CANADIAN PRECAST/PRESTRESSED CONCRETE INSTITUTE

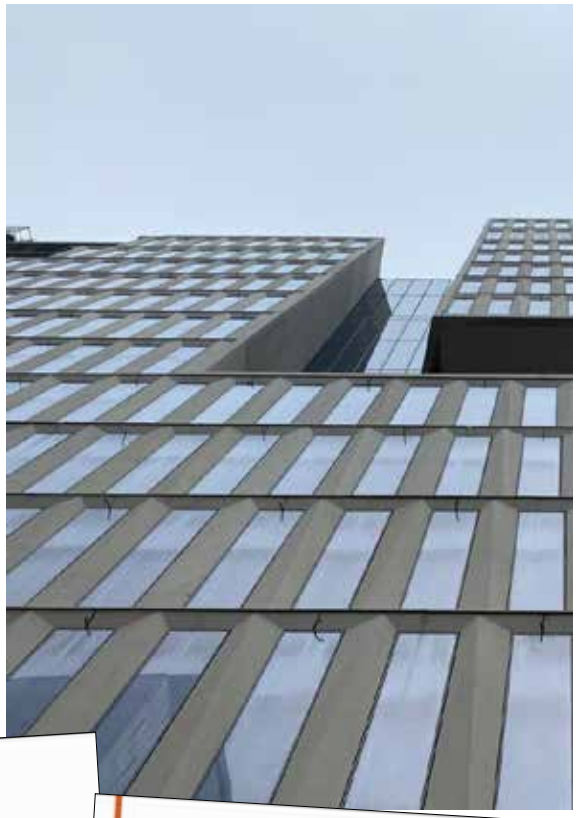
PRECAST

Imagineering

BÉTON PRÉFABRIQUÉ

2024 MEDIA planner

The voice of the Canadian precast prestressed concrete industry



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.

- **Print Visibility:** print version distributed to 10,000 design and construction professionals, and building owners/managers,
- **Digital Visibility:** digital version distributed to our 10,000 readers with advertisers linked to their web sites,
- **Web Visibility:** advertisers are listed and linked to their web sites on the Imagineering web page
- **e-News Visibility:** advertisers listed and linked in a CPCI monthly e-News, and
- **e-Blast Visibility:** advertisers are listed and linked to their web sites in a special e-blast to our readers after the publication of each issue.

Distribution

PRINT distribution by occupation		
- Architects	3,915	40%
- Engineers	1,647	17%
- Building owners/developers	1,339	13%
- Related to the industry [suppliers, consultants]	805	8%
- CPCI members [manufacturing, professional, associate, and supporting members]	182	2%
- Key accounts	74	1%
- Contractors	730	7%
- Specifiers	357	4%
- Education	247	3%
- Trade show/seminar distribution	100	1%
Government	271	3%
TOTAL	**10,000**	

DIGITAL distribution by occupation		
- Architects	1,567	16%
- Engineers	2,957	31%
- Building owners/Developers	507	5%
- Related to the industry [suppliers, consultants]	566	6%
- CPCI members [manufacturing, professional, associate, and supporting members]	206	2%
- Suppliers/Manufacturers	629	7%
- Contractors	727	8%
- Education	2,080	21%
- Government	407	4%
TOTAL	**9,646**	

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.

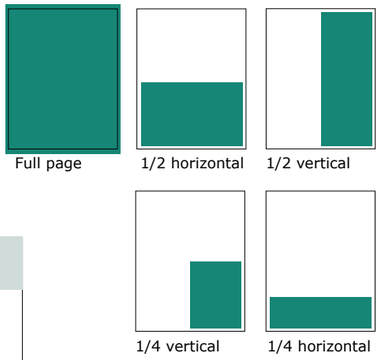
- **Production Specs**

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 2024		FALL 2024	
Material deadline	June 13	Material deadline	Nov. 14
Publish date	June 21	Publish date	Nov. 21

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 200 pixels high x 800 pixels wide	$290/mth
2 - Top banner 200 pixels high x 800 pixels wide	$260/mth
3 - Regular Banner 200 pixels high x 800 pixels wide	$240/mth
4 - Company/Product Profile Provide 1 image max. width 200 pixels and up to 80 words of text.	$260/mth

Published for: CPCI.ca

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

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1-Leaderboard

2- Top banner
200 pixels high x 800 pixels wide

Article

Article

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Article