

# DAILY COMMERCIAL NEWS

2010 media kit



# DAILY COMMERCIAL NEWS AND CONSTRUCTION RECORD

## Experts in our field.

For over 80 years, Daily Commercial News (DCN), is the leader in delivering construction news to the Ontario construction marketplace. Published daily (from Monday to Friday) and available exclusively through subscription, DCN is the only publication providing essential information to Ontario's construction industry.

## Knowledge and reliability online.

DCN's companion website, [www.dailycommercialnews.com](http://www.dailycommercialnews.com), offers the same extensive resource to Construction professionals online. With an impressive 351,250 page views\* monthly, the entire Canadian construction industry is literally just a 'click' away

\*August 2009 Unica statistics

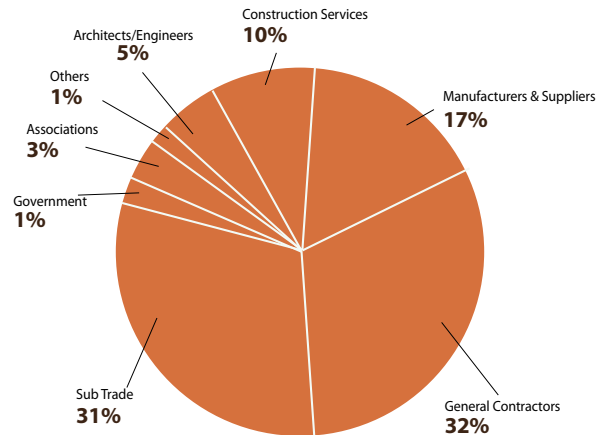
## Ontario's Most Trusted Construction News Source.

### Industry News with a Difference

DCN's editorials feature in-depth coverage on all aspects of the Construction industry, allowing Ontario's construction leaders to stay on top of trends, events and issues affecting their business.

### Project News that Matters

DCN publishes public and private construction project leads and tenders. Through the Bidders Registry, our readers can source for their next job, submit their sub-trade bids and keep track of updates through the daily listings.



Breakdown of DCN Subscribers by Job Function

## DCN Readership Profile\*

- 100% Paid circulation
- 3.1 Pass-Along Rate
- 89% Industry Awareness

## Your Advertising reaches\*

- 80% Key Decision Makers\*
- \*includes owner, VP or C-Level manager

## DCN is Sourced Daily for\*

- 73% Industry News
- 74% Economic Trends
- 91% Tenders
- 87% Project Leads
- 60% Bidders Registry

\*Metroline Readership study 2008

# Advertising Opportunities

## Print

**Daily Commercial News** runs daily with 252 print issues each year, reaching out to the most active construction professionals in Ontario. With multi-focused editorials and featured sections on project leads and tenders, DCN is the ideal construction print advertising vehicle to meet your marketing objectives.

- **Display Advertising**
- **Feature /Focus Advertising**
- **Tender Advertising**
- **Careers & Announcement Advertising**
- **Classified Advertising**

## Online

### **www.dailycommercialnews.com**

is Canada's best online resource for the construction industry, covering the latest news, tenders, projects and leads. With 351,250 page views, 107,044 unique visitors, 154,525 visitors monthly\*, it is an effective online marketing tool offering a variety of dynamic advertising solutions.

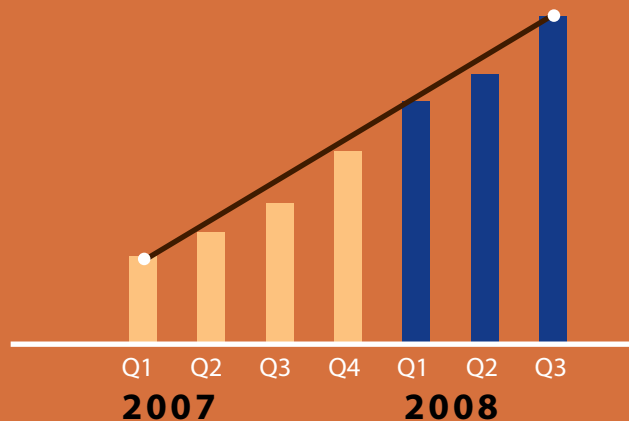
\*August 2009 Unica statistics

- **Run of Site (ROS) Advertising**
- **Site Sponsorship**
- **Exclusive Channel Sponsorship**
- **Landing Pages**
- **Custom Programs**



### **www.dailycommercialnews.com**

### **Online Visitor Trends\***



**Daily Commercial News has seen a tremendous 140% growth\* in visitors.**

\*August 2009 Unica statistics

## 2010 Daily Commercial News Editorial Line-up

### Advertising solutions that work in print and online !

#### Print Feature & Focus Sections

Building Envelope  
Concrete & Masonry  
Demolition & Environmental Engineering  
Finance, Insurance Bonding & Legal  
General & Trade Contracting  
Green Building  
Road building, Rental, Surveying &  
Heavy Equipment  
Sewer & Watermain  
Skills Training & Occupational  
Health & Safety  
Site Services  
Steel  
Water & Wastewater

#### Online Special Sections

Building Envelope  
Concrete  
Demolition  
Green Building  
Heavy Equipment  
Occupational Health & Safety  
Professional Services  
Road building  
Sewer & Watermain  
Skills Training  
Steel  
Trade Contracting  
Water & Wastewater

**NO AD MATERIAL ?  
NO PROBLEM !**  
Our art department will be  
happy to create your ad.

#### Contact Information:

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