

BUILD MANITOBA



2022 Media Planner



ABOUT WCA

The Winnipeg Construction Association (WCA) is an incorporated, not-for-profit trade association representing commercial contractors and suppliers throughout Manitoba. We currently have over 800 member firms, including manufacturers, suppliers, financial institutions, lawyers, insurance and bonding companies and brokers.

We offer a variety of valuable services to our members, including valuable construction information, education sessions designed specifically for the ICI construction industry, networking events where members can have fun while growing their business contacts and advocacy with all levels of government as it pertains to the construction industry.

We are the most-trusted source of construction information, and have been for over 100 years. Our dedicated team brings you 2,000 - 2,500 projects per year. As Manitoba's largest construction association, we play a strong role in advocating for the industry at all three levels of government. We strive to help create the best possible business environment for our members.

MISSION STATEMENT:

To serve and promote the construction industry in Manitoba, and to enhance the quality of work and the prosperity of its members.

CONSIDER THIS

- Recent studies show that custom publishing surpasses print, television and radio advertising, as well as dominates Internet marketing and telemarketing, in building long-term relationships, promoting loyalty and retaining existing members.
- Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.
- In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely and intimate experience. With 73% of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium, where the reader is receptive and in full control.

INTERESTING FACT:

In 1978 Winnipeg Builders Exchange changed its name to Winnipeg Construction Association to reflect its broader role in representing the industry.





THE MAGAZINE

Build Manitoba is the official publication and voice of the Winnipeg Construction Association (WCA) and is the most reliable source of information and insights focusing on the main priorities of the organization. The WCA works to hold the construction conversation wherever possible with its portfolio of products and services designed to reach key players involved in the industry.

Build Manitoba is a vital source for WCA members, providing key industry information and analysis on the latest issues, projects, training and events. This magazine is an excellent means of communication within the industry, providing not only a forum for corporations and service organizations to interconnect, but also delivering the latest news, updates, profiles, case studies and detailed trends.

Build Manitoba is uniquely poised to deliver your message to fundamental players and advisers in Canada's construction industry, representing members across the province, with a distribution of 3,000 per issue. The magazine is printed in full colour and gloss, sized 8.375" x 10.875", and is published four times a year.

WHY ADVERTISE?

UNPARALLELED EXPOSURE!

Build Manitoba provides informative editorial content and unparalleled exposure to a widespread scope of participants across the province. This magazine is distributed to 3,000 industry professionals and organizations throughout Manitoba, ensuring your business' message is front and centre. Advertising in this magazine is an extraordinary opportunity, providing you direct access to a dedicated audience. The magazine is also distributed every year at trade shows, conferences and job fairs, among other events.

YOUR TARGET AUDIENCE!

Your company's ad will be viewed by a wide and diverse variety of readers. *Build Manitoba* is the top resource decision makers turn to for updates on the construction industry in the province. Advertising in this magazine offers you the exceptional opportunity to reach a target audience of key industry personnel, decision makers and leaders, including categories such as:

- Accountants
- Architects
- Bankers
- Business Leaders
- Civic Officials
- Consultants
- Contractors
- Developers
- Electrical Contractors
- Engineers
- General Contractors
- Insurance Firms
- Interior Designers
- Lawyers
- Manufacturers
- Mechanical Contractors
- Mediators
- Surveyors

BUYING POWER!

Direct, cost-effective access for all companies working in the construction industry in Manitoba. In short, *Build Manitoba* is everywhere you need to be!

PREMIUM POSITIONS

COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	4X RATE	2X RATE
Inside Back Cover	\$2,889.50	\$2,999.50
Inside Front Cover	\$ 2,899.50	\$2,999.50
Outside Back Cover	\$2,999.50	\$3,299.50

Members receive a 10% discount on advertising rates



DIGITAL EDITION SPONSORSHIP

READ ONLINE

Click on the magazine to view the latest issue of **BUILD MANITOBA** in your browser for free!

Click [HERE](#) for information on digital advertising. If you have any questions or concerns about your digital advertising needs, please contact your MediaEdge Sales Representative.



