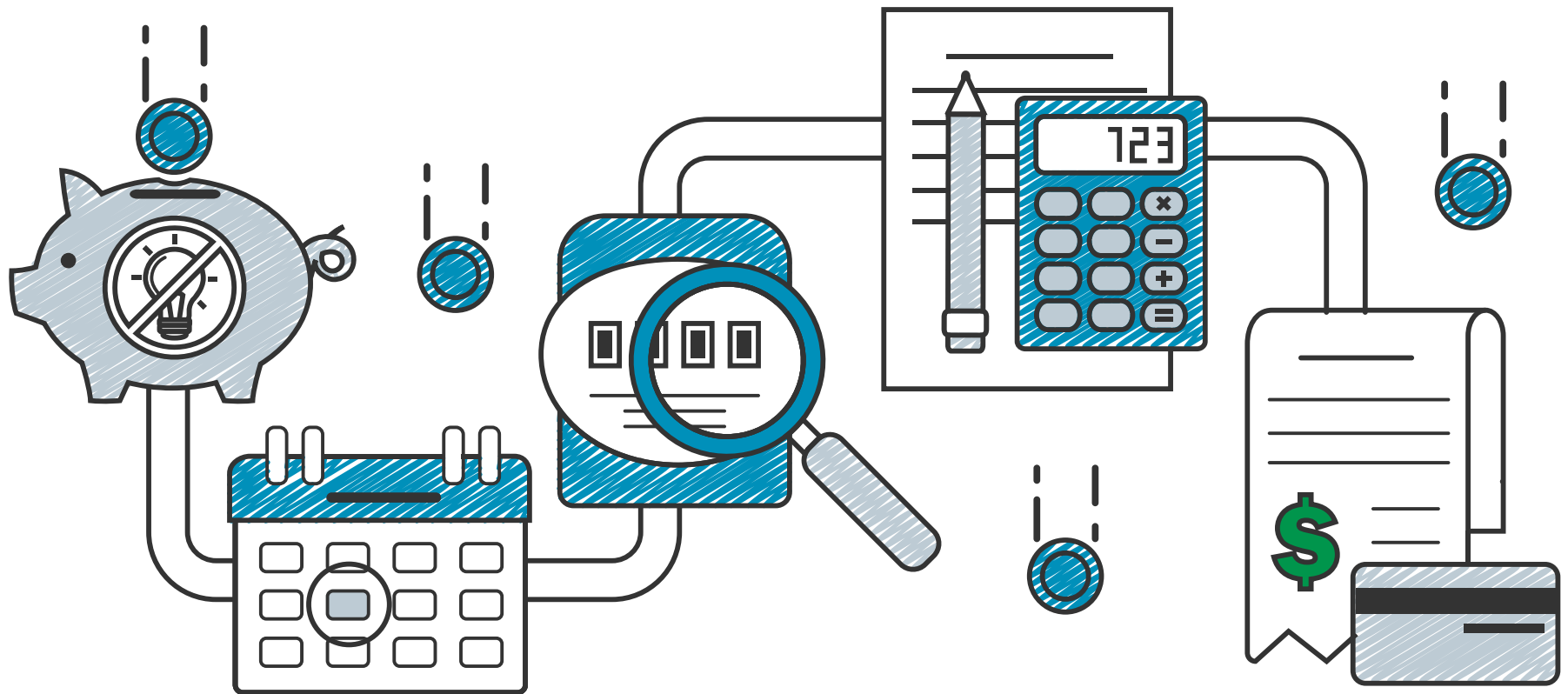


ENERGY MANAGER

WWW.ENERGY-MANAGER.CA  @ENERGYMGRCANADA

**Covering the products,
services and technologies
that manage or mitigate
energy consumption**

Energy Manager (EM) is all about helping our readers conserve energy and save money. We are proud to be Canada's only resource for the evolving energy management profession.



Integrated marketing solutions that include bi-weekly newsletters, eBlasts, social media, webinars, videos, sponsored content and more!

MEDIA KIT 2018

READER ENGAGEMENT

Our audience consists of energy managers, plant and facility managers, owners and operators across commercial, industrial and institutional markets (even residential) who are responsible for improving the bottom line through proactive energy management. We provide the reach and level of engagement you need to get your marketing message in front of the right people.



