

ENGINEERING DIMENSIONS

2025 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

THE MAGAZINE

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!

PUBLISHER



**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.

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.

Following a two-year stint as a digital-only publication, we are returning to a hybrid format by offering both print and digital versions so that we are more accessible to our readership. This year, we're covering a variety of topics within our pages, including continuing professional development, artificial intelligence, aerospace engineering and PEO's certificate of authorization. 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*



ABOUT US

OUR REACH

105,234

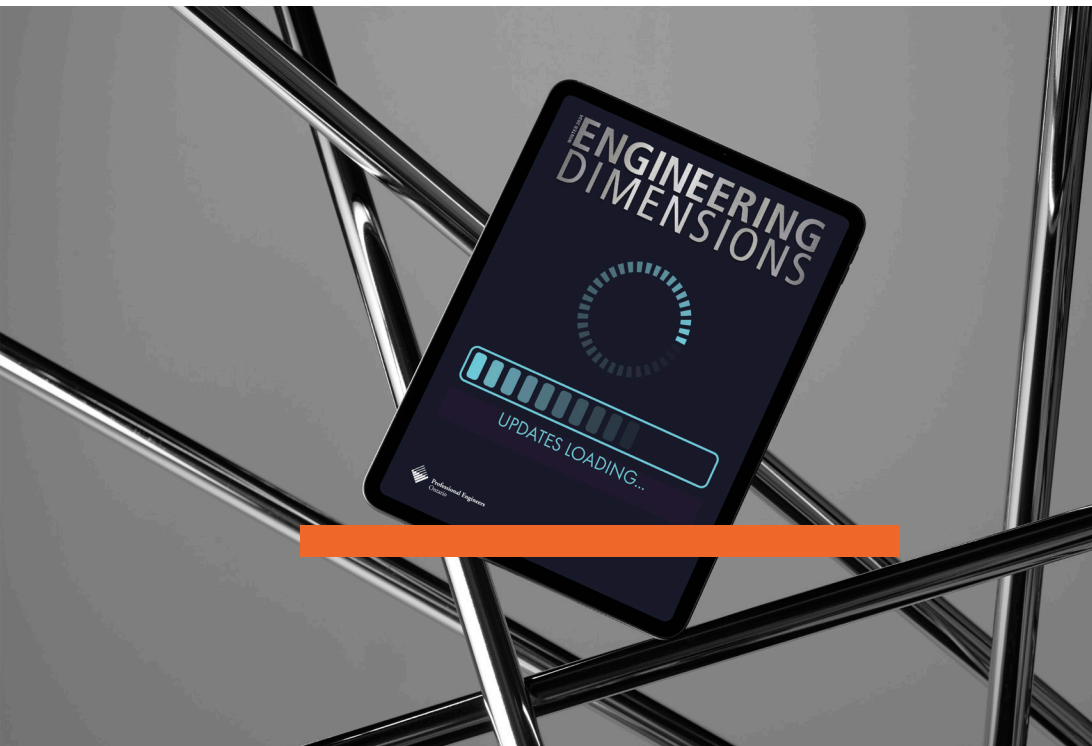
Circulation

Digital & Print

Format

4x annually

Issues



Source: June 2023 Publisher's Statement

AUDIENCE PROFILE

Unique Access to Decision-Makers and Leaders

DEVOTED & ENGAGED

79% of readers rarely/never read competitive magazines

Nearly **50%** of readers spend an hour+ reading each issue of the magazine

INFORMED

96% of readers 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 & Webinars)

