

INNOVATION

2025 MEDIA KIT

Innovation is the only magazine that reaches more than 48,000 professional engineers and geoscientists in BC.

Innovation is Engineers and Geoscientists BC's flagship publication. Our **subscriber base of 48,008** 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 • 48,008
PRINTED EDITION • 34,733 by direct mail
DIGITAL EDITION • 13,275 interactive editions by digital delivery
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FREQUENCY • 4 editions per year

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LICENCE DISCIPLINES

CIVIL	28%
MECHANICAL	23%
ELECTRICAL	16%
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

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%

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 WYLLIE

Artificial 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

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Advertising contact:

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ADVERTISING INFORMATION

Rates effective January 1, 2025. Rates do not include applicable taxes.

Covers: Front cover is not sold.

Cover position surcharge: 25% for inside front & outside back covers; 20% for inside back cover.

Special positions surcharge: 15%.

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 2025	Jan 31, 2025	Feb 7, 2025	Mar 17, 2025
Summer 2025	Apr 25, 2025	May 2, 2025	Jun 16, 2025
Fall 2025	Aug 1, 2025	Aug 8, 2025	Sep 15, 2025
Winter 2025/2026	Oct 31, 2025	Nov 7, 2025	Dec 15, 2025

4-COLOUR DISPLAY ADVERTISING RATES

SIZE	1 x	2 x	4 x
1 page	\$3,699	\$3,550	\$3,390
2/3 page	2889	2790	2674
1/2 page, island	2470	2349	2255
1/2 page	2322	2205	2106
1/3 page	1859	1759	1687
1/4 page	1279	1202	1147
1/6 page	1036	982	954
1/8 page	800	761	700

PROFESSIONAL SERVICES ADVERTISING RATES

SIZE	BASIS	PER EDITION	TOTAL	SIZE	BASIS	PER EDITION	TOTAL
2"	4 x	\$254	\$1,016	3 1/2"	4 x	394	1575
	2 x	258	517		2 x	402	804
2 1/2"	4 x	301	1205	4"	4 x	441	1764
	2 x	307	613		2 x	450	901
3"	4 x	348	1390	4 1/2"	4 x	488	1953
	2 x	355	710		2 x	499	998

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

Rates updated January 2025.

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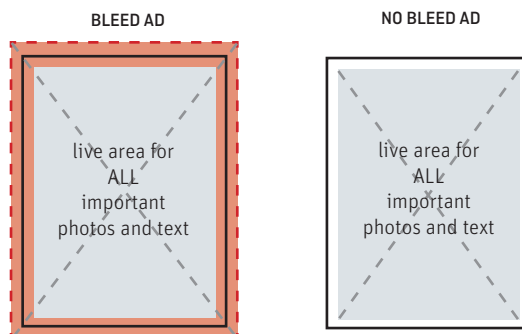
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SUBMISSION GUIDELINES

- 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	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
Quarter page	1 1/2 col	3.437	4.875
One-sixth page	double col	4.625	2.500
	vertical	2.250	4.875
One-eighth page	vertical	2.250	3.750

Professional Services Ads

consult your account representative for ad dimensions