OUR ELECTRICAL AND ENERGY PUBLICATIONS

ENERGY MANAGER CANADA

www.Energy-Manager.ca

Energy Manager is Canada's only dedicated resource for the evolving energy management professional. EM reaches property managers, building managers, facility managers and operations managers across industrial, commercial and institutional sectors, providing them with the information on technologies, products, systems and best practices they need to manage their facilities more intelligently and energy efficiently.

- Bi-weekly eNewsletters
- 15,700 CASL-compliant subscribers

ELECTRICAL BUSINESS MAGAZINE

www.EBMag.com

Electrical Business provides you with by far the greatest total reach into Canada's electrical industry. EB reaches contractors, electrical maintenance & engineering professionals, utilities, consulting engineers, distributors, and associated disciplines, providing them with the information on new techniques and technologies they need to work smarter, safer and more profitably.

- 10 Print Editions
- 20,451 subscribers
- 5 eNewsletters per month
- 14,100 CASL-compliant subscribers

L'INDUSTRIE ÉLECTRIQUE MAGAZINE

www.lindustrieelectrique.ca

For over 10 years, **L'industrie Électrique** has been the only non-association, non-partisan information resource for the Quebec electrical market, with the best selection of marketing options available. LE reaches contractors, electrical maintenance & engineering professionals, utilities, consulting engineers, distributors, and associated disciplines, providing them with the information on new techniques and technologies they need to work smarter, safer and more profitably.

- 4 Print Editions
- 8,200 subscribers
- Bi-weekly eNewsletters
- 4,100 CASL-compliant subscribers

DISTRIBUTION & SUPPLY MAGAZINE

www.ebmag.com/distribution-supply

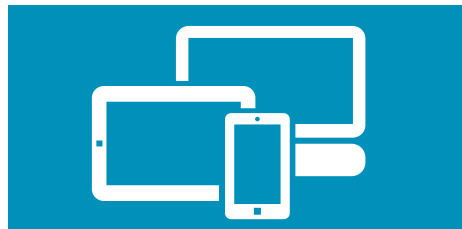
D&S, the only truly independent magazine voice for Canada's electrical distribution channel, is an annual publication designed to address the information needs of this important market segment.

- Annual Print Edition
- 6200 readers

We are part of Annex Business Media, Canada's largest business-to-business media company, with over 65 B2B brands reaching a wide variety of audiences through print, web, eNews, events, video, social media and more.

FROM PRINT & DIGITAL TO CUSTOM MEDIA...WE DO IT ALL!

No other B2B media outlet in Canada offers you the equivalent breadth of solutions for reaching customers through very well-respected brands across all media– custom printing, online, e-products, webinars, video, etc. We work passionately to ensure you have all the tools you need to make your marketing initiatives successful!



LUMEN MANAGER

Bi-annual eBook focused on new lighting and controls technologies. Reaches 30,000+ Electrical Business and Energy Manager subscribers



LIGHTING CONNECTS

An economical way to reach BOTH Electrical Business AND Energy Manager digital subscribers



SOCIAL MEDIA

Over **1200** (vetted) Twitter Followers. Sponsored tweets are now available.



CUSTOM EBLASTS

Take advantage of our CASL-compliant subscriber list.



WEBINARS

Provide thought-leadership, branding and a high level of qualified leads



DIGITAL eBooks

They boast live links for URLs and email addresses. Able to embed rich media, too.



SPONSORED CONTENT

We can help you promote your sponsored content in print, online and through custom eBlasts...ask us how.



VIDEO PRODUCTION & PROMOTION

Need a corporate video? We provide turnkey service, from storyboarding and filming to editing and promotion.



CREATIVE SERVICES

Our Art Directors and Designers can help you create your next custom-publishing project.



CUSTOM PRINT

We own our own presses, too. Talk to us about your custom publishing needs.



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WWW.ENERGY-MANAGER.CA

DIGITAL MARKETING SUCCESS

Our advertisers are our partners, and your success is our success. This is why we pour so much effort into Energy-Manager.ca (which is also mobile-friendly) ensuring we have the content that matters. Incorporate online advertising with Energy-Manager.ca into your marketing plan to make it a success!

