

# OPENMIND

**NATIONAL READERSHIP.  
UNIQUE CONTENT.  
UNPARALLELED VALUE.**

Alberta's best construction magazine offers advertisers access to Alberta-based and national construction decision makers.

**SAVE OVER 17%  
BY PURCHASING  
ADVERTISING  
SPACE IN BOTH  
NATIONAL AND  
ALBERTA EDITIONS  
OF OPEN MIND!**



**Venture**  
PUBLISHING INC.

## KEY DATES

**2012**

**Advertising Close Date** Monday, Feb 13, 2012  
**Materials Due Date** Feb 27, 2012

**Alberta Edition  
Release Date** Mar 28, 2012

**National Edition  
Release Date** June 15th, 2012

# WHY OPEN MIND?

*Open Mind* is the official magazine of Merit Contractors Association, the voice of the open shop construction industry. Established in 1986 in Alberta, Merit Contractors Association works to provide non-union construction employees with benefit plans, excellent working conditions, practical training programs and access to all construction sites. Today, the Alberta association has more than 1,200 member companies including general, sub-trade and maintenance contractors in all sectors of the construction industry.

Merit Canada was established in November 2008 as a united national voice for eight different provincial Open Shop construction associations, including Ontario, British Columbia, Saskatchewan, Manitoba, New Brunswick, Nova Scotia and Newfoundland.

Now published twice annually by Venture Publishing, *Open Mind* is the only magazine that speaks directly about and communicates effectively with open shop employees, managers and senior executives. The magazine is provided to all member firms of Merit Canada. In addition, it is distributed to engineering companies, architects, potential Merit members, and key government and regulatory officials.

## WHO READS OPEN MIND?

**88%** have operations throughout western Canada

**56%** are in commercial or institutional construction

**27%** have more than 30 employees

**15%** have more than \$10 million in annual revenues;

**55%** have between \$1 million and \$10 million

## WHY ADVERTISE IN OPEN MIND?

This unique publication enables your business to:

- Reach more than 86,000 key decision-makers in construction or related industries
- Place your products or services in front of construction firms who are looking to buy
- Raise your company's profile among the next generation of construction workers

## WHO SHOULD ADVERTISE IN OPEN MIND?

- Open shop construction companies
- Construction product suppliers
- Insurance companies
- Employment agencies which specialize in the trades
- Colleges, universities and technical school which provide construction training and upgrading
- Equipment rental, repair and maintenance companies
- Investment firms
- Banks
- Lawyers
- Accountants
- Organizations that advocate workplace safety

## TWO ADS FOR THE PRICE OF ONE!

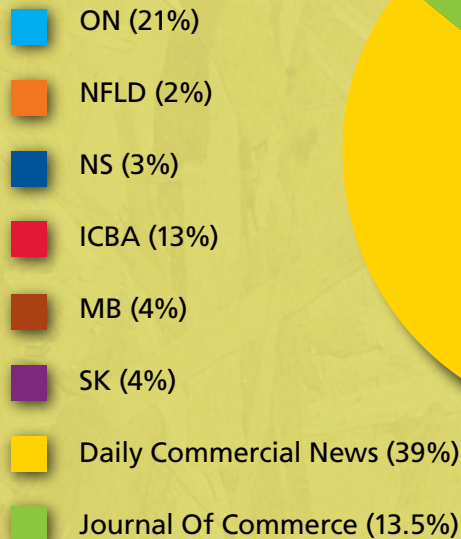
*Open Mind* 2011 will be posted on the Merit Alberta website at [www.meritalberta.com](http://www.meritalberta.com) for a full year after publication. With more than 75,000 hits per month, the site provides additional exposure – that's two ways to reach this core demographic, for the cost of a single print advertisement.

# NATIONAL EDITION

**Did you know? - Construction is one of Canada's largest industries; in 2009, it accounted for 12% of Canada's GDP or \$168.3 billion.**

Reflecting Merit's cross-Canada reach, the national edition of *Open Mind* focuses on big picture issues and trends affecting all Canadian construction companies. With open shop construction companies representing 12% of Canada's GDP, it's clear that Merit members are making a big difference in every province. This issue will be sent to the key decision makers of Merit affiliated construction companies across Canada giving your advertisement a national but specific reach.

## CANADA WIDE DISTRIBUTION



# ALBERTA EDITION

**Did you know? - Construction is Alberta's fourth largest industry. In 2010, it accounted for 7.9% of Alberta's GDP or \$23.3 billion. Currently, the industry employs over 200,000 people or 10.2% of the total workforce.**

*Open Mind's* Alberta edition is the best way to connect with thousands of Alberta-based construction companies and Merit members. With Alberta's construction sector heating up in anticipation of another boom, making a connection with *Open Mind's* readership will elevate your company as a product or service provider of choice to more than 86,000 of the sector's key decision makers\*.

Industry-specific business magazines like *Open Mind* are extremely powerful advertising tools for companies looking for opportunities in the Albertan construction sector. This is because targeted business magazines offer the lowest cost per thousand qualified business prospects out of any other medium available. Your brand message reaches construction management and executives, government insiders, and association directors.

\*Based on 4.1 reads per copy  
(Magazines Canada b2b industry average)

## INSIDE THIS ISSUE

### MERIT CANADA'S NATIONAL AGENDA

How is Merit Canada helping out members across the country?

