

# ENGINEERING DIMENSIONS

MEDIA KIT 2023

# ABOUT US

An Invaluable Resource to the Highly Engaged Engineering Industry

As the official publication of Ontario's engineering regulator, Professional Engineers Ontario (PEO), *Engineering Dimensions* provides direct access to EVERY licensed engineer across all industry sectors in the province. What was originally *The Professional Engineer*, a quarterly bulletin first published in May of 1934, is now the go-to resource for industry professionals across Ontario.



We are **TRUSTED**.  
We are **VALUED**.  
We are **RELEVANT**.

<b>CIRCULATION</b> <b>100,763*</b>	<b>ISSUES</b> <b>4 ANNUALLY</b>	<b>FORMAT</b> <b>DIGITAL</b>
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## LETTER FROM THE EDITOR

Welcome to *Engineering Dimensions*, the flagship publication of Ontario's engineering regulator and your connection to all licensed professional engineers in the province. Through the magazine, our subscriber base—who are employed in a variety of sectors and disciplines—are given the inside scoop on current developments, innovations and trends driving the industry today as well as essential information related to the legal, regulatory and ethical aspects of the profession.

This year, we're doubling down on our communication efforts by shifting the frequency of *Engineering Dimensions* to four larger issues, allowing us to provide superior content to our audience with greater emphasis on quality over quantity. As you'll see in the following pages, our priority this year is in headlining the evolution of engineering licensing and advancements in professional development for our readers. I hope you'll join me in celebrating the successes of engineering professionals, who are at the forefront of growth in Ontario and creating solutions that drive our world forward.



**Nicole Axworthy**  
Editor, *Engineering Dimensions*



Published by:



**Professional Engineers**  
Ontario

Established on June 14, 1922, Professional Engineers Ontario (PEO) is the licensing and regulating body for professional engineering in the province.

Source: \*June 2022 Publisher's Statement

# MEET OUR READERS

Leaders in Engineering






## Engaged

<p><b>96%</b></p> <p>agree the magazine keeps them up-to-date/well informed on the engineering profession</p>	<p><b>79%</b></p> <p>of readers rarely/never read competitive magazines</p>	<p>Nearly <b>50%</b> spend an <b>hour+</b> reading each issue of the magazine</p>	<p><b>82%</b></p> <p>say the advertising in the magazine is relevant</p>
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## Decision-makers

**80%** hold a senior/middle management position






### TOP ACTIONS:

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






## Purchasers

**65%** of readers say trade publications influence their decision when choosing a supplier/product

### TOP PRODUCTS OUR READERS ARE INVOLVED IN SELECTING/PURCHASING:

-  CAD software
-  Computing systems/hardware/business software
-  Pumps and valves
-  Testing and certification services
-  Building/construction

**Educated** Technical training/continuing education programs readers participate in:

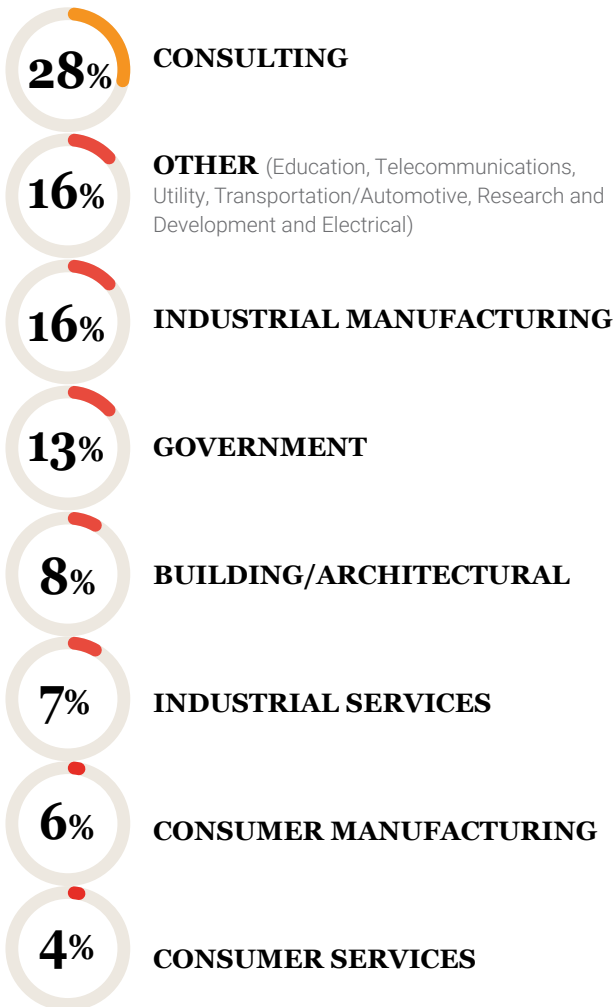
-  In-house training
-  Seminars/conferences/workshops
-  Professional development courses
-  Online courses
-  University/college courses