ACTIONABLE

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






TOP ACTIONS TAKEN AFTER READING AN ISSUE

-  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

PURCHASING

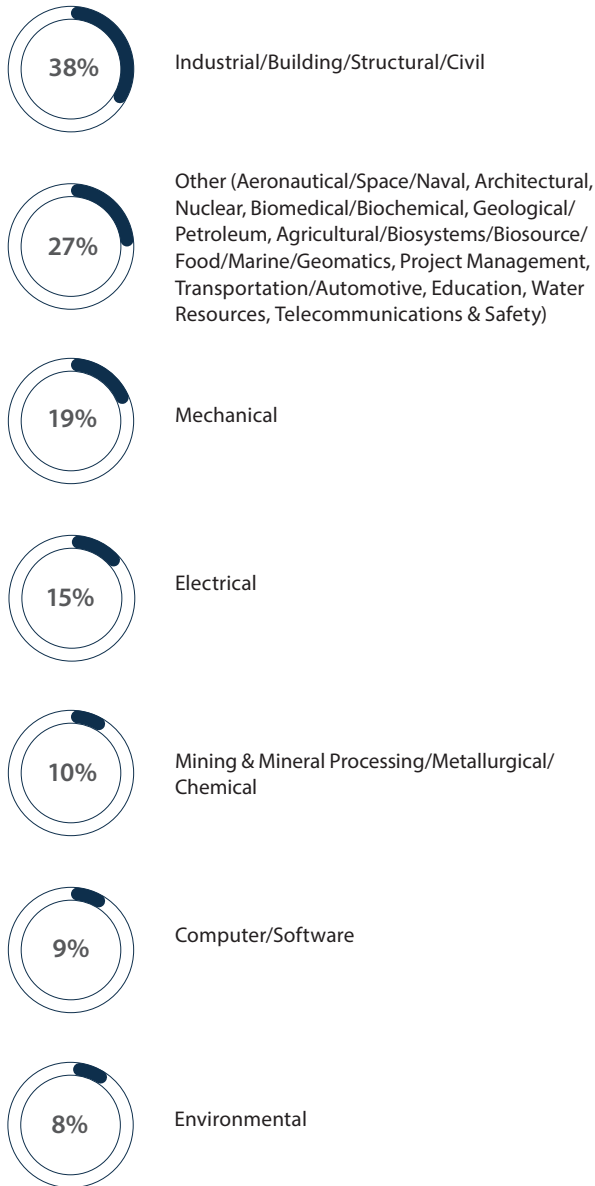
65% of readers are influenced by trade publications when choosing a supplier/product

TOP 5 PRODUCTS READERS HAVE SELECTING/PURCHASING INVOLVEMENT IN

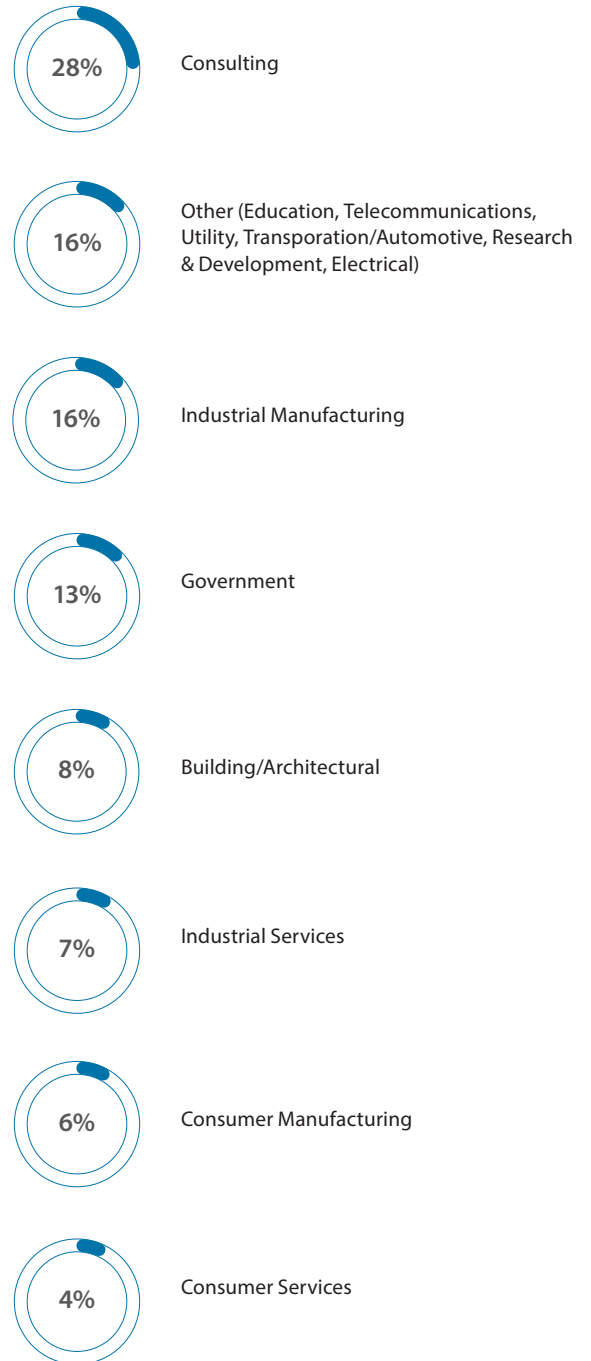
-  CAD Software
-  Computing Systems/Hardware
-  Other Business Software
-  Pumps and Valves
-  Testing & Certification Services

