

INNOVATION

2024 MEDIA KIT

Innovation is the only magazine that reaches more than 45,000 professional engineers and geoscientists in BC.

*Innovation is Engineers and Geoscientists BC's flagship publication. Our **subscriber base of 45,926** is employed in a variety of industries, like consulting, construction, manufacturing, high-tech, research, resources, and utilities—and a wide range of disciplines.*



**ENGINEERS &
GEOSCIENTISTS**
BRITISH COLUMBIA



- CIRCULATION • 45,926**
- PRINTED EDITION • 32,400** by direct mail
- DIGITAL EDITION • 13,526** interactive editions by digital delivery
Also available publicly through egbc.ca/innovation
- FREQUENCY • 4** editions per year

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REGISTRANT COMPOSITION BY INDUSTRY AND GEOGRAPHY

GEOGRAPHICAL DISTRIBUTION

LOWER MAINLAND & SEA TO SKY	55.6%	KOOTENAYS	2.1%
VANCOUVER ISLAND	8.9%	NORTHERN BC	1.2%
OKANAGAN/INTERIOR	7.2%	OUT OF PROVINCE	25%


LICENCE DISCIPLINES

CIVIL	28%
MECHANICAL	23%
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CHEMICAL	6%
GEOLOGY	5%
STRUCTURAL	4%
MINING	3%
GEOLOGICAL	3%
METALLURGICAL	2%
ENVIRONMENTAL	2%
OTHER*	8%

*Includes Environmental Geoscience, Computer, Petroleum, Industrial, Engineering Physics and Mechatronics.

TOP INDUSTRIES

- PROJECT MANAGEMENT
- ELECTRICAL PROJECTS
- CONSTRUCTION & BUILDING DESIGN
- GEOTECHNOLOGY
- WATER & SANITARY SEWERS
- MUNICIPAL PLANNING
- TRANSPORTATION

FEATURE


THE RISE OF AI

BEWARE THE UNKNOWNs:

*RISKS FOR ENGINEERS, GEOSCIENTISTS
USING ARTIFICIAL INTELLIGENCE IN PRACTICE*

You may already be using AI without knowing it—and that is one of the dangers AI presents. With AI accelerating in use and development, engineers and geoscientists are in uncharted territory for regulation and guidance.

DAVID WYLIE

Arificial Intelligence (AI) hype comes in waves, an ebbing and flowing tide of public discourse on how AI will shape society potentially for the better, possibly for the worse and increasing urgency over how to regulate it.

Jens Weber, Ph.D., P.Eng., a professor at the University of Victoria and Engineers and Geoscientists BC Board member, says he finds the conversation fascinating.

“If you just read the news, our society is ultimately rocked by innovations like ChatGPT, for example, image generation, creating artificial deepfake images,” he says.

“There is so much unknown and uncertainties about AI, yet there are so many companies, industries, and hype around using this either in the process of engineering or in engineering

products that caution is really important about critically evaluating what you are going to use,” he says.

Weber, who specializes in data engineering, health software engineering, and interoperability engineering, says that as a scientist looking under the hood at what makes the box tick is intriguing. It’s a “relatively primitive algorithm,” he says. If you have enough computational power and memory, predicting the probability of words to string into sentences can result in a system that appears intelligent enough to fool humans into thinking there’s another human on the other side of the screen. This type of generative AI learns from a corpus of documents on the Internet.

ILLUSTRATION: AI CREATION

INNOVATION JULY/AUGUST 2023 11

INNOVATION 2024 MEDIA KIT

Advertising contact:

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604.681.1811

ADVERTISING INFORMATION

Rates effective January 1, 2024. Rates do not include applicable taxes.

Covers: Front cover is not sold. Other covers are 25% extra.

Special positions: 15% extra.

Inserts: Contact advertising representative for printer specifications.

Agency commission: 15% to recognized agencies.

Overdue accounts: Subject to a service charge of 2% per month (24% per annum).

