

# ReNew

C A N A D A

The Infrastructure Renewal Magazine

Media Kit 2008

- Municipal Revitalization
- Urban Planning
- Project Finance
- Asset Management
- Sustainable Building
- Innovation
- Public Works & Utilities

**ReNew Canada** leads the national discussion on infrastructure renewal – engaging readers with the people, companies and ideas that are changing our economy.



“If you provide infrastructure products or services in Canada you should be advertising in *ReNew Canada*.”

— Todd Latham, founder and publisher

ReThink. ReBuild. ReNew.™



# ReThink

## ReNew Canada is:

- A widely-read journal on restorative development, community sustainability, asset management and infrastructure growth. It's read by the professionals who spend, specify or recommend capital investments for public works and community building projects across the country.
- A national, bi-monthly business magazine that profiles public-private partnerships and the design, construction, financing, operation and maintenance of infrastructure services to meet specific public needs.
- A publication which describes large and small construction and renewal projects with case studies and project review summaries, explaining regulatory, financial and political issues in exclusive articles, editorials, guest columns and feature departments.
- An online and print source for news, events, professional analysis and critical data for restoration, sustainable building, smart engineering and politically sound policies for infrastructure renewal.
- A respected player in the industry. Past contributors include GTTA chair Rob MacIsaac, Green Party leader Elizabeth May, Liberal leader Stephane Dion, CUTA CEO Michael Roschlau, NWT Premier Joe Handley, CaGBC chair Ian Jarvis, Federal Finance Minister Jim Flaherty, Federal Environment Minister John Baird, NDP Leader Jack Layton, Canada West Foundation CEO Roger Gibbins, Liberal MP John Godfrey, NRTEE Chair Glen Murray, Winnipeg Mayor Sam Katz, Author John Lorinc, Manitoba Premier Gary Doer and Federal Public Works Minister Michael Fortier among others.

## Here's what readers say

*I would like to congratulate ReNew Canada magazine. Publications like this one contribute to information sharing among partners and stakeholders, which in turn contribute to the betterment of the country.*

Lawrence Cannon, Minister of Transport, Infrastructure and Communities

*Just read the latest issue of ReNew that landed on my desk...I wanted to take the time to say "well done." Each issue seems more inviting – it's visually interesting, has relevant stories in an easy-to-read format and the editorial team pulls it together with a perspective I think has been missing in Canadian-sponsored media to date.*

Marcia Wallace, PhD, MCIP, RPP  
Brownfields Coordinator, Ontario Ministry of Municipal Affairs and Housing

*In my talks and workshops around the world, I tell people to subscribe to Renew Canada. It's by far the finest publication on restorative development. All of the major trends in economic redevelopment are represented."*

Storm Cunningham, CEO, Resolution Fund, LLC

*Absolutely the number one source for the news, personalities and leaders in the diverse restorative development industry emerging in Canada!*

William Humber, Chair, Centre for the Built Environment, Seneca College

*Your well-written and attractively-designed publication will help to focus attention on the strategic importance of Canada's infrastructure and ways of addressing our infrastructure deficit.*

Bill Longden, Vice-Chairman, MMM Group

*ReNew Canada is an important resource for everyone concerned with public infrastructure in Canada.*

David Caplan, Ontario Minister of Public Infrastructure Renewal

*It's great to see a magazine devoted to serious consideration of Canada's infrastructure.*

*As previous articles in ReNew Canada show, we can have green buildings, green roofs, better transportation systems and clean energy sources that enhance and improve Canada's cities.*

David Suzuki

*ReNew Canada has quickly established itself as a trusted source for well-written articles affecting the business of infrastructure – in all its dimensions.*

Glenn Miller, FCIP, RPP, Director of Education and Research, Canadian Urban Institute



# ReBuild

# ReNew



Photo: KPMG Architects

## Readership\*

Yukon/Northwest Territories/ Nunavut .....	56
British Columbia .....	1,275
Alberta .....	1,031
Saskatchewan .....	192
Manitoba .....	304
Ontario .....	4,970
Quebec .....	1,493
Newfoundland .....	118
Nova Scotia .....	184
New Brunswick .....	205
Prince Edward Island .....	29
U.S. & Foreign .....	126
Event Distribution .....	200

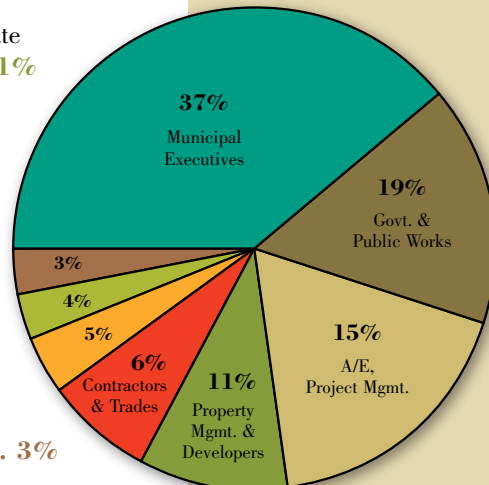
**TOTAL CIRCULATION ... 10,163**



\*Publisher's Sworn Statement,  
September 2007 - CARD  
Canada Post #40854046

## ReNew Canada is distributed to:

- Municipal executives including mayors, chief administrative officers, planners, councillors, city managers and commissioners. Also includes superintendents, directors and procurement officers in local government ..... **37%**
- Provincial and federal government ministers and senior staff in environment, energy, infrastructure, transportation, public works and aboriginal and municipal affairs departments .... **19%**
- Senior architects, engineers, designers, project managers and executives ..... **15%**
- Property managers, IC&I real estate owners and developers ..... **11%**
- Building contractors and construction trades ..... **6%**
- Financial, risk management and legal professionals ..... **5%**
- Environmental consultants .. **4%**
- Educational institutions, medical facilities, First Nation chiefs and NGOs ..... **3%**



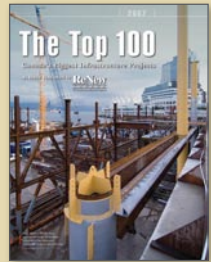
## 2008 Editorial Schedule

Our regular editorial departments provide topical and relevant information and editorial variety in every issue. They guarantee that a range of topics, including asset management, project finance, innovative technologies and remediation, will be featured in each issue.