Ad Size/Specs	(Pixels)	Rotating	Exclusive
Super Big Box	300 x 600	\$900	\$2,000
Leaderboard	728 x 90	\$700	\$1,000
Mobile	300 x 50	Included with leaderboard	
Big Box	300 x 250	\$700	\$1,000
Std. Banner	468 x 60	n/a	\$500
Button	155 x 90	n/a	\$300
Wallpaper	Enquire	n/a	\$2,000

Ads rotate with maximum of 3 per position unless exclusive
Banner and button ads are only exclusive. Banner ad is on the home page only



Online Sponsored Content Net Rates

An economical way to get exposure for your whitepaper, case study or other form of content.

Per White paper/case study	\$500
Annual for 12 White paper/case studies	\$4,000

Online Sponsored Video Net Rates

Our online video hosting is an effective way to drive video viewing.

Per Video	\$600
Annual for 12 months	\$4,000



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DIGITAL ADVERTISING RATES AND SPECS

EM eProducts

EM NEWSLETTER (BI-WEEKLY) RATES & SPECS

Combining your marketing message with our eNews content is the perfect way to reach and impact our 15,700+ CASL-compliant subscribers.

Leaderboard	728 x 90	\$1,200
Mobile	300 x 50	Included with leaderboard
Big Box	300 x 250	\$1,200
Sponsored Spotlight (75 words, link, image)	300 x 250	\$1,500

Digital Ad-Vantage (digital edition sponsorship)

Full page ad, webiste logo, notification big box ad \$1,700

Custom E-blast

Custom eBlasts give you the best exposure and highest level of leads.

Flat rate \$5,600

Lighting Connects (lighting product e-blast)

Ad Spot 300 x 250 \$1,200
(75 words, link, image)

Connects (product e-blast)

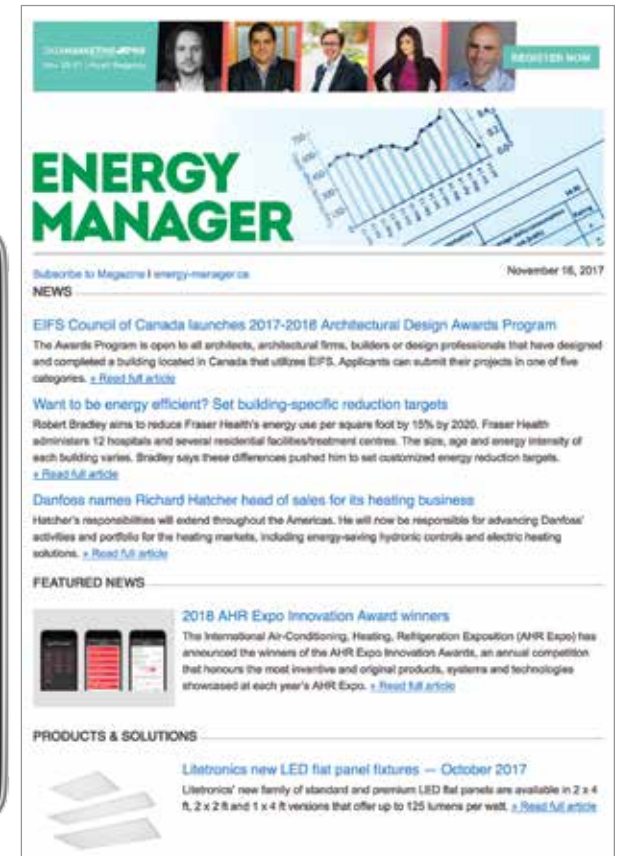
eConnects are the most economical way to reach our digital subscribers...and you STILL get lead reports.

Ad Spot 300 x 250 \$700
(75 words, link, image)



EM CONNECTS

EM LIGHTING CONNECTS



EM NEWSLETTER



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2018 DIGITAL CALENDAR

2018	eNEWS 1		eNEWS 2	
	MATERIAL DUE	DELIVERY DATE	DEADLINES	DELIVERY DATE
JANUARY	January 4	January 11	January 18	January 25
FEBRUARY	February 1	February 8	February 15	February 22
MARCH	March 8	March 15	March 22	March 29
APRIL	April 5	April 12	April 19	April 26
MAY	May 3	May 10	May 17	May 24
JUNE	June 7	June 14	June 21	June 28
JULY	July 5	July 12	July 19	July 26
AUGUST	August 9	August 16	August 23	August 30
SEPTEMBER	September 6	September 13	September 20	September 27
OCTOBER	October 4	October 11	October 18	October 25
NOVEMBER	November 8	November 15	November 22	November 29
DECEMBER	November 29	December 6	December 13	December 20



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