

BuildCanada
Construction Profile Magazine

2026

MEDIA PLANNER

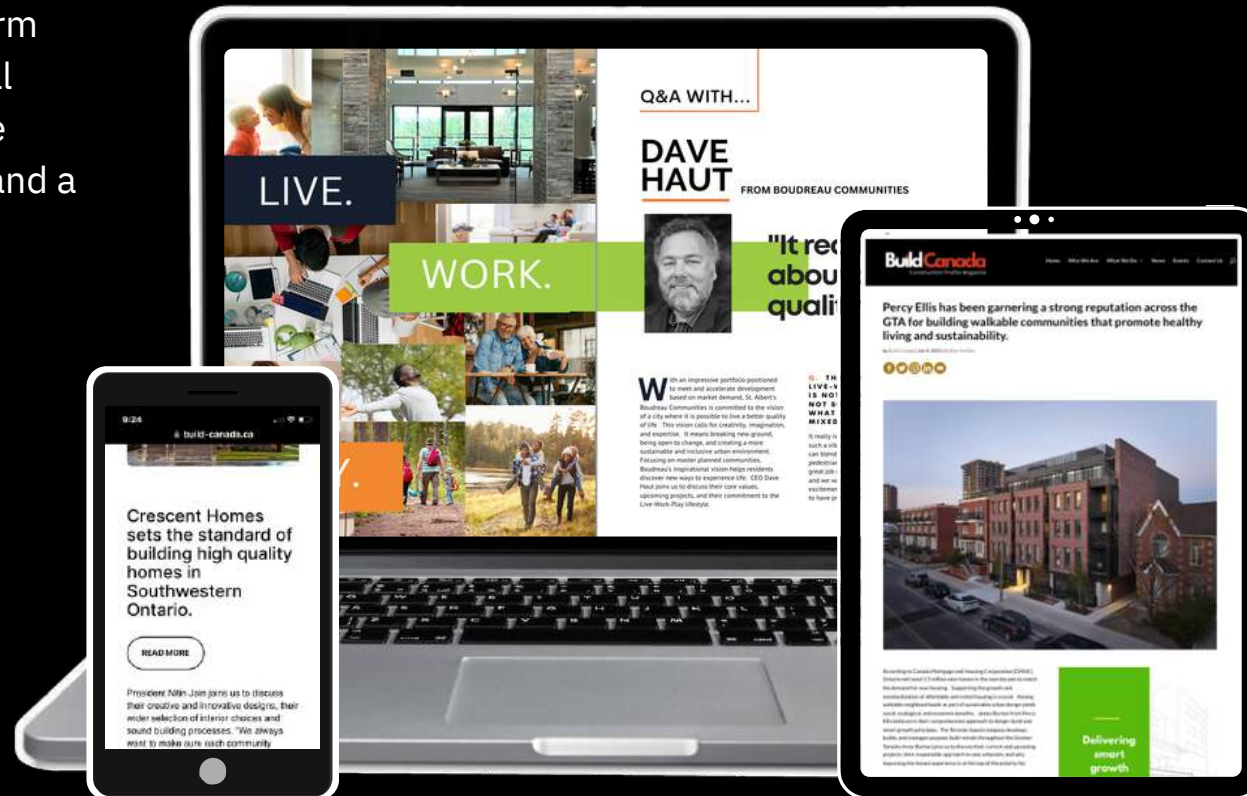


Readership & Audience

Who We Are

Build Canada Magazine profiles leading developers, builders, and trades in the construction sector that lead the way in implementing innovative building processes, products, materials, and sustainable technologies that drive change in the industry.

Our multi-channel media platform includes online, print, and digital promotion; an up-to-the-minute website full of unique content; and a readership that reaches a wide audience of over 60,000 professionals in the Canadian construction industry.



ABOUT US

Readership & Audience

We connect your brand to Build Canada's engaged, loyal, and targeted audience of home builders and developers across the country.

