



CANADIAN PRECAST/PRESTRESSED CONCRETE INSTITUTE

PRECAST

# Imagineering

## BÉTON PRÉFABRIQUÉ

The voice of the Canadian precast prestressed concrete industry



# 2022 MEDIA planner



## About CPCI

The Canadian Precast/Prestressed Concrete Institute [CPCI] represents the industry in Canada with almost 60 manufacturing plants throughout the country, and six regional chapters in BC, Alberta, Manitoba/Saskatchewan, Ontario, Quebec and Atlantic Canada.

➡ CPCI Precast Imagineering Magazine is available in print and digital version. [See it here!](#) ⬅



Support your industry publication to build market share for precast/prestressed concrete



## Imagineering Magazine: Benefits of Advertising

- **Published twice per year**, in Spring and Fall, in print and digital versions, and goes to CPCI members and to our ultimate customers – the decision makers and buyers of precast concrete: architects, engineers, construction specifiers, building contractors, and building owners/managers.

- **It's all about our industry's capabilities** in architectural, construction and infrastructure applications, and technical advancements.

## Distribution

### PRINT distribution by occupation

- Architects	3,942	39.42%
- Engineers	1,580	15.8%
- Building owners/developers	1,509	15.09%
- Related to the industry [suppliers, consultants]	868	7.96%
- CPCI members [manufacturing, professional, associate, and supporting members]	379	3.79%
- Key accounts	74	0.074%
- Contractors	728	7.28%
- Specifiers	376	3.76%
- Educations	171	1.71%
- Trade show/seminar distribution	100	1%
Government	273	2.73%

**TOTAL 10,000**

### DIGITAL distribution by occupation

- Architects	2,169	20.30%
- Engineers	3,897	36.47%
- Building owners/Developers	583	5.45%
- Related to the industry [suppliers, consultants]	606	5.68%
- CPCI members [manufacturing, professional, associate, and supporting members]	568	5.68%
- Key accounts	19	0.17%
- Contractors	926	8.67%
- Specifiers	146	1.37%
- Educations	1,386	12.97%
- Trade show/seminar distribution	0	0%
Government	384	3.59%

**TOTAL 10,684**

- **Increase your sales!**

As shown in the Table below, Imagineering goes specifically to CPCI members, and to decision makers and customers in the construction industry.

- **Better visibility!**

Our customers are bombarded with digital communications which are often not read. The Imagineering print version has a long shelf life with your customers and they read it, which gives you targeted visibility.

- **Exposure on CPCI web site!**

Advertisers are listed and linked to their web sites from the CPCI web version of Imagineering, which is publicized in every monthly CPCI e-News.

## Ad Specs/Prices

**10% DISCOUNT FOR CPCI MEMBERS!**

Your ad will also appear in the digital version of *Precast Imagineering / Béton Préfabriqué* on the CPCI web site, and will be linked to your web site.

- **Production Specs**

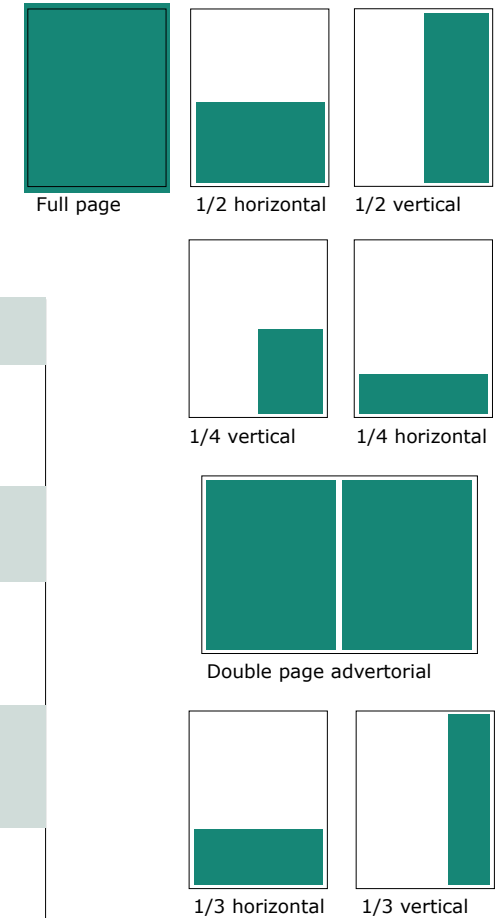
Preferred format is a High Resolution PDF file, with all the fonts embedded.

SIZE	WIDTH	DEPTH	2X*	1X*
double page advertorial	17-1/4"	11-3/8"	\$4,450	\$4,830
Full page [with bleed]	8-7/8"	11-3/8"	\$3,000	\$3,245
1/2 page hor.	7-3/8"	4-5/8"	\$2,040	\$2,175
1/2 page vert.	3-3/8"	9-7/8"	\$2,040	\$2,175
1/3 page hor.	7-3/8"	2-1/2"	\$1,570	\$1,812
1/3 page vert.	2-1/4"	9-7/8"	\$1,570	\$1,812
1/4 page vert.	3-1/2"	4-3/4"	\$1,438	\$1,500
1/4 page hor.	7-3/8"	2-1/8"	\$1,438	\$1,500

**We can also create click-through content about your company or product from the print and digital versions of Imagineering and from the monthly CPCI e-News. Ask for a quote.**

\*2X is price per ad in each of 2 issues.

\*1X is price per ad in one issue.



## Premium Cover Positions

Higher visibility for your company

SIZE	WIDTH	DEPTH	2X	1X
Inside back cover	8-7/8"	11-3/8"	\$3,480	\$3,948
Inside front cover	8-7/8"	11-3/8"	\$3,580	\$4,100
Back cover	8-7/8"	11-3/8"	\$3,625	\$4,200

## Material Deadlines and Publishing Dates

SPRING 2022		FALL 2022	
Material deadline	May 17	Material deadline	Nov. 15
Publish date	May 20	Publish date	Nov. 18

## Advertise in the official CPCI monthly newsletter

The only CPCI newsletter going to all CPCI members and to selected professionals in the Canadian design and building industry.

A great way to complement your ad and visibility in *Imagineering* magazine, and a highly targeted marketing tool.

**Distribution:** 9,300 [CPCI members, selected building design and construction professionals, and building owners/managers.]

**Frequency:** Monthly

**1 - Leaderboard** \$270/mth  
200 pixels high x 800 pixels wide

**2 - Top banner** \$240/mth  
200 pixels high x 800 pixels wide

**3 - Regular Banner** \$220/mth  
200 pixels high x 800 pixels wide

**4 - Company/Product Profile** \$240/mth  
Provide 1 image max. width 200 pixels and up to 80 words of text.

### 1-Leaderboard



### 2- Top banner

200 pixels high x 800 pixels wide

Article

Article

### 3 - Regular Banner

200 pixels high x 800 pixels wide

Article

### 4 - Company/Product Profile

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Article

Published for:



CANADIAN PRECAST/PRESTRESSED CONCRETE INSTITUTE  
INSTITUT CANADIEN DU BÉTON PRÉFABRIQUÉ ET PRÉCONTRAIT

By: **JANAM** media + marketing communications

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