

SICA CONSTRUCTION REVIEW

OFFICIAL PUBLICATION OF THE SOUTHERN INTERIOR CONSTRUCTION ASSOCIATION

2022 Media Planner



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.

CONSIDER THIS:

- Recent studies show that custom publishing surpasses print, television and radio advertising, as well as dominating Internet marketing and telemarketing, in building long-term relationships, promoting loyalty and retaining existing members.
- Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader’s attention.
- In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely and intimate experience. With 73% of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium, where the reader is receptive and in full control.



MISSION STATEMENT:

“Providing leadership and promoting excellence for the benefit of our industry”

INTERESTING FACT:

A survey conducted by MarketingSherpa revealed 82% of participants trusted printed advertisements such as newspapers and magazines the most when making a purchase decision.

Source: July 18, 2017 imagine-express.com



WHY ADVERTISE?

UNPARALLELED EXPOSURE!

Each and every SICA member will receive two issues of the *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:

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

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.

SICA Construction Review is uniquely poised to deliver your message to fundamental players and advisers in the industry, representing members across the country. The magazine is printed in full colour and gloss, sized 8.375" x 10.875" and is published twice a year.

PREMIUM POSITIONS

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



DIGITAL EDITION SPONSORSHIP

READ ONLINE

Click on the magazine to view the latest issue of the **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.

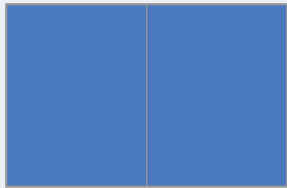


ADVERTISING RATES

Please Note: AD Rates are Price Per Issue

Guaranteed Position: Add 15%

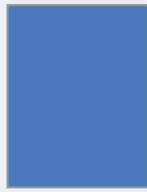
Black & White Rates: 25% discount



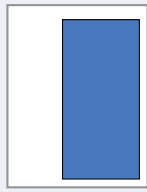
Double page spread (DPS)

MECHANICAL REQUIREMENTS

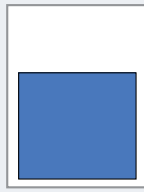
SIZE IN INCHES	WIDTH	DEPTH
LIVE AREA:	7"	9.5"
TRIM SIZE:	8.375"	10.875"
BLEED SIZE:	8.625"	11.125"



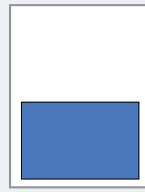
Full page



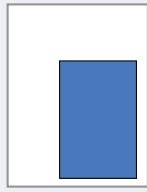
2/3 Vertical



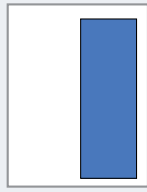
2/3 Horizontal



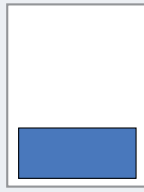
1/2 Horizontal



1/2 Vertical



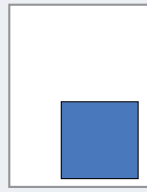
1/2 Long Vertical



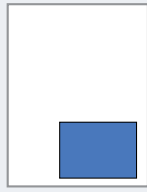
1/3 Horizontal



1/3 Vertical



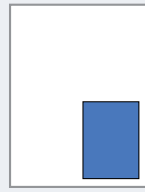
1/3 Square



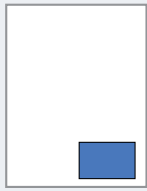
1/4 Horizontal



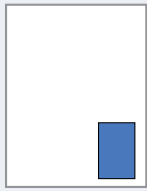
1/4 Banner



1/4 Vertical



1/8 Horizontal



1/8 Vertical

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

INSERTS & BELLY BANDS: Available upon request

ADVERTISING AGENCIES: Please add 15%

AD PROOF CHARGE: \$25.00

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.

UPCOMING EVENTS



EVENTS:

SICA Industry Awards of Excellence
January 2022 (Tentative)

SICA Conference
February 25th, 2022 (Tentative)

SICA Golf Tournament
June 17th, 2022

ASK YOUR MEDIAEDGE REPRESENTATIVE ABOUT
MAXIMIZING YOUR EXPOSURE BY ADVERTISING IN
THE UPCOMING 2022 ISSUES.



PUBLISHING DATE

ISSUE	PUBLISH	MATERIAL DUE
Issue #1, 2022	February, 2022	December, 2021
Issue #2, 2022	September, 2022	July, 2022

For additional information contact
Nancie Prive,
Toll Free: 866.201.3096 ext. 402
nanciep@mediaedgepublishing.com