

SICA CONSTRUCTION REVIEW

OFFICIAL PUBLICATION OF THE SOUTHERN INTERIOR CONSTRUCTION ASSOCIATION

2025 Media Planner

SICA
SOUTHERN INTERIOR
CONSTRUCTION ASSOCIATION

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About SICA CONSTRUCTION REVIEW

SICA Construction Review is the official voice of the Southern Interior Construction Association (SICA), a non-profit, membership-based association representing the construction industry in the Southern Interior of B.C. SICA seeks to help their members run business more effectively, secure more job opportunities and keep their jobsites safe.

Published twice a year, *SICA Construction Review* delivers the latest news and developments within the association and the construction industry as a whole, including project profiles, SICA member spotlights, emerging technologies and more. *SICA Construction Review* is a vital source for SICA members to engage with the construction industry and increase expertise in their given field.

PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
Issue #1, 2025	January 2025	November 2024
Issue #2, 2025	August 2025	July 2025

READ ONLINE

Click on the magazine to view the latest issue of **SICA CONSTRUCTION REVIEW** 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!

SICA Construction Review provides informative editorial content and unparalleled exposure to a widespread scope of construction industry professionals across the country.

Take advantage of this extraordinary opportunity and put your business's message front and centre in the heart of B.C.'s southern interior.

DID YOU KNOW?

2,000 issues of *SICA Construction Review* are distributed twice a year.

SICA represents more than **400** members in the construction industry.

In their Spring 2024 Stat Pack, the BCCA reported that ongoing construction projects in BC were valued at **\$160B**, with a further **\$170B** in proposed projects.¹

The BC construction industry contributes 10.3% of BC's GDP.¹

¹ Source: bccasn.com/wp-content/uploads/2024/02/BCCA-Industry-Survey-2024-Web-Final-V1.pdf



READERSHIP

Each issue of *SICA Construction Review* will reach **6,000+ readers** across the country, including:

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

UPCOMING EVENTS

- **CCO Workshop**
February 6, 2025
- **SICA Trap & Skeet**
- **SICA Golf Tournament**

Ask your MediaEdge representative about maximizing your exposure by advertising in 2025 issues.

Advertising Rates

Cover and Premium Positions (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Inside Front Cover*	8.375"	10.875"	\$ 2,059.50	\$2,269.50
Inside Back Cover*	8.375"	10.875"	\$ 2,059.50	\$2,269.50
Outside Back Cover*	8.375"	10.875"	\$2,169.50	\$2,439.50

* 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

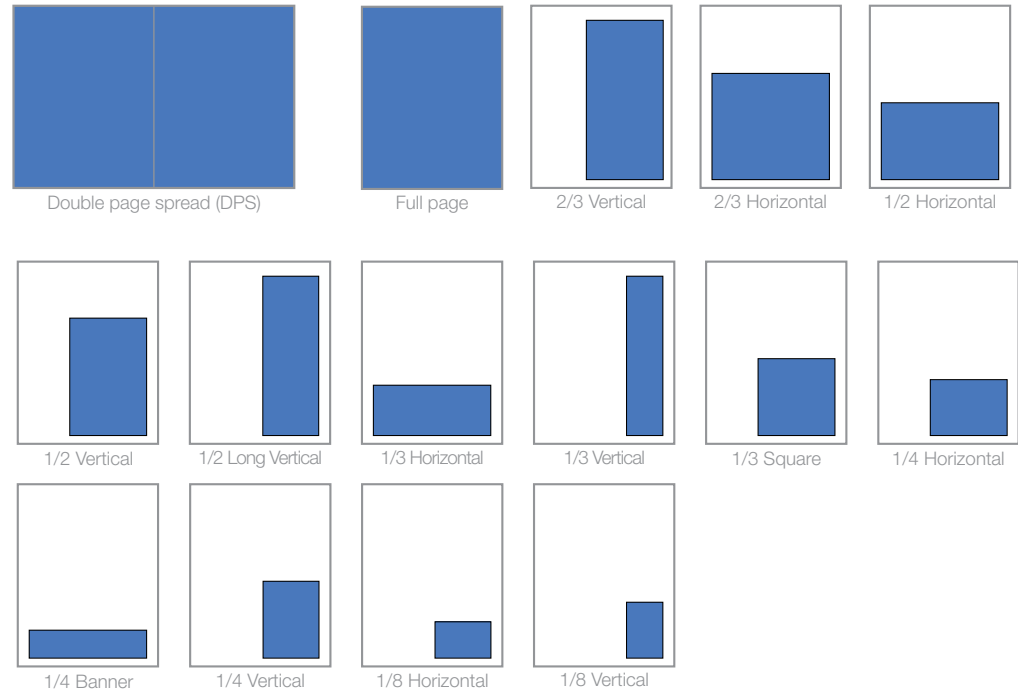
MECHANICAL REQUIREMENTS

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

Full-Colour Rates

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
DPS trim*	16.75"	10.875"	\$2,099.50	\$2,209.50
Full Page trim*	8.375"	10.875"	\$1,869.50	\$1,999.50
2/3 Vertical	4.583"	9.5"	\$1,609.50	\$1,719.50
2/3 Horizontal	7"	6.333"	\$1,609.50	\$1,719.50
1/2 Horizontal	7"	4.583"	\$1,339.50	\$1,419.50
1/2 Vertical	4.583"	7"	\$1,339.50	\$1,419.50
1/2 Long Vertical	3.333"	9.5"	\$1,339.50	\$1,419.50
1/3 Horizontal	7"	3"	\$1,159.50	\$1,189.50
1/3 Vertical	2.1667"	9.5"	\$1,159.50	\$1,189.50
1/3 Square	4.583"	4.583"	\$1,159.50	\$1,189.50
1/4 Horizontal	4.583"	3.333"	\$869.50	\$919.50
1/4 Banner	7"	2.1667"	\$869.50	\$919.50
1/4 Vertical	3.333"	4.583"	\$869.50	\$919.50
1/8 Horizontal	3.333"	2.1667"	\$779.50	\$839.50
1/8 Vertical	2.1667"	3.333"	\$779.50	\$839.50

* MUST have .125" of bleed



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. Publisher assumes no responsibility for accuracy when a proof is not provided.