

JOURNAL OF COMMERCE

2012 MEDIA KIT



Overview

The Journal of Commerce (Journal) is the leader in delivering essential construction news and tender information to Western Canada's construction marketplace. Published twice weekly - Monday and Wednesday, and available online (www.journalofcommerce.com), the Journal of Commerce has been the trusted industry resource for over 100 years.

Also available in digital format, the Journal of Commerce Digital Edition, guarantees access every morning at 6:00 am. With the digital option of Journal of Commerce, you can access the information you need on-the-go, from your computer, smart phone or digital reader with more functionality than ever before.

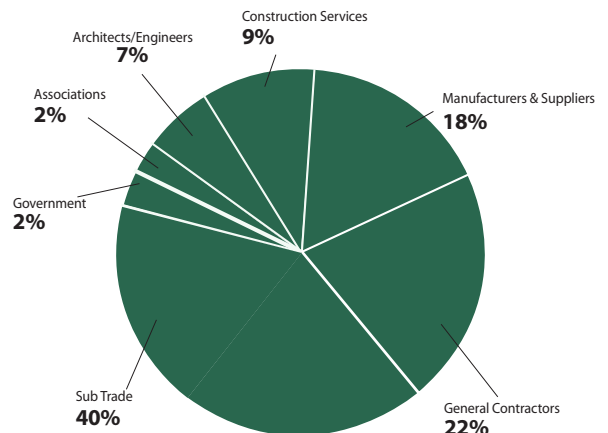
Why do they read the Journal ?

Construction Leads and Tenders

The Journal 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.

Industry News

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



Breakdown of the Journal Subscribers by Job Function

Newspaper Profile

100%	Paid Circulation
3.9	Pass-Along Rate
77%	Industry Awareness

Website Statistics

66,000	Total Visits
45,000	Unique Visits
122,500	Page Views

*2011

Your Advertising reaches*

82%	Key Decision Makers*
	*Includes owner, VP or C-Level manager

Advertising Opportunities

The Journal of Commerce runs twice weekly with 104 print and digital issues each year, reaching out to the most active construction professionals in Western Canada. With focused editorials and featured sections on project leads and tenders, the Journal is the ideal construction print and digital advertising vehicle to meet your marketing objectives.

www.journalofcommerce.com

is Western Canada's best online resource for the construction industry, covering the latest news, tenders, projects and leads. It is an effective online marketing tool offering a variety of dynamic advertising solutions.

- **Display Advertising**
- **Feature Advertising**
- **Careers & Announcement Advertising**
- **Digital Advertising**
- **Online Media Opportunities**
- **Video Creation**

2012 Journal of Commerce Editorial Features

Editorial Feature	Issue Date
Buildex - Vancouver	February
Concrete	February
Site Services	March
General and Trades Contracting	March
Water/ Wastewater/ Sewer and Watermain	April
Energy	May
Roadbuilding & Heavy Equipment	June
Associations Guide	July
Infrastructure	September
VRCA Silver Awards	October
Buildex - Calgary	November
Leaders in Construction	November
Redbook	November
Professional Services	November

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Western Canada's Construction Newspaper

Print, Online and Digital

The collage illustrates the newspaper's multi-platform presence. The top left shows a printed page with sections like 'Bidders' Register' and 'Building Reports'. The top right shows the website interface with a search bar and headlines such as 'Southern Alberta wind farm gets regulatory approval' and 'B.C. government, RCMP launch construction zone crackdown'. The bottom image shows a tablet displaying the mobile app with a headline: 'New Vancouver tower designed to be a landmark'.

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