Production charges: Rates quoted are for space only. Extra charges may apply if ad must be created, altered, or does not comply with digital requirements. Charges available on request.

PRODUCTION DEADLINES

ISSUE DATE	SPACE CLOSING	MATERIAL CLOSING	DELIVERY [approx.]
Spring 2024	Feb 2, 2024	Feb 9, 2024	Mar 18, 2024
Summer 2024	Apr 26, 2024	May 3, 2024	Jun 17, 2024
Fall 2024	Aug 2, 2024	Aug 9, 2024	Sep 16, 2024
Winter 2024/2025	Nov 1, 2024	Nov 8, 2024	Dec 16, 2024

4-COLOUR DISPLAY ADVERTISING RATES

SIZE	1 x	2 x	4 x
1 page	\$3,523	\$3,381	\$3,229
2/3 page	2,751	2,657	2,547
1/2 page, island	2,352	2,237	2,148
1/2 page	2,211	2,100	2,006
1/3 page	1,770	1,675	1,607
1/4 page	1,218	1,145	1,092
1/6 page	987	935	909
1/8 page	762	725	667

PROFESSIONAL SERVICES ADVERTISING RATES

SIZE	BASIS	PER EDITION	TOTAL	SIZE	BASIS	PER EDITION	TOTAL
2"	4 x	\$242	\$1,452	3 1/2"	4 x	\$375	\$2,250
	2 x	246	738		2 x	383	1,149
2 1/2"	4 x	287	1,722	4"	4 x	420	2,520
	2 x	292	876		2 x	429	1,287
3"	4 x	331	1,986	4 1/2"	4 x	465	2,790
	2 x	338	1,014		2 x	475	1,425

Professional Services are sold on a 2- or 4-time basis and are payable in advance.

Rates updated January 2024.

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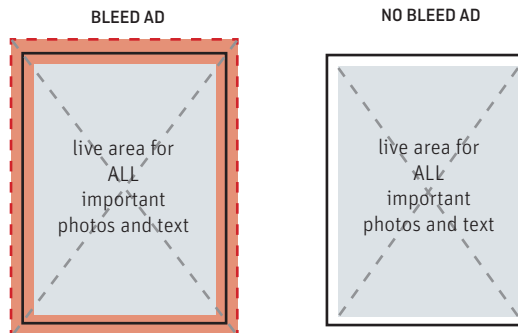
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SUBMISSION GUIDELINES

- Format:** Saddle-stitched magazine. Type page: 7.125" x 10"; trim size: 8.125"x10.75"; bleed size: 8.375"x11".
- Frequency:** Four editions per year, in March, June, September, and December. Interactive digital version of each edition provided at egbc.ca/innovation, and distributed to subscribers by email.
- Final artwork:** Please supply RIP-ready files. Include all screen and printer fonts, and images. High-resolution Adobe PDF files (with vector/line drawings for logos/text) strongly preferred.
- Production charges:** Extra charges may apply if ad must be created, altered, or does not comply with digital requirements.

Artwork for full-page bleed ads and no-bleed ads:

All important information must be inside the grey boxed area for both ad types. This live area is 7.125" x 10". For bleed ads, the background must extend to the full outside dimensions.



SIZES AND MEASUREMENTS

Page Size		Width (inches)	Depth (inches)
Full page	bleed	8.375	11.000
	no bleed	7.125	10.000
Two-thirds page	horizontal	7.125	6.625
	vertical	4.625	10.000
Half page	island	4.625	7.500
	horizontal	7.125	4.875
	vertical	3.437	10.000
One-third page	double col	4.625	4.875
	horizontal	7.125	3.250
	vertical	2.250	10.000
	1 1/2 col	3.437	6.500
Quarter page	double col	4.625	3.750
	horizontal	7.125	2.500
	vertical	2.250	7.500
	1 1/2 col	3.437	4.875
One-sixth page	double col	4.625	2.500
	horizontal	7.125	1.625
	vertical	2.250	4.875
One-eighth page	vertical	2.250	3.750
	1 1/2 col	3.437	2.437