60K+

Executive Email Distribution

READERSHIP BY TENURE



38%

RESIDENTIAL DEVELOPERS, BUILDERS, & GENERAL CONTRACTORS

23%

COMMERCIAL INDUSTRIAL CIVIC INSTITUTIONAL

33K+

MONTHLY ONLINE VIEWS

48%

C-SUITE EXECUTIVES SENIOR MANAGEMENT

21%

SENIOR MANAGEMENT DIRECTORS OPERATIONS GENERAL MANAGERS REGIONAL MANAGERS

18%

MARKETING & SALES

11%

PROJECT DIRECTORS & MANAGERS

7%

ASSOCIATE & EXECUTIVE

Median Age	45
Men	62%
Women	38%

Ontario	27%
Alberta	21%
British Columbia	19%
Saskatchewan	11%
Manitoba	9%
Quebec	4%
Atlantic/N. Amer	4%

79%

3+ visits per month

21.7%

Click Rate

93%

agree "I'm interested in learning about new developments and products related to my sector."

87%

agree "I make/influence construction related purchases at least one a year for my company."

Magazine Advertising

Get your business seen

With a number of advertising spaces, sizes and placements available, Build Canada E-Magazine can effectively tailor space in the magazine to your marketing needs.

Whether you wish to promote your business in our building news pages, as standalone advertorial, or within existing individual features on leading construction companies, we can provide the space you need to communicate your message.

Multiple Issues

	2 ISSUES	3 ISSUES	4 ISSUES	6 ISSUES
DP Spread	\$10,500	\$19,250	\$19,250	\$25,564
Full page	\$7,380	\$14,654	\$14,654	\$18,280
1/2 page	\$4,769	\$9,059	\$9,059	\$11,080
1/4 page	NA	\$5,120	\$5,120	\$6,528

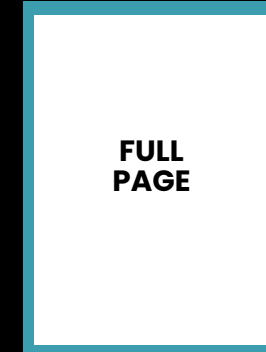
Note: All advert content and text should be sent digitally via email, either as a word doc or embedded in email.

Images and logos should be sent as high-resolution JPEGs (300 dpi). All complete adverts must be provided as print-ready PDFs with embedded fonts and high-resolution images, or alternatively as high-resolution JPEGs or PNGs (300 dpi).

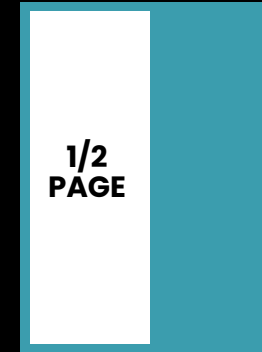
DOUBLE PAGE ADVERT



FULL PAGE ADVERT



1/2 PAGE ADVERT



1/4 PAGE ADVERT



TYPE	SIZE	OPEN RATES
Double Page Spread	420 mm x 297 mm 11.7 x 16.5 inches	\$6,250
Full Page	210mm x 297mm 8.3" x 11.7" inches	\$3,690
1/2 Page Horizontal	183mm x 128mm 7.2" W x 5" H inches	\$2,250
1/2 Page Vertical	90mm x 260mm 3.54 W x 10.24 H inches	\$2,250
Quarter Page	90mm x 260mm 3.62" W x 4.83" H inches	\$1,485

Website Display Banners

The Build Canada website offers updated display advertising options to seamlessly blend your brand message with our content. We have a choice of horizontal or vertical placements and are available on an annual or single-month basis.