### WHAT WE DO: MERIT AT WORK

A look at Merit's many affiliates in provinces across Canada: we discuss their challenges, successes, and new initiatives for 2012.

### CONTRACTOR OF THE YEAR AWARD WINNERS

We profile the winners of the 2012 Contractor of the Year Awards.

## INSIDE THIS ISSUE

### WHAT SAY THE LEADERS?

*Open Mind* talks to party leaders Allison Redford, Raj Sherman, and Danielle Smith on their views on the construction industry.

### FOCUS ON IMMIGRATION

With Alberta's impending labour crunch, how can Merit companies expand their labour force? In this story we examine the role immigration will play in helping companies grow.

### CONTRACTOR OF THE YEAR AWARD WINNERS

We profile the winners of the 2012 Contractor of the Year Awards.

**REMEMBER: IF YOU PURCHASE ADVERTISING IN BOTH EDITIONS, YOU'LL SAVE OVER 17% ON THE TOTAL PRICE**

## Advertising Rates and Circulation

AD DUE DATE: FEBRUARY 13, 2012

	ALBERTA EDITION (16,000)		NATIONAL EDITION (6,000)		BOTH (22,000)	
	Colour	B&W	Colour	B&W	Colour	B&W
Full page	\$3,195	\$2,395	\$1,295	\$975	\$3,815	\$2,865
2/3 page	\$2,875	\$2,155	\$1,165	\$880	\$3,435	\$2,580
1/2 page	\$2,075	\$1,560	\$845	\$635	\$2,480	1,865
1/3 page	\$1,435	\$1,080	\$585	\$440	\$1,720	\$1,290
1/4 page	\$1,120	\$840	\$455	\$345	\$1,335	\$1,005
1/6 page	\$800	\$560	\$325	\$245	\$955	\$720
DPS	\$6,070	\$4,550	\$2,460	\$1,855	\$7,250	\$5,445

## COVERS

OBC	\$3,995	\$2,995	\$1,620	\$1,220	\$4,765	\$3,585
IFC/IBC	\$3,675	\$2,755	\$1,490	\$1,125	\$4,385	\$3,295

\*Rates are quoted in net dollars

## INSERTS AND OUTSERTS

Rates available on request

## HOW TO SUBMIT YOUR AD

Visit [www.advertisewithventure.com/ad\\_upload.php](http://www.advertisewithventure.com/ad_upload.php) and follow the easy, online instructions to upload your digital advertisement via our ftp site.

Alternatively, e-mail:

[production@venturepublishing.ca](mailto:production@venturepublishing.ca),

or call: (780) 990-0839, ext. 257, or toll free

1-866-227-4276, ext. 257.

## CONTACT INFORMATION

For further details or to discuss your advertising needs, contact:

### Angela De Leon

Contract Account Executive,

Venture Publishing Inc.

E-mail: [adeleon@venturepublishing.ca](mailto:adeleon@venturepublishing.ca)

Tel: 1-403-836-6220

Venture Publishing Inc. is the award-winning publisher of *Alberta Venture* and *Alberta Oil*. As a full-service publishing company it regularly publishes *Tracks & Treads* for Finning Canada, *Alberta Innovators* for the Consulting Engineers of *Alberta* and *Alliances* for the Regional Economic Development Alliances. Working with Merit Contractors Association, *Venture Publishing* will produce an effective, vibrant publication that reflects the association's mission.

## Ad Specifications (in inches)

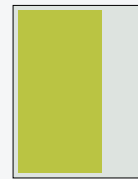
Magazine Trim Size - 8.25" x 10.75"



Full page bleed  
8.75" x 11.25"



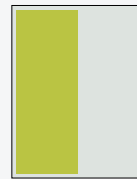
Full page island  
7.375" x 9.875"



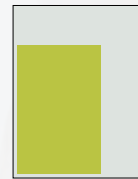
2/3 page vert  
4.75" x 9.875"



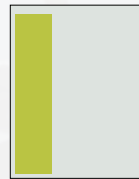
1/2 page horiz  
7.375" x 4.875"



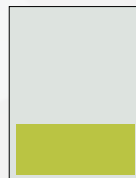
1/2 page vert  
3.625" x 9.875"



1/2 page mini  
4.75" x 7.5"



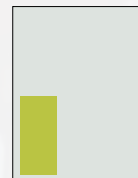
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2.25" x 9.875"



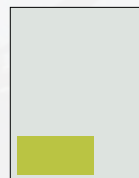
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7.375" x 3.125"



1/3 page square  
4.75" x 4.875"

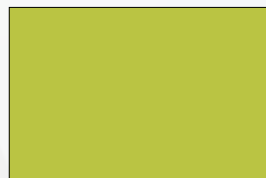


1/6 page vert  
2.25" x 4.875"

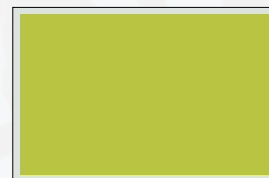


1/6 page horiz  
4.75" x 2.375"

## DPS trim size - 16.5" x 10.75"



DPS Bleed: 17.5" x 10.75"



DPS Island: 15.625" x 10.75"