

INNOVATION

2023 MEDIA KIT

Innovation is the only magazine that reaches more than 40,000 professional engineers and geoscientists in BC.

Innovation is Engineers and Geoscientists British Columbia's flagship publication. Our **subscriber base of 41,675** 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 • 41,675**
- PRINTED EDITION • 29,320** by direct mail
- DIGITAL EDITION • 12,355** interactive editions by digital delivery
Also available publicly through egbc.ca/innovation
- FREQUENCY • 6** editions per year

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REGISTRANT COMPOSITION BY INDUSTRY AND GEOGRAPHY

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%

LICENCE DISCIPLINES

CIVIL	29%
MECHANICAL	22%
ELECTRICAL	15%
CHEMICAL	6%
GEOLOGY	5%
STRUCTURAL	4%
GEOLOGICAL	3%
OTHER*	16%

*Includes Mining, Environmental, Metallurgical, Environmental Geoscience, Computer, Engineering Physics, and Mechatronics.

TOP INDUSTRIES

- CONSULTING ENGINEERING
- CONSTRUCTION & MANUFACTURING RESOURCES
- HIGH-TECH
- GOVERNMENT
- UTILITIES, COMMUNICATIONS, & TRANSPORTATION
- CONSULTING GEOSCIENCE



FEATURE

This small and innocuous-looking device is a microwave sensor that can detect dangerous ice buildups nearby; it has a hydrophobic coating that causes water to bead up and roll off. Here, the sensor is set up for testing and experiments inside the UBC Okanagan Microelectronics and Gigahertz Applications Laboratory. Photo: Sam Gattuso/UBC Okanagan

FROM “COFFEE TALK” TO BREAKTHROUGH INVENTION: PAINT-ON ICE DETECTION SENSORS THAT COULD MAKE WINTER A LOT SAFER

What do airplane wings, wind turbines, drones, roads, and sidewalks all have in common? They can all accumulate dangerous ice. But now, two engineers from UBC Okanagan are testing a paint-on coating that can not only sense when ice is about to form but also help delay and even prevent it, making our skies, streets and walkways much safer.

ROBIN J. MILLER

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Advertising contact:

AdvertisingInPrint

info@AdvertisingInPrint.com

604.681.1811

ADVERTISING INFORMATION

Rates effective January 1, 2023. 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 2023	Jan 4, 2023	Jan 13, 2023	Feb 7, 2023
Mar/Apr 2023	Feb 28, 2023	Mar 10, 2023	Apr 4, 2023
May/June 2023	May 2, 2023	May 12, 2023	Jun 6, 2023
Jul/Aug 2023	Jun 27, 2023	Jul 7, 2023	Aug 1, 2023
Sep/Oct 2023	Aug 29, 2023	Sep 8, 2023	Oct 3, 2023
Nov/Dec 2023	Oct 31, 2023	Nov 10, 2023	Dec 5, 2023

4-COLOUR DISPLAY ADVERTISING RATES

SIZE	1 x	3 x	6 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"	6 x	\$242	\$1,452	3 1/2"	6 x	\$375	\$2,250
	3 x	246	738		3 x	383	1,149
2 1/2"	6 x	287	1,722	4"	6 x	420	2,520
	3 x	292	876		3 x	429	1,287
3"	6 x	331	1,986	4 1/2"	6 x	465	2,790
	3 x	338	1,014		3 x	475	1,425

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

Rates updated January 2023.

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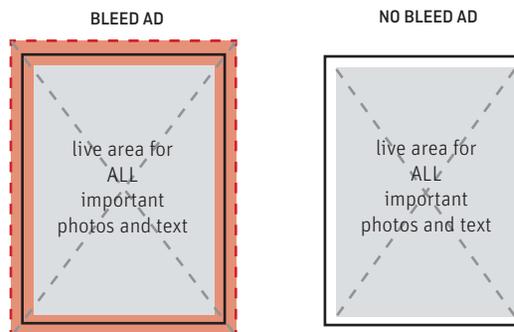
604.681.1811

SUBMISSION GUIDELINES

- Format:** Saddle-stitched magazine. Type page: 7.125" x 10"; trim size: 8.125"x10.75"; bleed size: 8.375"x11".
- Frequency:** Six editions per year, in February, April, June, August, October, 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