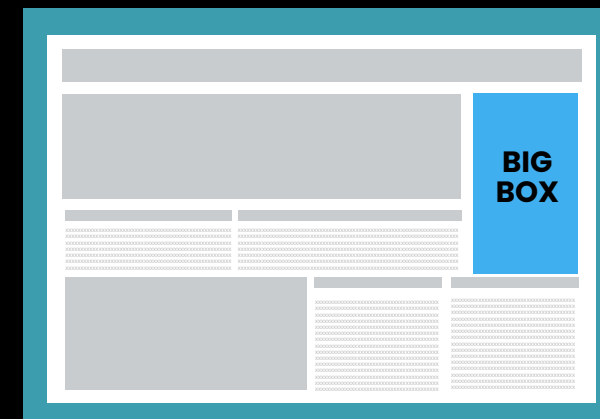
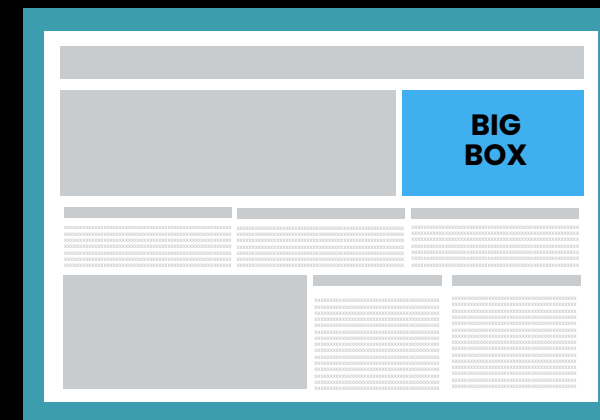
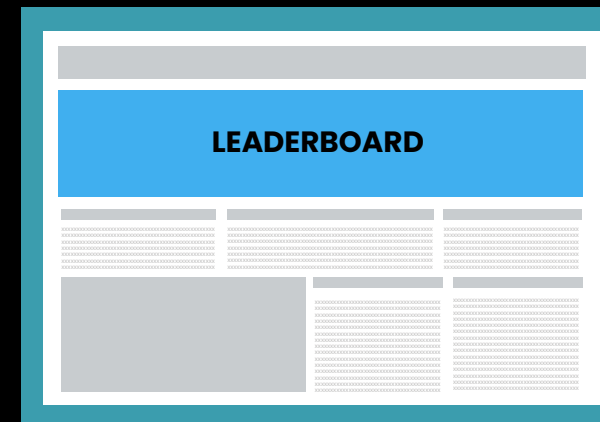
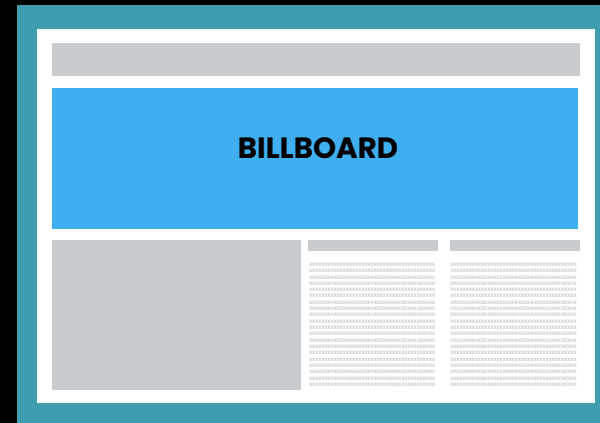
BANNER	SIZE	RATE
Billboard	728px x 250px	\$650/month
Leaderboard	728px x 90px	\$520/month
Big Box	336px x 280px	\$450/month
Big Box: Vertical	240px x 400px	\$250/month

Rich Media

We accept HTML5, DHTML, 3rd party tags and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser. Flash format is not accepted for email advertisements. Creative with a white background must have a minimum 1-pixel border.

Material Submission

All creative must be received 5 business days prior to start of scheduled program.



Product & Service Features

Build Canada publishes custom advertising sections and advertorials, providing high-profile branded marketing campaigns that combine bespoke text with advertising.

Promote products or services with an annual campaign to draw attention to your most exciting launches. We will collaborate on a content piece and promote it in prominent positions on our website including the homepage and Product section.