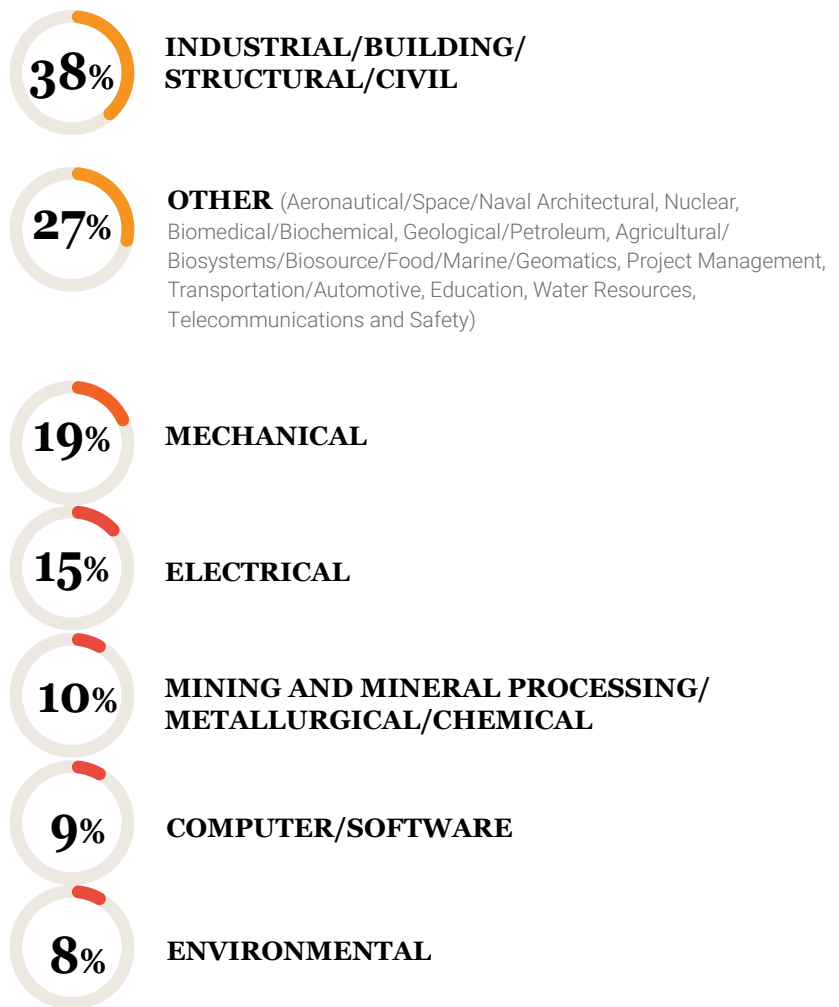
# THE INDUSTRY

Engineering Dimensions  
Touches All Facets of the  
Engineering Universe

## Company/Organization Type\*



## Engineering Disciplines\*



## WHAT OUR READERS HAVE TO SAY\*

"An excellent publication that I enjoy reading while gaining valuable insight and information regarding various engineering topics."

"I read every issue for relevant information about the profession and its evolution."

"I've received the magazine for almost 40 years, and I find it is relevant to what I do and represents a broad perspective of engineering."

"I love sitting down and reading cover to cover."



## A Thriving and Essential Industry

The market size of engineering services in Canada is **\$36 billion\*\***

Their expertise is vital in a wide range of industries

Their innovation provides solutions to problems and create new technologies to advance society

In-demand all year round – especially high in new construction and infrastructure projects\*\*\*

Sources: \*Engineering Dimensions 2020 Reader Survey, \*\*Engineering Services in Canada – Market Research Report, IBISWorld, \*\*\*Randstad, Best Engineering Jobs 2022

# ALL DIGITAL OFFERINGS

Extend Your Brand Message with Multi-Platform Opportunities Connecting Your Brand with Our Engaged Community



## 1 DIGITAL MAGAZINE ADVERTISING

Purposefully positioned to maximize visibility and engagement PLUS the ability to embed clickable high-resolution images, audio/video pop-ups and digital overcovers.

**Average time spent: 4 minutes 12 seconds\***

## 2 INDUSTRY PROFILE

Increase your company's exposure to a highly qualified audience.

## 3 PRODUCT PROFILE

The perfect opportunity to highlight your products and services.

## 4 DIGITAL INSERTS/OUTSERTS

Our digital edition provides clickable inserts, instantly driving customers to your content.

