ABOUT THE CANADIAN SOCIETY FOR CIVIL ENGINEERING (CSCE)

Canadian Civil Engineer/CIVIL Magazine is the official publication of The Canadian Society for Civil Engineering. Founded in 1887, the CSCE aims to develop and maintain high standards of civil engineering practice in Canada, while enhancing the public image of the civil engineering profession.

The CSCE promotes the development, acquisition and exchange of professional knowledge in the field of civil engineering. Furthermore, the CSCE takes a leadership role in civil engineering matters, and remains on the front lines of new major projects, advances, technologies and events.

With government dollars continually being invested in infrastructure renewal and revival, the members of the CSCE are always at the forefront of these developments.

ABOUT CIVIL

Published five times per year, CIVIL features issues that are relevant to the civil engineering profession - the latest developments, research, technologies, new projects and recent news in the civil engineering industry.

CIVIL has a 100% qualified circulation, and is delivered to a select group of top-level civil engineers, including:
• Senior practicing engineers
• Directors
• Key managers in consulting and private firms
• Professional engineering organizations across Canada and abroad
• Educational institutions

CIVIL is your connection to the decision makers who are responsible for the development and budgeting for Canada’s infrastructure projects!

CIRCULATION
Total qualified circulation: 4,229*
Readers per copy: 2.52**
Total audience: 10,657

Source: *Publisher’s Claim. December 2010
**2008 CIVIL reader survey
CIVIL reaches an audience of civil engineers who see value in this publication. These readers are loyal, and infrequently read the competition, meaning that advertising in CIVIL ensures that you are reaching these top-level decision makers.

77% of readers read most issues

The majority of readers find advertising in CIVIL to be useful, specifically:

- 63% Professional development
- 62% New products
- 60% Educational materials
- 60% New technologies

Readers take action after reading an issue of CIVIL

- More than half visited a website
- 50% passed the magazine or information on to someone else
- One third investigated a product/service advertised or mentioned in an article

What engineering publications CSCE members are reading

Source: 2008 CIVIL reader survey

2018 Editorial Schedule

Spring
- Theme: Aluminum Structures
- Space close: January 16
- Material close: February 6
- Mail: March 9

Conference
- Theme: Conference Issue
- Space close: March 23
- Material close: April 10
- Mail: May 4

Summer
- Theme: Women in Construction
- Space close: June 29
- Material close: July 10
- Mail: August 10

Fall
- Theme: Environment
- Space close: August 17
- Material close: September 3
- Mail: September 28

Winter
- Theme: Engineering Materials
- Space close: November 2
- Material close: November 13
- Mail: December 7

Typical age of a Civil Reader

- 80% Male
- 20% Female
- 98% Have a university or post-graduate education

Demographics

Our readers cover many different areas of civil engineering, often working in multiple disciplines, including:

- 44% Structural Engineering
- 36% Construction
- 36% Project Management/Construction
- 23% Environmental

Because civil engineering is a constantly evolving profession, 71% of readers participate in continuing education or professional development programs.

More than half are involved in purchasing decisions. Here are some of the products they are responsible for purchasing:

- Building and construction materials and products
- Computer systems and hardware
- Business software
- CAD/CAE/CAM/BIM software
- Occupational health & safety products
- Environmental products & services

77% of readers say the Internet influences their purchasing decisions, and 60% say that trade publications influence their purchasing decisions.
**ADVERTISING RATES**

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4 colour only, non-cancellable.

**PRODUCT FILE (4C, INCLUDES DESIGN)**
Per unit: $810. Dimensions: 3 1/8” Wide x 2” Deep

**DIMENSIONS**

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Please include crop marks for all ads including trim and bleed. Supply the bleed at 1/8” (.125”) beyond the trim.

**TERMS AND CONDITIONS**

- Agency Commission: Fifteen percent (15%) of gross to recognized agencies. For CSCE Member discount please contact mlevy@ccemag.com. Tel: 416-510-5111.
- Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.
- Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.
- Publisher Conditions. Advertising material is subject to approval by the publisher. If an advertiser’s contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable. Cancellations not accepted after closing date.

**FOR PRINT ADVERTISING CONTACT:**
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Email: mlevy@ccemag.com

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Email: jgonzales@multiview.com

**PUBLISHER:**
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Montreal, QC H2Y 1X4
Tel: 514-933-2634, Fax: 514-933-3504
Email: info@csce.ca
Website: www.csce.ca

**WEB ADVERTISING**
Button ad size: 200 x 124 Material: jpg or gif
Rates: 1x - $520, 3x - $1,325, 6x - $2,340, 12x - $4,055