What's Included:

Digital Magazine

4-6 pages of content will be published in selected issue(s) of Build Canada Magazine, and included in our email distribution through issue releases and newsletter outreach.

[VIEW](#)

Custom Homepage Landing pages

Product Feature jump page is located in prime position for 30 days. Refreshed quarterly with all products remaining on the site indefinitely.

[VIEW LIVE](#)



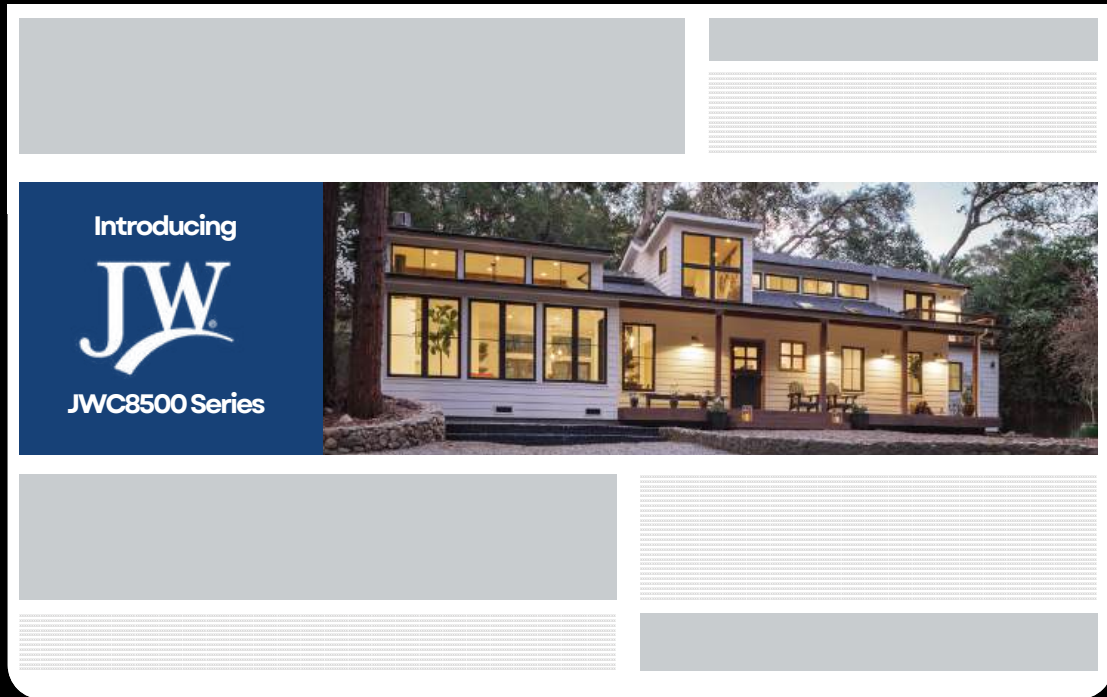
Product & Service Features

Leaderboard Website Banner

The large size of these ads provides ample space for creativity, allowing advertisers to craft visually captivating messages. (30 days)

Newsletter Email Blast

High-performing newsletters with regular distribution. Email blast puts your product/service in front of our executive readership.

