

# SICA CONSTRUCTION REVIEW

OFFICIAL PUBLICATION OF THE SOUTHERN INTERIOR CONSTRUCTION ASSOCIATION

# 2023 Media Planner

**SICA**  
SOUTHERN INTERIOR  
CONSTRUCTION ASSOCIATION

For additional information contact: **Nancie Prive** ☎ Toll Free: 866.201.3096 ext. 402

✉ [nanciep@mediaedgepublishing.com](mailto:nanciep@mediaedgepublishing.com)

# About SICA

We are a non-profit, membership-based association representing the construction industry in the Southern Interior of B.C. Started by local contractors over 50 years ago, our founders wanted to make construction a better sector to work and own a business in. Our heart is in advocacy, making sure this industry is represented and heard. But our day-to-day focus is in helping our members run their business more effectively, secure more job opportunities and keep their job sites safe.

SICA is made up of industry leaders who believe in promoting excellence in everything we do. We are every sector of the construction industry and are always working towards a fair, open and transparent construction community.

Our members are part of a collective voice – the SICA voice. Together our voice is changing the construction community and helping your business grow.

## The Magazine

*SICA Construction Review* is the official biannual magazine of the Southern Interior Construction Association (SICA) and is the leading construction voice for the interior, with a distribution of 2,000 per issue. *SICA Construction Review* is the most reliable source of information and insights focusing on the main priorities of the organization, while also promoting business opportunities and sustainable relationships throughout the country.

*SICA Construction Review* is a vital source for members to facilitate knowledge and increase expertise in their given field. This magazine presents an excellent means of communication within the industry, providing a forum for corporations and service organizations to interconnect. Featuring informative and in-depth articles focusing on current news and developments in the interior construction industry, the magazine carries reports on projects, industry information and a who's who of the construction community.

## PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
Issue #1, 2023	February 2023	December 2022
Issue #2, 2023	September 2023	July 2023

## READ ONLINE

Click on the magazine to view the latest issue of **SICA CONSTRUCTION REVIEW** magazine in your browser for free!

Click [HERE](#) for information on digital advertising. If you have any questions or concerns about your digital advertising needs, please contact your MediaEdge Sales Representative.



# Why Advertise

## UNPARALLELED EXPOSURE!

Each and every SICA member will receive two issues of *SICA Construction Review* magazine, which provides informative editorial content and unparalleled exposure to a widespread scope of participants across the industry and the country with a readership of 2,000. The magazine will also be distributed at various industry events and conferences, ensuring your business' message is front and centre.



## Your Target Audience

Your company's ad will be viewed by a wide and diverse variety of readers whom are stakeholders in construction for B.C.'s Southern Interior. *SICA Construction Review* is distributed nationally; advertising in this magazine offers you the exceptional opportunity to reach a target audience of key industry personnel, leaders and decision makers across Canada, including:

- Architects
- Government Officials
- Developers
- Municipal Officials
- Engineers
- SICA Members
- General Contractors

## UPCOMING EVENTS

**Industry Awards of Excellence**  
April 2023

**CCO Workshop**  
April 2023

**SICA Trap & Skeet**  
June 2023

**SICA Golf Tournament**  
June & September 2023



Ask your MediaEdge representative about maximizing your exposure by advertising in 2023 issues.

# Advertising Rates

## Cover and Premium Positions (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Inside Front Cover*	8.375"	10.875"	\$1,959.50	\$2,159.50
Inside Back Cover*	8.375"	10.875"	\$1,959.50	\$2,159.50
Outside Back Cover*	8.375"	10.875"	\$2,059.50	\$2,319.50

