

# JOURNAL OF COMMERCE

2010 media kit



# JOURNAL OF COMMERCE

## Experts in our field.

For over 90 years, The Journal of Commerce (the Journal), has become the leader in delivering construction news to Western Canada's construction marketplace. Published twice weekly (Monday and Wednesday) and available exclusively through subscription, the Journal is the only publication providing essential information and fast-breaking news on the construction industry in the Western provinces .

## Knowledge and reliability online.

The Journal's companion website, [www.journalofcommerce.com](http://www.journalofcommerce.com), offers the same extensive resource to Construction professionals online. With an impressive 105,778 page views\* monthly, the entire Canadian construction industry is literally just a 'click' away

\*August 2009 Unica statistics

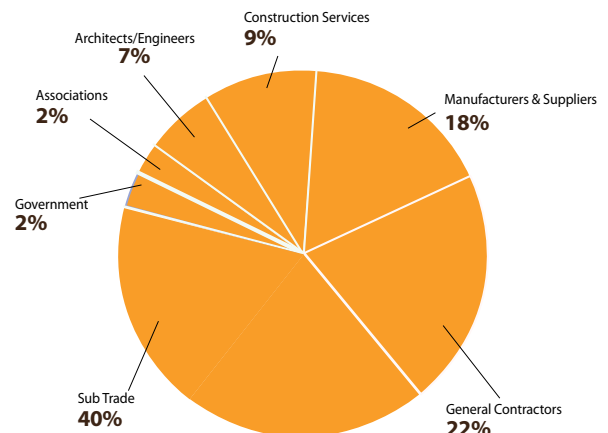
## Western Canada's Most Trusted Construction News Source.

### Industry News with a Difference

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.

### Project News that Matters

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.



Breakdown of the Journal Subscribers by Job Function

## The Journal Readership Profile\*

- 100% Paid circulation
- 3.7 Pass-Along Rate
- 77% Industry Awareness

## Your Advertising reaches\*

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

## The Journal is Sourced for\*

- 65% Industry News
- 69% Economic Trends
- 87% Tenders
- 90% Project Leads
- 61% Bidders Registry

\*Metroline Readership study 2008

# Advertising Opportunities

## Print

**The Journal of Commerce** runs twice weekly with 104 print 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 advertising vehicle to meet your marketing objectives.

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

## Online

### **www.journalofcommerce.com**

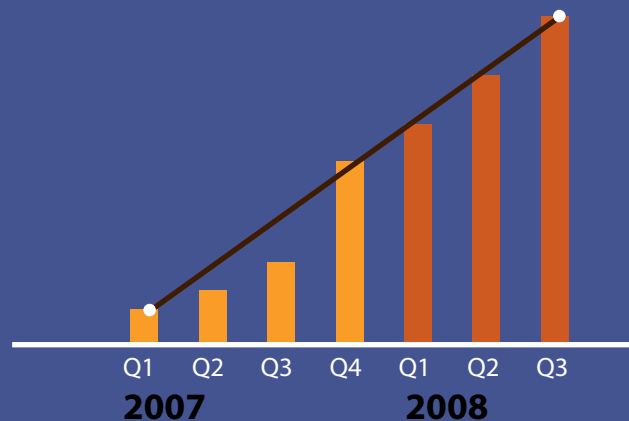
is Western Canada's best online resource for the construction industry, covering the latest news, tenders, projects and leads. With 105,788 page views; 43,484 unique visitors; 61,498 visitors monthly\*; it is an effective online marketing tool offering a variety of dynamic advertising solutions.

\*August 2009 Unica statistics

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



### www.journalofcommerce.com Online Visitor Trends\*



**Journal of Commerce has seen a tremendous 722% growth\* in visitors.**

\*August 2009 Unica statistics

## 2010 Journal of Commerce Editorial Line-up

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

#### Print Feature & Focus Sections

2010 Calgary Construction Show  
Associations Guide  
BC Construction Show  
Concrete  
Concrete/ Masonry  
Environmental Engineering  
General and Trades Contracting  
Green/ Leed  
Heavy Equipment  
Modular Construction  
Occupational Health & Safety  
Open Shop  
Professional Services/ Skills Development  
Public Works  
Roadbuilding/ Surveying  
Steel  
VRCA Silver Awards  
Water/ Wastewater/ Sewer & Watermain

#### Online Special Sections

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

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

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