; Customer Service and Business Management Tips; Wholesale/Distributor and Industry News; Training Calendar and more.

> **Contractor Readership & Purchasing Survey**

Closings:

Advertising space reservations close: **February 16th.**

Advertising materials required by: **February 23th.**



**Contracting
CANADA**

Editorial contact: Don Beaulieu
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114 Donjon Blvd., Port Dover Ontario Canada N0A 1N7
www.contractingcanada.com

Summer / June 2018

Features:

- Focus on Air Conditioning & Refrigeration installation & Service
- Refrigerant Leak Detection techniques and products
- Indoor Air Quality solutions

Tool Test and Reviews:

Tests and performance reviews on the latest cordless, corded and hand tools used by professional contractors.

Plumbing - The latest products, trends and innovations for the Kitchen & Bath

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> **Contractor Readership & Purchasing Survey**

Closings:

Advertising space reservations close: **May 18th**

Advertising materials required by: **May 25th**

Fall / Winter October 2018

Features:

Heating -

- Innovations for space heating; domestic hot water are profiled
- The latest Instruments for Combustion Testing and Analysis

Tool Test and Reviews:

Tests and performance reviews on the latest cordless, corded and hand tools used by professional contractors.

Plumbing - The latest products, trends and innovations for the Kitchen & Bath

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> **Contractor Readership & Purchasing Survey**

Closings:

Advertising space reservations close: **October 19th**

Advertising materials required by: **October 26th**

CONTRACTING CANADA MAGAZINE 2018 ADVERTISING RATES

Rate card #20 effective Spring/March 2018 issue.

SIZE	RATE PER INSERTION			
	1x B&W	1x Full Colour	3x B&W	3x Full Colour
Full page	\$4,395	\$5,595	\$4,295	\$5,395
2/3	\$3,495	\$4,695	\$3,295	\$4,495
1/2	\$2,695	\$3,875	\$2,495	\$3,745
1/3	\$1,795	\$2,895	\$1,695	\$2,695
1/4	\$1,195	\$1,995	\$1,095	\$1,895
1/6	\$ 845	\$1,295	\$ 755	\$1,255
1/8	\$ 645	\$ 895	\$ 625	\$ 795

Spot colour:

Standard process colour per ad	\$675
PMS match colour per ad	\$745
Metallic colour per ad	\$845

Brochure inserts (supplied):

Single page printed on one or both sides . .	\$219 per thousand brochures or .21 cents per piece
4 pages	\$299 per thousand brochures or .29 cents per piece
8 pages	\$349 per thousand brochures or .34 cents per piece
16 pages	\$479 per thousand brochures or .47 cents per piece

Note: Brochure insert bindery/stitching rates are \$65 per thousand. Rates for tip-on using a removable glue strip are \$89 per thousand. Hand insertion or blown in rate \$55 per thousand. Bindery and tip-on insert charges are in addition to inserts cost and are non-commissionable.

For brochures and catalogues larger than 16 pages please contact the publisher for quotation. Heavier paper stock may increase brochure insert rates.

Classified ads \$89 per column inch

CONTRACTING CANADA MAGAZINE 2018 ISSUE SCHEDULE AND CLOSING DATES:

Spring / March

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Summer / June:

- Focus on Air Conditioning, Refrigeration installation & Service
- Refrigerant Leak Detection techniques and products
- Indoor Air Quality solutions

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Fall/Winter / November:

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The latest Instruments for Combustion Testing and Analysis

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Advertising materials required by October 26th

ADVERTISING SPECIFICATIONS:

Magazine trim size	8 1/8" x 10 7/8"
Full page bleed size	8 3/8" x 11 1/4"
Full non bleed page size	7 x 10"
Double page spread bleed	16 3/4" x 11 1/4"
Double page spread trim	16 1/4" x 10 7/8"

FRACTIONAL SIZE ADS	WIDE	DEEP
2/3 page vertical	4 1/2"	10"
2/3 page horizontal	7"	6 1/2"
1/2 page island	4 1/2"	7 1/2"
1/2 page vertical	3 3/8"	10"
1/2 page horizontal	7"	4 7/8"
1/3 page square	4 1/2"	4 7/8"
1/3 page vertical	2 1/8"	10"
1/3 page horizontal	7"	3 1/4"
1/4 page vertical	3 3/8"	4 7/8"
1/4 page horizontal	4 1/2"	3 1/2"
1/6 page vertical	2 1/8"	4 7/8"
1/6 page horizontal	4 1/2"	2 1/4"
1/8 page horizontal	3 3/8"	2 1/4"
1/10 page horizontal	3 3/8"	1 3/4"

ADVERTISING MATERIALS:

Advertising materials requested as Press Ready PDF (preferred), current Adobe InDesign, Adobe Photoshop (.eps or .tiff), Adobe Illustrator (.eps), in MAC or PC format. Native files required include fonts, images, logos and colour match print. The Publisher cannot be held responsible for colour inaccuracies where a press colour match print was not provided.

FTP information available upon request.

For sending ad materials please contact the Publisher

Tel: 905-569-2777

Email: don@contractingcanada.com

ADVERTISING RATES, TERMS & CONDITIONS:

Payment is due upon receipt of invoice unless otherwise specified by publisher.

COVER RATES & SPECIAL POSITIONS:

Front cover: Contact publisher for availability	
Inside front cover:	25% premium on space only
Inside back cover:	20% premium on space only
Outside back cover:	30% premium on space only
Special positions:	15% premium on space

REGIONAL ADVERTISING & SPLIT RUNS:

Rates calculated on a cost per thousand basis. Please contact the publisher for quota tion.

CONTRACT AND COPY CONDITIONS:

1. On this contract the advertiser agrees to protect the publisher against legal claims or actions resulting from false or libelous statements or unauthorized use of photographs or materials in connection with advertisements placed with Contracting Canada magazine.
2. Advertising content is subject to the approval of the publisher.
3. The word "Advertisement" will be placed above advertising which in the publishers opinion resembles magazine editorial.
4. Advertising production costs incurred on behalf of the advertiser will be charged to the advertiser.
5. Cancellation of advertising insertion will not be accepted after space reservation closing date for issue.
6. Advertiser and advertising agency agree that Contracting Canada magazine shall be under no liability for failure to insert any advertisement.
7. Publisher will not be liable for material uncalled for beyond one year from last use.
8. Publisher will not be bound by any terms or conditions, printed or otherwise stated on advertising insertion orders, contracts or instructions when such conflict with policies stated on this rate card.
9. The advertiser and the advertising agency assume joint liability and responsibility for payment of all advertising placed via the agency, should one or the other cease business.



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