AUDIENCE PROFILE

ENGINEERING DISCIPLINES



COMPANY/ORGANIZATION TYPE



ESSENTIAL & 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.^Δ

Evolving technologies will continue to advance the engineering industry for years to come.[◊]



Sources:

† Agilus, Top 10 in-demand jobs in Canada in 2022-23

‡ Engineers Canada, Labour Market Report
Δ 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

ADVERTISING PLATFORMS

A Robust Network of Offerings

PRINT

PRINT MAGAZINE ADVERTISING

Strategically positioned to maximize exposure and engagement.

DIGITAL

DIGITAL MAGAZINE ADVERTISING

Strategically positioned to maximize exposure and engagement
PLUS features the ability to embed clickable high-resolution images.

Average Time Spent: 4 minutes 12 seconds*

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%*

INDUSTRY PROFILE

Create essential connections to a highly qualified audience.

PRODUCT PROFILE

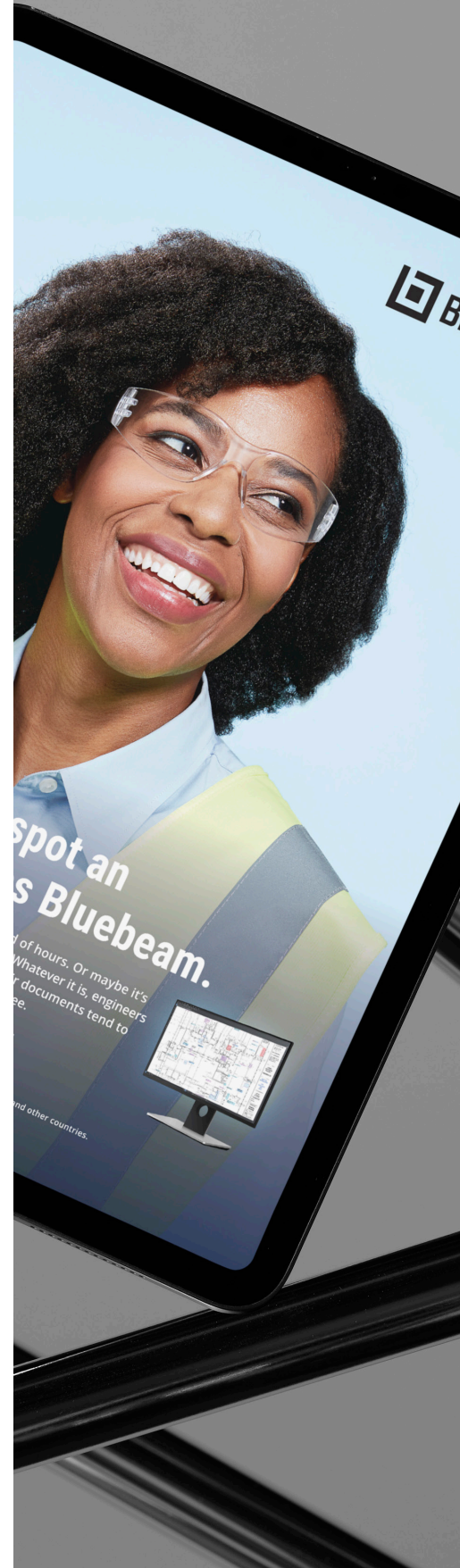
The perfect opportunity to highlight your products and services.