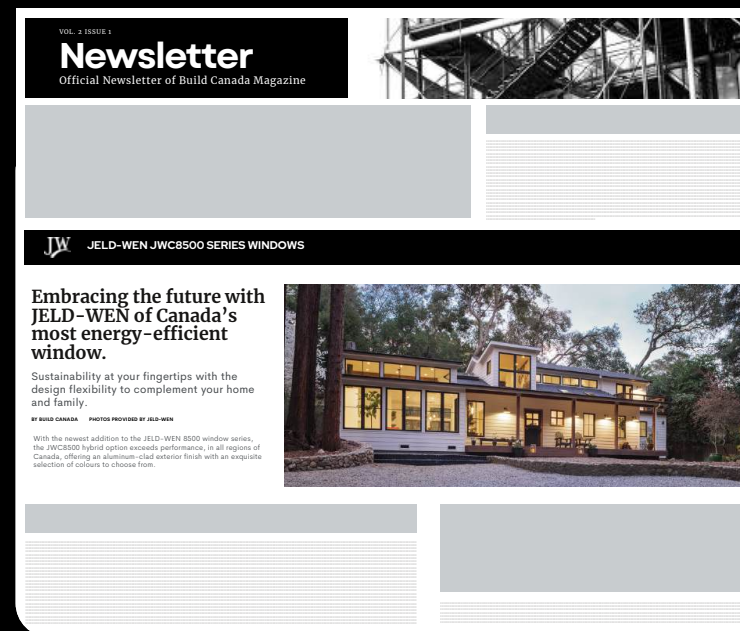


BC

Direct access to 60,000K+ Construction professionals.

Delivery Rate	97.2%		
Unique Open Rate	54.7%	✓ 32.7%	INDUSTRY AVERAGE
Click Rate	40.1%	✓ 10.6%	INDUSTRY AVERAGE

Source: MailChimp stats (As of October 2025)



4 PAGE

Provides ample space for storytelling. You can use high-quality images, graphics, and typography to create a stunning visual impact. This visual allure can capture readers' attention.

What's Included:

700-800 words. 5-6 high-res photos.
Assets provided by client.

Build Canada E-Magazine:

4 Page featured in selected issues of Build Canada's e-Magazine.

Homepage Promotion: Custom designed landing page with post content and images. Designed to your brand standards. Located in prime position on Build Canada website. Note: Additional info can include complimentary ad banners, tech sheets, product information.

Email Blast: 1 Email Blast at Issue release

Direct communication to our builder database. Lead generation for your sales team.

6 PAGE

Brings high visibility, stronger brand awareness through greater memorability, and a more comprehensive communication of brand messages.

What's Included:

900-1000 words. 8-10 high-res photos.
Assets provided by client.

Build Canada E-Magazine:

6 Page featured in selected issues of Build Canada's e-Magazine.

Homepage Promotion: Custom designed landing page with post content and images. Designed to your brand standards. Located in prime position on Build Canada website. Note: Additional info can include complimentary ad banners, tech sheets, product information.

Website Banner:

Leaderboard Website Banner- 728px x 90px (30 days)

Email Blast: 2 Email Blasts at Issue release & 1 Newsletter blast

Direct communication to our builder database. Lead generation for your sales team.

X2	X3	X4	X6	X2	X3	X4	X6
\$7,380	\$9,225	\$11,020	\$13,250	\$9,754	\$11,250	\$14,380	\$16,720
		* Includes Logo Placement on Front Cover. (2 Issues)	* Includes ON THE COVER placement. Main Image. (2 Issues)			* Includes Logo Placement on Front Cover. (2 Issues)	* Includes ON THE COVER placement. Main Image. (2 Issues)



FEBRUARY

The Sustainability Issue
AD CLOSE: 01.15.2026
MATERIAL: 02.10.2026
DIGITAL ROLLOUT: 02.15.2026



APRIL

The Technology Issue
AD CLOSE: 03.15.2026
MATERIAL: 04.10.2026
DIGITAL ROLLOUT: 04.15.2026



JUNE

The Smart Growth Issue
AD CLOSE: 05.15.2026
MATERIAL: 06.10.2026
DIGITAL ROLLOUT: 06.15.2026



AUGUST

The Infill Issue
AD CLOSE: 07.15.2026
MATERIAL: 08.10.2026
DIGITAL ROLLOUT: 08.15.2026



OCTOBER

The Safety Issue
AD CLOSE: 08.15.2026
MATERIAL: 09.10.2026
DIGITAL ROLLOUT: 09.15.2026



DECEMBER

The Build Better Issue
AD CLOSE: 11.15.2026
MATERIAL: 12.10.2026
DIGITAL ROLLOUT: 12.15.2026

Connect

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BuildCanada

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