

# ACCESS CANADA

The Official Publication of the  
Scaffold Industry Association of Canada



## 2022 Media Planner



## ABOUT SIAC

The Scaffold Industry Association of Canada (SIAC), is a member-driven, non-profit organization that is dedicated to ensuring that the most professional practices are provided by all members within the scaffold and access industry throughout Canada. SIAC provides a forum for industry professionals and associates to promote all aspects of business that benefit our members and clients, including safety, training, engineering and involvement in the regulatory process with a portal for marketing and networking in the scaffold and access industry.

The SIAC Ontario Chapter was the first Canadian chapter, formed in 1981, and is now part of a Canadian Association that has four chapters, the others being Quebec, Alberta and British Columbia. Membership in the SIAC provides you with an important voice in many aspects of the scaffold and access industry in Ontario. This includes the Canadian Standards Association (CSA) and the Council of Ontario Construction Associations (COCA), together with active participation from the Construction Safety Association of Ontario (CSAO) and the Ministry of Labour.

The association serves the scaffolding industry by collecting, interpreting and disseminating information on all subjects of interest to the industry.

## CONSIDER THIS:

- Recent studies show that custom publishing surpasses print, television and radio advertising, as well as dominates Internet marketing and telemarketing, in building long-term relationships, promoting loyalty and retaining existing members.
- Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.
- In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely and intimate experience. With 73% of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium, where the reader is receptive and in full control.



## WHY ADVERTISE?

### UNPARALLELED EXPOSURE!

Each and every SIAC member will receive two issues of *Access Canada*, which provides informative editorial content and unparalleled exposure to a widespread scope of participants across the industry and the country. The magazine will also be distributed at multiple industry and association events throughout the year, ensuring your business' message is front and centre.

### YOUR TARGET AUDIENCE!

Your company's ad will be viewed by a wide and diverse variety of readers, with a distribution of 1,200 copies to industry professionals and organizations nation-wide. Advertising in this magazine offers you the exceptional opportunity to reach a target audience of key industry personnel, decision makers and leaders, including member categories such as:

- Manufacturers
- Suppliers
- Contractors
- Professional Engineers and Consultants

## THE MAGAZINE

*Access Canada* is the official publication and voice of the Scaffold Industry Association of Canada (SIAC). *Access Canada* is the most reliable source of information focusing on the main priorities of the organization, with a circulation of 1,200 per issue, delivering the latest news, profiles and feature articles.

*Access Canada* is a vital source for members to facilitate knowledge, increase expertise in their given field and provide their members with the latest developments pertaining to the scaffold and access industry. It presents an excellent means of communication while also providing informative and in-depth articles focusing on regulatory and legislative changes, safety training, new building techniques and recent innovative projects.

*Access Canada* is uniquely poised to deliver your message to fundamental players and advisers in the scaffold and access industry across the country. The magazine is printed in full colour and gloss, sized 8.375" x 10.875", and is published twice a year.



### INTERESTING FACT:

**Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.**

Source: 2016 Consumer Magazine Media Fact Book

# PREMIUM POSITIONS

COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Inside Back Cover*	8.375"	10.875"	\$1,479.50	\$1,589.50
Inside Front Cover*	8.375"	10.875"	\$1,479.50	\$1,589.50
Outside Back Cover*	8.375"	10.875"	\$1,709.50	\$1,819.50

\* **MUST have .125" of bleed**

Members receive a 10% discount on advertising rates



## DIGITAL EDITION SPONSORSHIP

### READ ONLINE

Click on the magazine to view the latest issue of

**ACCESS CANADA**

in your browser for free!

Click [HERE](#) for information on digital advertising.

If you have any questions or concerns about your digital advertising needs, please contact your MediaEdge Sales Representative.



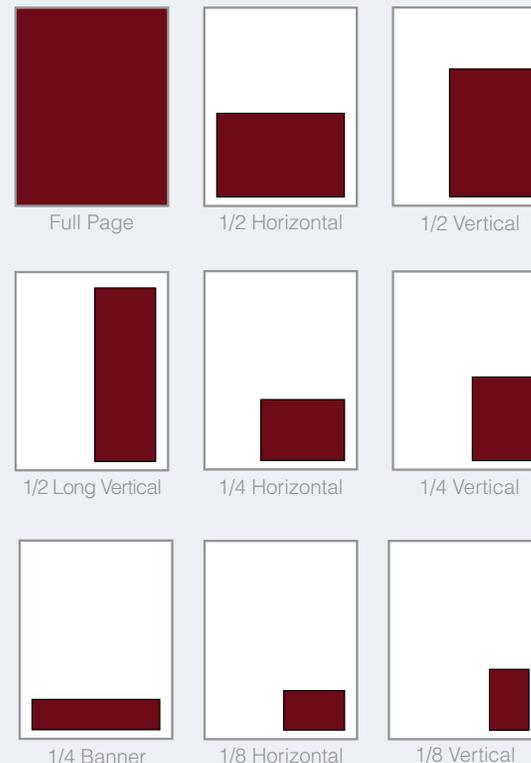
# ADVERTISING RATES

Please Note: AD Rates are Price Per Issue  
 Guaranteed Rates: Add 15%  
 Black & White Rates: 25% discount

## FULL-COLOUR RATES

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Full Page trim*	8.375"	10.875"	\$1,299.50	\$1,409.00
1/2 Horizontal	7"	4.583"	\$629.50	\$739.50
1/2 Vertical	4.583"	7"	\$729.50	\$839.50
1/2 Long Vertical	3.333"	10"	\$629.50	\$739.50
1/4 Horizontal	4.583"	3.333"	\$409.50	\$509.50
1/4 Vertical	3.333"	4.583"	\$409.50	\$509.50
1/4 Banner	7"	2.1667"	\$409.50	\$509.50
1/8 Horizontal	3.333"	2.1667"	\$289.50	\$399.50
1/8 Vertical	2.1667"	3.333"	\$289.50	\$399.50

\* **MUST have .125" of bleed**



## MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH	DEPTH
<b>LIVE AREA:</b>	7"	9.5"
<b>TRIM SIZE:</b>	8.375"	10.875"
<b>BLEED SIZE:</b>	8.625"	11.125"

**INSERTS & BELLY BANDS:** Available upon request  
**ADVERTISING AGENCIES:** Please add 15%  
**AD PROOF CHARGE:** \$25.00

## PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

# UPCOMING EVENTS

ASK YOUR MEDIAEDGE REPRESENTATIVE ABOUT  
MAXIMIZING YOUR EXPOSURE BY ADVERTISING  
IN THE UPCOMING 2022 ISSUES.

## PUBLISHING DATES

ISSUE	MATERIAL DUE	PUBLISH
Spring/Summer 2022	April 2022	May 2022
Fall/Winter 2022	September 2022	November 2022



### INTERESTING FACT:

A survey conducted by MarketingSherpa revealed 82% of participants trusted printed advertisements such as newspapers and magazines the most when making a purchase decision.

Source: July 18, 2017 imagine-express.com



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