



ENGINEERING DIMENSIONS

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.

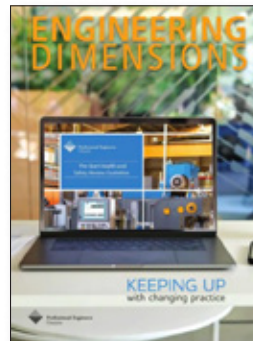
Create meaningful connections with your target audience today!

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.

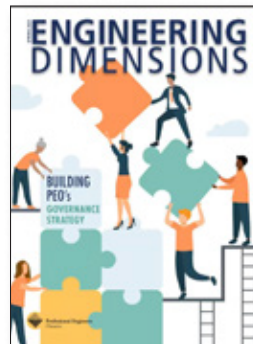
This year, we're covering a variety of topics within our pages, including continuing professional development, municipal engineering, undergraduate engineering program accreditation, and PEO's tribunals and stakeholder engagement. I hope you'll join me in celebrating the successes of not just PEO as 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



82% of readers say the
advertising in the
magazine is relevant

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)

65% are influenced by
trade publications
when choosing a
supplier/product

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

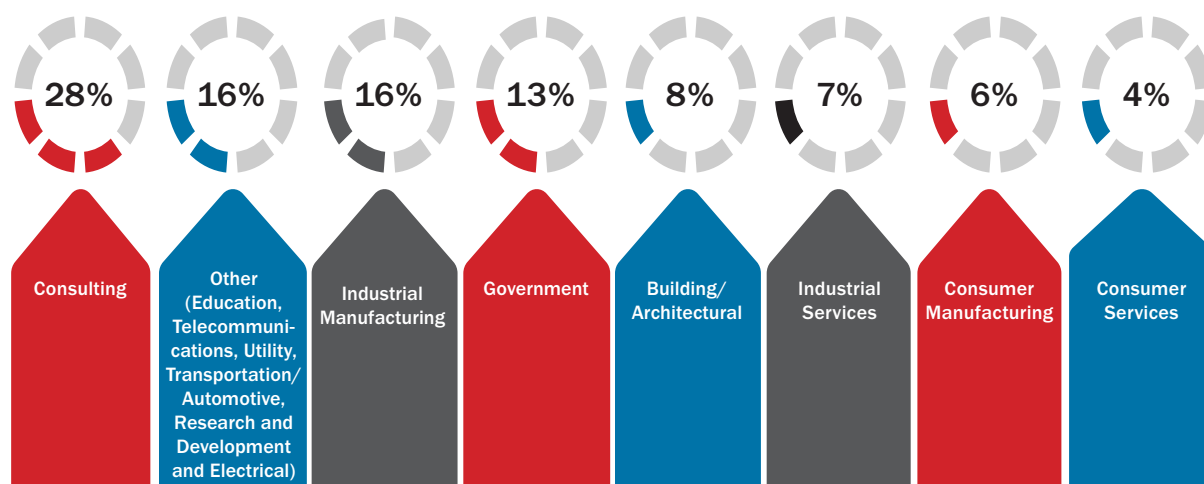


5. Testing & Certification Services

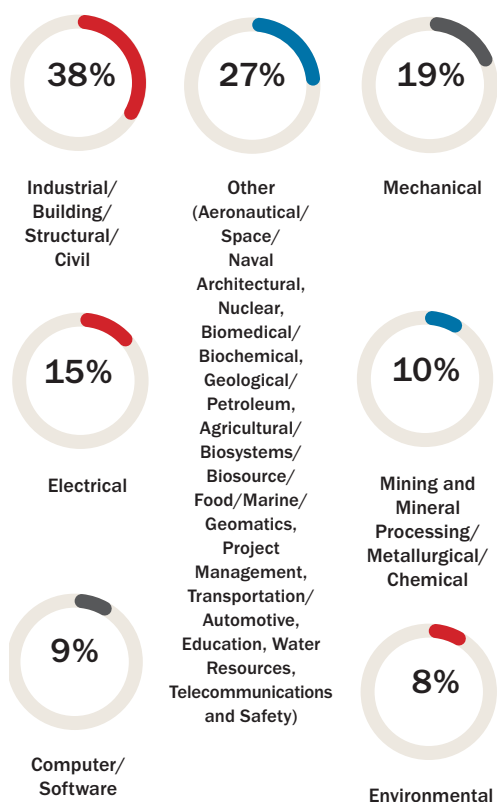
INDUSTRY LANDSCAPE

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

COMPANY/ORGANIZATION TYPE*



ENGINEERING DISCIPLINES*



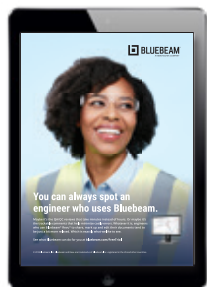
ESSENTIAL AND IN-DEMAND INDUSTRY

- 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.*****

Sources: **Engineering Dimensions* 2020 Reader Survey, **Agilus, Top 10 in-demand jobs in Canada in 2022-23, ***Engineers Canada, Labour Market Report, ****Engineers Canada, The Role of Engineers in Canada's Long-Term Economic Recovery, *****Randstad, Emerging Engineering Job Trends to Keep an Eye On in 2023

DIGITAL PLATFORMS

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



Average Time
Spent: 4 minutes
12 seconds**

► 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.

► DIGITAL EDITION LANDING PAGE

Be at our readers' fingertips with a skyscraper ad at the point of entry.

Average Pageviews: 360,209*



► INDUSTRY PROFILE

Create essential connections to a highly qualified audience.



► PRODUCT PROFILE

The perfect opportunity to highlight your products and services.

► 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



► 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%**



► PROFESSIONAL DIRECTORY

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

ENGINEERING DIMENSIONS 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 PEngs past and present.

Space Closing:
December 8, 2023

Material Closing:
December 12, 2023



SPRING 2024

Theme: Limited Licence

Exploring what it means to apply for and hold a limited licence as an alternative to the PEng., 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



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



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

Dates are subject to change

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

	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).

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DOVETAIL COMMUNICATIONS INC.
205 Riviera Drive, Unit 1
Markham, ON L3R 5J8
Tel: 905.886.6640
Fax: 905.886.6615
Email: engdim@dvtail.com
Website: www.dvtail.com

PUBLISHED BY



**Professional Engineers
Ontario**

Professional Engineers Ontario
40 Sheppard Avenue West, Suite 101
Toronto, ON M2N 6K9
Tel: 416.224.1100
Toll free: 1.800.339.3716

www.engineeringdimensions.ca
www.peo.on.ca

@PEO_HQ Professional Engineers Ontario

NATIONAL ADVERTISING SALES

DOVETAIL
COMMUNICATIONS

Dovetail Communications Inc.
205 Riviera Drive, Unit 1
Markham, ON L3R 5J8
Tel: 905.886.6640
Fax: 905.886.6615
Email: engdim@dvtail.com

www.dvtail.com
 @dvtailmags Dovetail Communications Inc.

CONTACT US TODAY

Vince Naccarato
Senior Account Executive
vnaccarato@dvtail.com
905.886.6640 ext. 309