Advertising and editorial deadlines for each issue are in italics below.

### January/February

(Plus annual Top 100 Projects List)  
*December 21, 2007*



### March/April

(Plus EDC Top 50 International Projects)  
*February 15, 2008*

### May/June

*April 18, 2008*



### July/August

*June 20, 2008*

### September/October

(Plus Canadian Brownfields 2008)  
*August 29, 2008*

### November/December

*October 24, 2008*



For up-to-date editorial feature development and submission guidelines contact Mira Shenker at [mira@renewcanada.net](mailto:mira@renewcanada.net).



# ReNew

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The Infrastructure Renewal Magazine

## Rate Card #4

Effective October 31, 2007

Full Colour	1x	3x	6x
Full Page	\$3,560	\$3,200	\$2,970
2/3 Page	\$3,050	\$2,750	\$2,495
1/2 Island	\$2,725	\$2,460	\$2,215
1/2 Page	\$2,420	\$2,170	\$1,985
1/3 Page	\$1,935	\$1,745	\$1,570
1/4 Page	\$1,500	\$1,355	\$1,225
1/6 Page	\$1,125	\$1,010	\$910

## Covers (Full Colour, 6x only)

Call for availability

Back Cover	\$4,200
Inside Front/Inside Back	\$3,970

## Website Advertising

[www.renewcanada.net](http://www.renewcanada.net)

Lead Banner (640 x 65 pixels)	\$350/month	4 month/min.
Banner (175 x 110 pixels)	\$200/month	3 month/min.
Button (175 x 55 pixels)	\$150/month	3 month/min.

Web stats available on request. (All rates are net, taxes are extra GST# 87301 2900 RT001)

## Artwork Specifications

### Software

**Adobe Acrobat 7.0 and earlier (preferred format)**

PDF files must be created with Acrobat Distiller, saved at a minimum resolution of 300dpi and all fonts must be embedded.

**InDesign CS2 and earlier**

Make sure to provide all linked files and fonts.

**QuarkXPress version 4.1 and earlier**

Make sure to provide all linked files and fonts.

**Adobe Photoshop CS2 and earlier**

Files must be saved in TIFF or EPS format.

**Adobe Illustrator CS2 and earlier**

Make sure to provide all linked files and convert all text to "Outlines."

### Other File Formats

There will be an additional charge for converting files of other formats. Image quality and text flow can not be guaranteed.

### Fonts and Images

All documents supplied must be accompanied by both screen and printer fonts. All images must be at a reasonable dimension and have a resolution of 300 dpi at final size.

### File Transfer

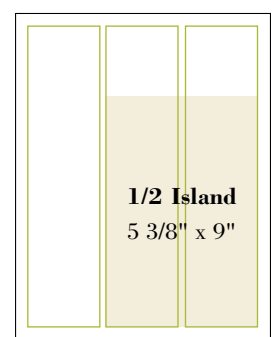
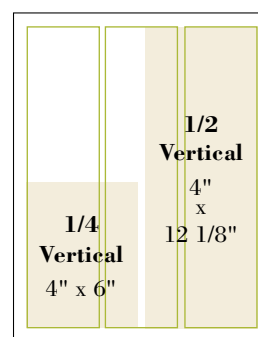
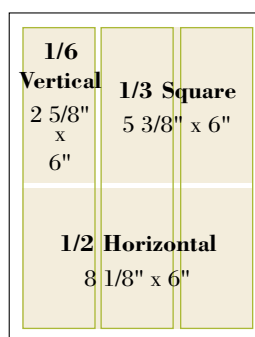
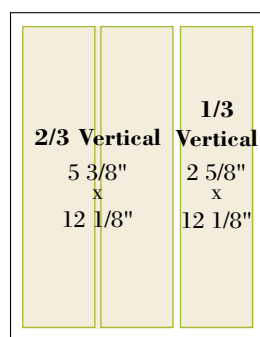
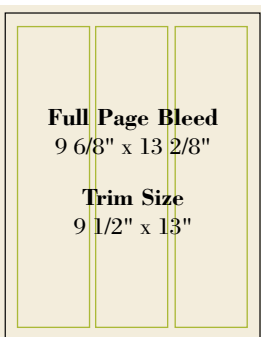
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## Professional Services

- Reprint Services • Inserts • Copy Writing
- Ad Design & Preparation • Bind-In Postcards
- Marketing and Communications Consulting
- Web Development & Electronic Marketing

*NOTE: All advertising rates are based on receiving completed electronic files. Any size, copy, image or file modifications will be charged to the advertiser at a rate of \$60 per hour. Advertising cancellations are not accepted after issue closing date. Short rates apply to schedules not completed. E-mail, fax and verbal confirmations of advertising are binding contracts – costs are due upon receipt of invoice following each published date of magazine.*

## Advertising Dimensions



Proud members of:



## ReNew Canada

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