2024 Media Kit
Your Connection to All Licensed Professional Engineers in Ontario.

We are TRUSTED.
We are VALUED.
We are RELEVANT.
ABOUT US

Reach the Whole Engineering Community at Once

ENGINEERING DIMENSIONS

Engineering Dimensions, the official publication of Professional Engineers Ontario (PEO), has been your gateway to every PEO-licensed professional engineer across the province for more than 40 years.

Create meaningful connections with your target audience today!

Letter from the Editor

Welcome to Engineering Dimensions, the flagship publication of Ontario’s engineering regulator and your connection to all the province’s licensed professional engineers. Through the magazine, our subscribers 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 covering a variety of topics within our pages, including continuing professional development, municipal engineering, undergraduate engineering program accreditation, and PEO’s tribunals and stakeholder engagement. I hope you’ll join me in celebrating the successes of not just PEO as an engineering regulator but also the work of engineering professionals, who are at the forefront of solutions that drive society forward.

Nicole Axworthy
Editor, Engineering Dimensions

105,234*
Circulation

Digital Format

4x annually
Issues

Published by

Professional Engineers Ontario

Under the authority of the Professional Engineers Act, PEO governs over 90,000 licence and certificate holders and regulates professional engineering in Ontario to protect the public interest

Source: *June 2023 Publisher’s Statement
AUDIENCE PROFILE
Unique Access to Decision-Makers and Leaders

DEVOTED AND ENGAGED
79% of readers rarely/never read competitive magazines
Nearly 50% spend an hour+ reading each issue of the magazine

INFORMED
96% agree the magazine keeps them up to date/well-informed on the engineering profession

Technical Training/Continuing Education Programs Readers Participate In:

- 51% In-House Training
- 49% Seminars/Conferences/Workshops
- 40% Professional Development Courses
- 39% Online Courses
- 12% University/College Courses
- 3% Other (Self Study/Research, Lectures/Tours/Lunch and Learns, Reading and Webinars)

ACTIONABLE
Top Actions Taken After Reading an Issue

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

PURCHASING
Top 5 Products Readers Have Selecting/Purchasing Involvement In:

1. CAD Software
2. Computing Systems/Hardware
3. Other Business Software
4. Pumps and Valves
5. Testing & Certification Services

Sources: Engineering Dimensions 2020 Reader Survey
INDUSTRY LANDSCAPE

Reach an Extensive Engineering Audience – From One End of the Industry to the Other

**COMPANY/ORGANIZATION TYPE***

- Consulting: 28%
- Other: 16%
- Industrial/Building/Structural/Civil: 16%
- Government: 13%
- Building/Architectural: 8%
- Industrial Services: 7%
- Consumer Manufacturing: 6%
- Consumer Services: 4%

**ENGINEERING DISCIPLINES***

- Industrial/Building/Structural/Civil: 38%
- Other (Aeronautical/Space/Naval Architectural, Nuclear, Biomedical/Biochemical, Geological/Petroleum, Agricultural/Biosystems/Biosource/Food/Marine/Geomatics, Project Management, Transportation/Automotive, Education, Water Resources, Telecommunications and Safety): 27%
- Mechanical: 19%
- Electrical: 15%
- Mining and Mineral Processing/Metallurgical/Chemical: 10%
- Computer/Software: 9%
- Environmental: 8%

**ESSENTIAL AND IN-DEMAND INDUSTRY**

- Engineering services are within the top 10 in-demand jobs in Canada for 2022-23.**
- Post-secondary institutions are granting an increasing number of engineering degrees to Canadian and international students, to meet growing supply requirements.***
- Many industries that are essential to the economic growth of the country, such as construction, mining, telecommunications, and manufacturing, depend on innovative engineering thinking.****
- Evolving technologies will continue to advance the engineering industry for years to come.*****
DIGITAL PLATFORMS

Our Robust Network of Digital Offerings Were Designed with Advertisers Top of Mind

- **DIGITAL MAGAZINE ADVERTISING**
  Strategically positioned to maximize exposure and engagement PLUS features the ability to embed clickable high-resolution images, audio/video pop-ups and digital overcovers.

- **INDUSTRY PROFILE**
  Create essential connections to a highly qualified audience.

- **PRODUCT PROFILE**
  The perfect opportunity to highlight your products and services.

- **DIGITAL EDITION LANDING PAGE**
  Be at our readers’ fingertips with a skyscraper ad at the point of entry. 
  Average Pageviews: 360,209*

- **CAREER/CLASSIFIEDS**
  Find the best candidate for your business with this targeted opportunity.

- **DIGITAL INSERTS/OUTSERTS**
  Our digital edition provides clickable inserts, directing customers instantly to your content.

- **PROFESSIONAL DIRECTORY**
  The business card-style ad will showcase your brand and generate qualified leads.

- **DIGITAL EDITION EBLAST**
  Drive unmatched audience engagement by delivering your brand directly to our readers’ inboxes with a Top or Bottom Leaderboard. 
  Average List Size: 94,522**
  Average Open Rate: 45.26%**

Sources: *Average, January - July 2023, **Average, January - December 2022
EDITORIAL CALENDAR

WINTER 2024

Theme: Continuing Professional Development
Covering what’s new for Year 2 of PEO’s mandatory CPD program, PEAK, and featuring five famous P.Engs past and present.

Space Closing: December 8, 2023
Material Closing: December 12, 2023

SUMMER 2024

Theme: Tribunals
Examining how PEO’s tribunals work, and profiling PEO’s new president for the 2024-2025 Council term.

Space Closing: June 5, 2024
Material Closing: June 11, 2024

SPRING 2024

Theme: Limited Licence
Exploring what it means to apply for and hold a limited licence as an alternative to the P.Eng., and featuring the work of municipal engineers in upholding the public safety standards of professional engineering.

Space Closing: March 8, 2024
Material Closing: March 13, 2024

FALL 2024

Theme: Stakeholder Engagement
Exploring PEO’s goal to refresh its vision to ensure all stakeholders see relevance and value in the regulator’s work, and featuring Engineers Canada’s work in accrediting undergraduate engineering programs.

Space Closing: September 5, 2024
Material Closing: September 11, 2024

REGULAR COLUMNS

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

GAZETTE
Decisions of engineering discipline and 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

VIEWPOINT
A forum for engineers to air their views on issues affecting the profession
## 2024 RATES & DATA

### RATES

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Email contracts/insertion orders and material to:

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