

JOC: READER PROFILE

JOURNAL OF COMMERCE

Western Canada's Construction Newspaper

'Purchasing Influence' are key words that profile **Journal of Commerce (Journal)** readers. They specify, direct or sign the documentation that becomes a purchase order or tender award for you. The vast majority of contractors who bid on road and highway projects in Alberta and British Columbia are **Journal** Subscribers.

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- Annual subscription price of **\$895**
- Each copy is read by an average of **3.9** construction professionals
- **69%** of readers mention the Journal as a source
- **80%** of readers turn to the Journal for project leads, **87%** for tenders
- **82%** of the Journal's readership are key decision makers

Breakdown of the Journal subscribers by Job Function