PROFESSIONAL DIRECTORY

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

CAREER/CLASSIFIEDS

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



WINTER 2025

THE PUBLIC INTEREST

What does it mean to protect the public interest? We explore the meaning as it relates to PEO's mandate and role as a regulator. Plus, we investigate Canada's sustainable aerospace engineering initiatives.

Space Closing: December 9, 2024

Material Closing: December 16, 2024

SPRING 2025

THE CERTIFICATE OF AUTHORIZATION

We highlight PEO's Certificate of Authorization, which professional engineers must hold to provide engineering services to the public. Plus, we celebrate the 45th year of *Engineering Dimensions* and dive into marine engineering, including the development of the Titan submersible.

Space Closing: March 10, 2025

Material Closing: March 17, 2025

SUMMER 2025

PEO'S CHAPTERS

We explore how 36 chapters are utilized to strengthen PEO's role as Ontario's engineering regulator. Plus, we profile PEO's 2025–2026 Council president and feature engineers from the 2SLGBTQ+ community.

Space Closing: June 6, 2025

Material Closing: June 16, 2025

FALL 2025

PEO'S SUPPORT SERVICES

From licensing inquiries to illegal practice alerts, we highlight PEO's support services for applicants, licence holders and the public. Plus, we examine the growing interest in artificial intelligence (AI) and the role of engineers in developing the tools, systems and processes that enable AI to be applied to the real world.

Space Closing: September 5, 2025

Material Closing: September 15, 2025

*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.

PROFILE

Profiles of Ontario professional engineers who have made contributions to the profession and society through their work.

IN COUNCIL

Coverage of decisions made by PEO's Council.

PEAK

Guidance and reminders about PEO's mandatory continuing professional development program.

NEWS

Current PEO events, regulatory trends and issues.

PROFESSIONAL PRACTICE

Series on topical practice issues, featuring guidance for the practitioner.

VIEWPOINT

A forum for engineers to air their views on issues affecting the profession.



2025 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

NOTES

- Covers are non-cancellable, full-page, four-colour process
- Special positions: 25% surcharge, space only
- Cancellations and space changes not accepted after closing date

PRODUCT FILE

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

NOTES

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

DIGITAL EDITION E-BLAST

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

EMAIL CONTRACTS/INSERTION ORDERS & MATERIAL:

Finally Content

6D, 7398 Yonge Street, #131
Thornhill, ON L4J 8J2

Email: adops@finallycontent.com
www.finallycontent.com

DIMENSIONS

Full Page	8.125" (w)	10.875" (h)
2/3 Page	4.625" (w)	10" (h)
1/2 Island	4.625" (w)	7.5" (h)
1/2 Horizontal	7" (w)	4.875" (h)
1/3 Vertical	2.125" (w)	10" (h)
1/3 Square	4.625" (w)	4.875" (h)
1/4 Horizontal	4.625" (w)	3.375" (h)
1/4 Vertical (classified only)	3.375" (w)	4.875" (h)
Column Width	2.125" (w)	—
Double Column	4.625" (w)	—
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 Finally Content: adops@finallycontent.com

TERMS & CONDITIONS

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.

CONTACT DETAILS

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www.peo.on.ca

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LinkedIn: Professional Engineers Ontario



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NATIONAL ADVERTISING SALES

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