## 5 PROFESSIONAL DIRECTORY

Business card style ad that will showcase your brand.

## 6 DIGITAL EDITION LANDING PAGE

Be at our readers' fingertips by amplifying your brand with a skyscraper ad at the point of entry.

**Average pageviews: 254,143\***

## 7 CAREER/CLASSIFIED

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

## 8 DIGITAL EDITION EBLAST

Increase brand visibility by delivering your brand directly to the inboxes of our readers with a Top or Bottom Leaderboard.

**Average list size: 91,052\***

**Average open rate: 40.76%\***

## 9 SPONSORSHIP PACKAGES

Place your brand in front of engineering decision makers at PEO's Annual General Meeting and Order of Honour Awards Gala.

Sources: \*Average, January - August 2022, \*\*Lucipress, Brand Consistency

COMPANIES THAT FOCUS ON MAINTAINING BRAND CONSISTENCY ACROSS ALL CHANNELS HAVE SEEN AN AVERAGE GROWTH OF 33%.\*\*

# EDITORIAL CALENDAR



## WINTER 2023

**Launch: January 10, 2023**

**Theme: Continuing Professional Development**  
An in-depth look at the new mandatory CPD program

**Space Closing: December 9, 2022**

**Material Closing: December 12, 2022**



## SPRING 2023

**Launch: April 11, 2023**

**Theme: Governance**  
Featuring Council improvements and updates

**Space Closing: March 6, 2023**

**Material Closing: March 13, 2023**



## SUMMER 2023

**Launch: July 10, 2023**

**Theme: Professional Practice**  
Featuring practitioner guidelines and resources

**Space Closing: June 6, 2023**

**Material Closing: June 12, 2023**



## FALL 2023

**Launch: October 10, 2023**

**Theme: Licensing**  
An inside look at changes to the licensing process and impact of FARPACTA legislation

**Space Closing: September 5, 2023**

**Material Closing: September 11, 2023**

## REGULAR COLUMNS

### BULLETIN BOARD

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

### GAZETTE

Decisions of engineering discipline, enforcement matters and regulation changes

### GOVERNANCE

A series of articles on aspects of PEO governance and best practices for governance of regulatory bodies

### IN COUNCIL

Coverage of decisions made by PEO's governing Council

### LETTERS

Feedback from readers on *Engineering Dimensions* editorial and issues within the profession

### 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

*Dates are subject to change*

## WHAT OUR READERS HAVE TO SAY

"It is a good source of information to keep up to date on the latest regulations governing licensed engineers."

"*Engineering Dimensions* is a great way to give engineers the latest news in the industry."

Source: *Engineering Dimensions* 2020 Reader Survey

# 2023 RATES AND DATA

## RATES

	1x	2x	3x	4x
Full	\$6,500	\$6,175	\$5,865	\$5,575
1/2 island	\$5,525	\$5,250	\$4,985	\$4,735
1/2 page	\$5,200	\$4,940	\$4,695	\$4,460
1/3 page	\$3,575	\$3,395	\$3,225	\$3,065
1/4 page	\$2,925	\$2,780	\$2,640	\$2,510
OBC	\$8,125	\$7,730	\$7,335	\$6,965
IFC/IBC	\$7,800	\$7,410	\$7,040	\$6,690
Pop-Up Ad - Cover	\$2,615	\$2,485	\$2,360	\$2,240
Pop-Up Ad - Internal	\$2,090	\$1,985	\$1,885	\$1,285
Video	\$1,500	\$1,425	\$1,355	\$1,285

Covers are non-cancellable, full-page, four-colour process  
Special positions: 25% surcharge, space only

Inserts/outserts & digital overcovers: Rates available on request

## PRODUCT FILE

	1x	2x	3x	4x
	\$1,180	\$1,121	\$1,065	\$1,010

Full-colour guide to catalogues, brochures and literature  
Unit size: 3.5" (w) x 2.6875" (h)

## DIGITAL EDITION LANDING PAGE

	1x	2x	3x	4x
	\$1,290	\$1,225	\$1,165	\$1,105

## DIGITAL EDITION EBLAST

	1x	2x	3x	4x
Top Banner	\$1,995	\$1,895	\$1,800	\$1,710
Bottom Banner	\$1,695	\$1,610	\$1,530	\$1,455

## DIMENSIONS (INCHES)

## WIDTH DEPTH

Full Page	8.125	10.875
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	—

## MECHANICAL INFORMATION

Electronic material digital files only. PDF/X-1a files are preferred.

Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CC, 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).

FILE TRANSFER Email (maximum file size of 10MB) to Crystal Himes  
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**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.**



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