

INNOVATION

2021 MEDIA KIT

Innovation is the only magazine that reaches all professional engineers and geoscientists in BC.

Innovation is Engineers and Geoscientists British Columbia's flagship publication. Our **subscriber base of 39,500** is employed in a variety of sectors—utilities, telecommunications, forestry, mining, government, universities/colleges, manufacturing, research and marine development—and a wide range of disciplines.

Reach BC's engineering and geoscience professionals with opportunities in appointment notices, branding, career, and classified advertising.



**ENGINEERS &
GEOSCIENTISTS**
BRITISH COLUMBIA



- CIRCULATION • 39,500**
- PRINTED EDITION • 29,100** by direct mail
- DIGITAL EDITION • 10,400** interactive editions by digital delivery
Also available publicly through egbc.ca/innovation
- 12,400 average page views per edition
- FREQUENCY • 6** editions per year

INNOVATION

2021 MEDIA KIT

REGISTRANT COMPOSITION BY DISCIPLINE, AGE, SALARY AND GEOGRAPHICAL DISTRIBUTION:

GEOGRAPHICAL DISTRIBUTION

| | | | |
|-----------------------------|-------|------------------|-------|
| VANCOUVER COAST & MOUNTAINS | 57.6% | KOOTENAYS | 2.5% |
| VANCOUVER ISLAND | 9.9% | NORTHERN BC | 1.4% |
| OKANAGAN/INTERIOR | 7.9% | OTHER/UNDECLARED | 20.7% |

DISCIPLINE

| | |
|------------|-----|
| CIVIL | 29% |
| MECHANICAL | 22% |
| ELECTRICAL | 16% |
| CHEMICAL | 5% |
| GEOLOGY | 5% |
| STRUCTURAL | 4% |
| GEOLOGICAL | 3% |
| OTHER | 16% |

AGE

| | |
|-------|-------|
| < 31 | 15.7% |
| 31-40 | 23.3% |
| 41-50 | 17.7% |
| 51-60 | 17.7% |
| 61-70 | 11.0% |
| 70 < | 9.3% |

MEDIAN ANNUAL BASE SALARY

\$106,700¹

¹Estimated, based on 2016 Compensation Survey plus reported median annual increases

FEATURE

THE PROMISE OF DIGITAL TWINNING

Photo: Ben Fitzmaurice/747, Boeing/Comcast

Melanie Chin (left) and Thuong Pham check a Boeing 777X wing.

Most engineers involved in designing and prototyping complex parts and components are familiar with the drawbacks of traditional manufacturing: producing, testing, revising, more testing, and more revisions—and then, more testing. The process tends to be iterative, and often expensive and lengthy. The steps are important for all engineered components, but they're even more critical if the components themselves are designed to ensure public safety—like, for instance, aerospace components.

That's why digital twinning—the creation of a simulated digital replica of a physical component that produces real-time operating feedback—shows such great promise.

The Digital Technology Supercluster is a BC-based organization—a sort of consortium of organizations that reads like a who's-who of technology and design in the province—that aims to position BC and Canada as a global leader in digital innovation. The Supercluster, which includes aerospace, mining, forestry, healthcare, data, design, and advanced computing organizations, is spearheading a collection of projects, designed to strengthen BC's presence on a global scale. It's one of five national Superclusters that make up the Government of Canada's Innovation Superclusters Initiative, a program that expects to create more than 50,000 jobs over ten years.

One of the key projects of the BC-based Supercluster is The Learning Factory Digital Twin—a \$6.6 million digital simulation of traditional factory processes that uses sensors and visualization to create a digital twin of a physical production facility. The Supercluster brought together Avcorp Industries Inc., AMPD Ventures Inc., UBC, Convergent Manufacturing Technologies Inc., and Llama200 Interactive Inc. (all in BC) together with Boeing and Microsoft—each of whom plays a unique role developing the technology, but none of whom could make it happen on their own.

Although digital twins could be used in almost any manufacturing situation, this Supercluster project aims to digitize segments of two existing aerospace component production lines, one of which is here in BC, to produce complex Boeing aircraft parts.

