



THE OFFICIAL PUBLICATION OF THE
GRAND VALLEY CONSTRUCTION ASSOCIATION

Journal

2022 Media Kit

One of Canada's Leading Construction Magazines In Print & On-line

GVCA Journal is the official publication of the Grand Valley Construction Association whose 700 member firms build more than 90 percent of the \$1.5 billion non-residential construction activity in one of Canada's fastest growing construction regions.

Build your brand with the GVCA

EDITORIAL REACH

Magazine Rack Distribution at 47 locations throughout the Grand Valley Region

5,200 plus: The GVCA Journal is distributed to 3,200 members in the Central Ontario Construction Industry including our 700 member firms. The remaining base of circulation is comprised of local architects, engineers, environmental consultants as well as procurement officers and key decision-makers from the private and public sector agencies. An additional 2,000 members of the construction industry are directly sent the link for our online version of the Journal.

EDITORIAL FOCUS

ICI Build: The magazine addresses problems, concerns, and opportunities facing all industry stakeholders. We cover major issues facing the Canadian Construction industry from Technology to Health & Safety to Globalization. We also focus on infrastructure, procurement and government regulations at the municipal, provincial and national levels.

2022 EDITORIAL SCHEDULE

JANUARY/FEBRUARY

Economic Forecast for 2021
Construction Spend

MARCH/APRIL

Green Design & Construction
Technology & Innovation

MAY/JUNE

Health & Safety

JULY/AUGUST

Focus on Finance, Bonding and Insurance
Education in Construction Guide

SEPTEMBER/OCTOBER

Procurement
2022 Buyer's Guide

NOVEMBER/DECEMBER

HR & Labour Management

REGULAR COLUMNS

- Safety In Construction
- Crystal Ball Report
- Legal Issues
- Technology & Innovation
- HR Management



MAGAZINE ADVERTISING IS STILL THE MOST POWERFUL WAY TO CONNECT WITH YOUR TARGET AUDIENCE AND BUILD BRAND AWARENESS.

For advertising space information or to book your ad, contact:

Lana Lang-Nagle, Chief Operating Officer // 519-277-0493 // lana@gvca.org



VIVIDATA, A CANADIAN RESEARCH COMPANY, FOUND THAT:

- 9 OUT OF 10 CANADIANS HAVE READ A MAGAZINE BRAND IN THE PAST THREE MONTHS.
- 1 IN 3 MAGAZINE READERS SEARCHED ONLINE FOR A PRODUCT, BRAND OR SERVICE ADVERTISED IN A MAGAZINE. FALL 2018

2022 ADVERTISING RATES

BLACK & WHITE	1X	3X	6X
Full Page			
1/2 Page			
1/3 Page			
1/4 Page			
1/8 Page			
PREFERRED POSITIONS			
Double Page			
2nd & 3rd Covers			
4th Cover			

For booking information and pricing contact:
Lana Lang-Nagle
 519-277-0493
 lana@gvca.org

COLOUR CHARGES:
FOUR COLOUR: \$650
STANDARD COLOURS: \$225 (Cyan, Magenta, Yellow)
 Note: Minimum full-colour accepted for cover positions. Front cover not sold.

CLOSING DATES

ISSUE	AD CLOSING	MATERIALS CLOSING	PUBLICATION DATE
Jan/Feb '22	Nov 17	Nov 24	Jan 5/22
Mar/Apr '22	Jan 19	Jan 26	Mar 2/22
May/Jun '22	Mar 23	Mar 30	May 4/22
Jul/Aug '22	May 25	Jun 1	Jul 6/22
Sep/Oct '22	Jul 20	Jul 27	Sep 1/22
Nov/Dec '22	Sep 21	Sep 28	Nov 2/22
Jan/Feb '23	Nov 16	Nov 23	Jan 4/23

For advertising space information or to book your ad, contact:

Lana Lang-Nagle, Chief Operating Officer
 519-277-0493 // lana@gvca.org
 Grand Valley Construction Association
 25 Sheldon Drive, Cambridge ON N1R 6R8

MECHANICAL REQUIREMENTS

DESCRIPTION	SIZE (INCHES)
Full Page	
Trim Size	8 3/8 w x 10 7/8 h
Text Safe	7 1/8 w x 9 7/8 h
Bleed	8 1/2 w x 11 1/8 h
Double Page Spread	
Trim Size	16 3/4 w x 10 7/8 h
Text Safe	15 1/2 w x 9 7/8 h
Bleed	17 w x 11 1/8 h
1/2 Page Horizontal	7 1/8 w x 4 5/8 h
1/2 Page Vertical	3 1/2 w x 9 1/2 h
1/2 Page Island	4 5/8 w x 7 1/8 h
1/3 Page Square	4 5/8 w x 4 5/8 h
1/3 Page Horizontal	7 1/8 w x 3 h
1/3 Page Vertical	2 1/4 w x 9 1/2 h
1/4 Page Horizontal	4 5/8 w x 3 1/2 h
1/4 Page Vertical	3 1/2 w x 4 5/8 h
1/4 Page Banner	7 1/8 w x 2 1/4 h
1/8 Page Horizontal	3 1/2 w x 2 1/4 h
1/8 Page Vertical	2 1/4 w x 3 1/2 h

ARTWORK SPECIFICATIONS

- Minimum image resolution: 300 DPI.
- Preferred format: print-ready PDF.
- Vector artwork should be saved in an EPS format with images embedded and fonts outlined.
- Please note images from the web are not suitable for printing.

SUBMITTING ARTWORK

Email print-ready artwork to:
 lana@gvca.org