\* MUST have .125" of bleed

## Full-Colour Rates

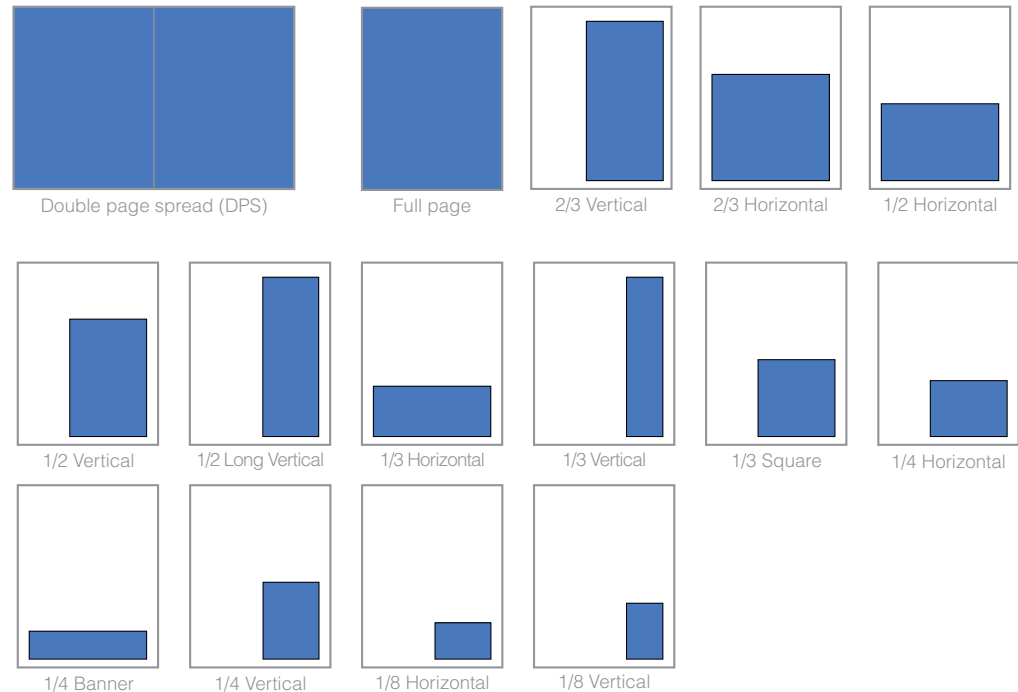
SIZE	WIDTH	DEPTH	2X RATE	1X RATE
DPS trim*	16.75"	10.875"	\$1,999.50	\$2,099.48
Full Page trim*	8.375"	10.875"	\$1,689.50	\$1,809.50
2/3 Vertical	4.583"	9.5"	\$1,449.50	\$1,549.50
2/3 Horizontal	7"	6.333"	\$1,449.50	\$1,549.50
1/2 Horizontal	7"	4.583"	\$1,209.50	\$1,279.50
1/2 Vertical	4.583"	7"	\$1,209.50	\$1,279.50
1/2 Long Vertical	3.333"	9.5"	\$1,209.50	\$1,279.50
1/3 Horizontal	7"	3"	\$1,039.50	\$1,089.50
1/3 Vertical	2.1667"	9.5"	\$1,039.50	\$1,089.50
1/3 Square	4.583"	4.583"	\$1,039.50	\$1,089.50
1/4 Horizontal	4.583"	3.333"	\$779.50	\$829.50
1/4 Banner	7"	2.1667"	\$779.50	\$829.50
1/4 Vertical	3.333"	4.583"	\$779.50	\$829.50
1/8 Horizontal	3.333"	2.1667"	\$699.50	\$759.50
1/8 Vertical	2.1667"	3.333"	\$699.50	\$759.50

\* MUST have .125" of bleed

Please Note: AD Rates are Price Per Issue  
 Guaranteed Position: Add 15%  
 Black & White Rates: 25% discount  
 Members Rates: 10% discount  
 Advertising Agencies: Please add 15%  
 Ad Proof Charge: \$25.00

### MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH	DEPTH
LIVE AREA:	7"	9.5"
TRIM SIZE:	8.375"	10.875"
BLEED SIZE:	8.625"	11.125"



## Production Specifications

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.