INNOVATION 2021 MEDIA KIT

Advertising contact:

AdvertisingInPrint
info@AdvertisingInPrint.com
604.681.1811

ADVERTISING INFORMATION

Rates effective January 1, 2021. 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.) |
|---------------|---------------|------------------|--------------------|
| Jan/Feb 2021 | Jan 4, 2021 | Jan 15, 2021 | Feb 1, 2021 |
| Mar/Apr 2021 | Mar 1, 2021 | Mar 12, 2021 | Apr 2, 2021 |
| May/June 2021 | May 3, 2021 | May 14, 2021 | Jun 4, 2021 |
| Jul/Aug 2021 | Jun 28, 2021 | Jul 9, 2021 | Jul 30, 2021 |
| Sep/Oct 2021 | Aug 30, 2021 | Sep 10, 2021 | Oct 1, 2021 |
| Nov/Dec 2021 | Nov 1, 2021 | Nov 12, 2021 | Dec 3, 2021 |

4-COLOUR DISPLAY ADVERTISING RATES

| SIZE | 1 x | 3 x | 6 x |
|------------------|------------|------------|------------|
| 1 page | \$3,355.00 | \$3,220.00 | \$3,075.00 |
| 2/3 page | 2,620.00 | 2,530.00 | 2,425.00 |
| 1/2 page, island | 2,240.00 | 2,130.00 | 2,045.00 |
| 1/2 page | 2,105.00 | 2,000.00 | 1,910.00 |
| 1/3 page | 1,685.00 | 1,595.00 | 1,530.00 |
| 1/4 page | 1,160.00 | 1,090.00 | 1,040.00 |
| 1/6 page | 940.00 | 890.00 | 865.00 |
| 1/8 page | 725.00 | 690.00 | 635.00 |

PROFESSIONAL CARD ADVERTISING RATES

| SIZE | BASIS | PER EDITION | TOTAL | SIZE | BASIS | PER EDITION | TOTAL |
|--------|-------|-------------|------------|--------|-------|-------------|------------|
| 2" | 6 x | \$230.00 | \$1,380.00 | 3 1/2" | 6 x | \$357.50 | \$2,145.00 |
| | 3 x | 234.00 | 702.00 | | 3 x | 364.50 | 1,093.50 |
| 2 1/2" | 6 x | 272.50 | 1,635.00 | 4" | 6 x | 400.00 | 2,400.00 |
| | 3 x | 277.50 | 832.50 | | 3 x | 408.00 | 1,224.00 |
| 3" | 6 x | 315.00 | 1,890.00 | 4 1/2" | 6 x | 442.50 | 2,655.00 |
| | 3 x | 321.00 | 963.00 | | 3 x | 451.50 | 1,354.50 |

Professional Cards are sold on a 3- or 6-time basis and are payable in advance.

Rates updated January 2021.

INNOVATION

2021 MEDIA KIT

Advertising contact:

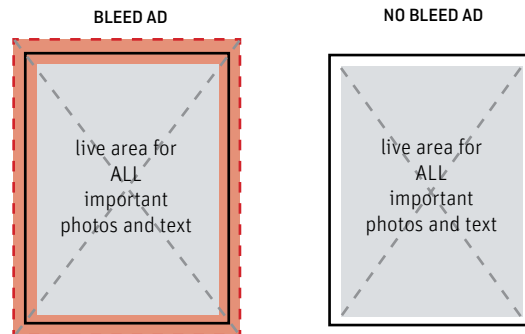
AdvertisingInPrint
 info@AdvertisingInPrint.com
 604.681.1811

SUBMISSION GUIDELINES

- Format:** Saddle-stitched magazine. Type page: 7.125" x 10"; trim size: 8.125"x10.75"; bleed size: 8.375"x11". Digital format also available on the Engineers and Geoscientists BC website, and distributed to subscribers by email.
- Frequency:** Printed 6 times per year and distributed in February, April, June, August, October and December.
- 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 | 1 1/2 col | 3.437 | 3.250 |
| | vertical | 2.250 | 3.750 |
| | 1 1/2 col | 3.437 | 2.437 |