ADVERTISING RATES

Please Note: AD Rates are Price Per Issue

Guaranteed Rates: Add 15%

Black & White Rates: 25% discount

Members Rates: 10% discount

SIZE	WIDTH	DEPTH	4X RATE	2X RATE	1X RATE
DPS trim*	16.75"	10.875"	\$3,499.50	\$3,699.50	\$3,999.50
Full Page trim*	8.375"	10.875"	\$2,579.50	\$2,679.50	\$2,789.50
2/3 Vertical	4 5/8"	9.5"	\$2,269.50	\$2,479.50	\$2,579.50
2/3 Horizontal	7"	6.333"	\$2,269.50	\$2,479.50	\$2,579.50
1/2 Horizontal	7"	4.583"	\$1,699.50	\$1,809.50	\$1,949.50
1/2 Vertical	4.583"	7"	\$1,959.50	\$2,059.50	\$2,219.50
1/2 Long Vertical	3.333"	9.5"	\$1,699.50	\$1,809.50	\$1,949.50
1/3 Square	4.583"	4.583"	\$1,449.50	\$1,549.50	\$1,559.50
1/3 Horizontal	7"	3"	\$1,449.50	\$1,549.50	\$1,559.50
1/3 Vertical	2.1667"	9.5"	\$1,449.50	\$1,549.50	\$1,559.50
1/4 Horizontal	4.583"	3 3/8"	\$1,139.50	\$1,289.50	\$1,449.50
1/4 Vertical	3.333"	4.583"	\$1,139.50	\$1,289.50	\$1,449.50
1/4 Banner	7"	2 1/8"	\$1,139.50	\$1,289.50	\$1,449.50
1/6 Horizontal	4.583"	2.1667"	\$829.50	\$1,089.50	\$1,139.50
1/6 Vertical	2.1667"	4.583"	\$829.50	\$1,089.50	\$1,139.50
1/8 Horizontal	3.333"	2.1667"	\$569.50	\$669.50	\$829.50
1/8 Vertical	2.1667"	3.333"	\$569.50	\$669.50	\$829.50

* MUST have .125" of bleed

PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

Double Page Spread (DPS) Full Page 2/3 Vertical

2/3 Horizontal 1/2 Horizontal 1/2 Vertical 1/2 Long Vertical

1/3 Square 1/3 Horizontal 1/3 Vertical 1/4 Horizontal

1/4 Vertical 1/4 Banner 1/6 Horizontal 1/6 Vertical

1/8 Horizontal 1/8 Vertical

MECHANICAL REQUIREMENTS

SIZE INCHES WIDTH DEPTH

LIVE AREA: 7" 9.5"

TRIM SIZE: 8.375" 10.875"

BLEED SIZE: 8.625" 11.125"

INSERTS & BELLY BANDS: Available upon request

ADVERTISING AGENCIES: Please add 15%

AD PROOF CHARGE: \$25.00



DIRECT MAIL OPPORTUNITIES

REACH THE DECISION MAKERS

Advertise your products and services brochure or postcard by having it polybagged and mailed with *Build Manitoba* magazine to ensure exposure of your company to key industry players.

DIRECT MAIL RATES

(PRINTED INSERT TO BE SUPPLIED BY CLIENT)

SIZE	PRINT & DIGITAL	DISTRIBUTION
1 page	\$1,980.00	3,000 copies
2 page	\$2,376.00	3,000 copies
Postcard	\$1,980.00	3,000 copies

UPCOMING EVENTS:

ASK YOUR MEDIAEDGE REPRESENTATIVE ABOUT MAXIMIZING YOUR EXPOSURE BY ADVERTISING IN THE UPCOMING 2022 ISSUES.



PUBLISHING DATES

ISSUE	MATERIAL DUE	PUBLISH
Volume 1	February 2022	April 2022
Volume 2	April 2022	June 2022
Volume 3	July 2022	September 2022
Volume 4	October 2022	December 2022

For additional information contact
Nancie Prive

Toll Free: 866.201.3096 ext. 402
nanciep@mediaedgepublishing.com