

# BUSINESS OF ENERGY

# MEDIA GUIDE 2025



SUPPORTING THE VISIONS  
OF ENTREPRENEURS ONE  
STORY AT A TIME.

# Welcome

TO BUSINESS OF ENERGY MAGAZINE

## 2025 DISPLAY AD RATES

	1x	3x	6x
Double Spread .....	4610	4380	4150
Full Page.....	3795	3605	3415
2/3 Page .....	3195	3035	2875
1/2 Page .....	2485	2360	2235
1/3 Page .....	1755	1665	1560

Covers	1x	3x	6x
Outside Back .....	3990	3790	3590
Inside Front/Back .....	3890	3695	3500

\*does not apply to spreads that include a cover position

Guaranteed position fee            10% Additional  
Production                                15% Additional

• All rates are based on digital-ready art. No cancellations will be accepted on pre-booked cover or guaranteed positions.

# Distribution - 20,190

## BUSINESS OF ENERGY REACHES

# 8,669

CALGARY

# 4,783

EDMONTON

1,458 mailed direct to petroleum association members, government departments and industry personnel

5,280 Distributed through the high propensity oil and gas areas of:

- Red Deer
- Medicine Hat
- Sherwood Park
- Fort Saskatchewan
- Nisku/Leduc
- Fort McMurray
- Grande Prairie/Clairmont
- Lloydminster

# Editorial

## DEADLINE CALENDAR FOR 2025\*

### February 2025

- Energy Minister/ Alberta's plan
- Environmental Services and Reclamation

### April 2025

- ESG
- Remote Housing

### June 2025

- Indigenous Investor Relations
- Construction

#### Space Closing

December 20, 2024

#### Ad Copy Deadline

January 7, 2025

#### Space Closing

February 26, 2025

#### Ad Copy Deadline

March 6, 2025

#### Space Closing

April 29, 2025

#### Ad Copy Deadline

May 6, 2025

### August 2025

- Carbon Capture
- Engineering, Lab and Technical Services

### October 2025

- Innovation and Collaboration...Shared Technologies
- Transportation and Logistics

### December 2025

- Women in Energy
- Emissions Monitoring and Reporting

#### Space Closing

June 30, 2025

#### Ad Copy Deadline

July 8, 2025

#### Space Closing

September 2, 2025

#### Ad Copy Deadline

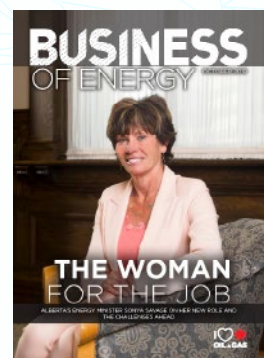
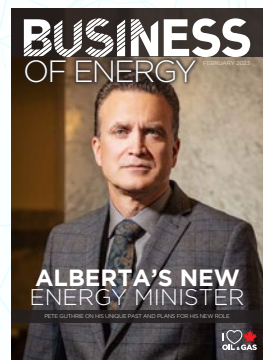
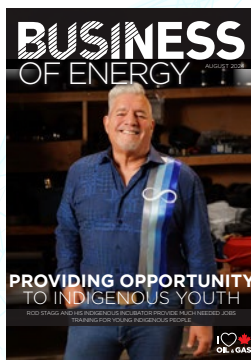
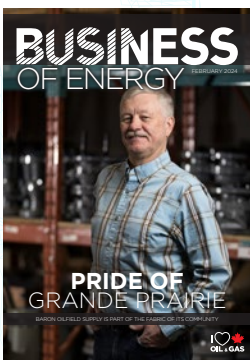
September 8, 2025

#### Space Closing

October 30, 2025

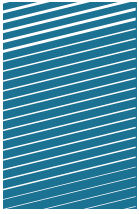
#### Ad Copy Deadline

November 6, 2025



# AD Specs

- Please submit as a high resolution .pdf, or a collected InDesign file (supply fonts and supporting images saved as .eps or .tif - CMYK at 300 dpi)
- Business of Energy is on a Mac platform, running Adobe Photoshop, Illustrator and InDesign software.
- Please e-mail [graphics@businessincalgary.com](mailto:graphics@businessincalgary.com) for further assistance.



Full Page



2/3 Page



1/2 Page H



1/2 Page V



1/3 Page V



1/3 Page H



1/3 Page I

Ad Dimensions	Picas		Inches	
	Width	Height	Width	Height
Double Page Spread Trim*	94p6	64p6	15.75"	10.75"
Full Page Trim*	47p3	64p6	7.875"	10.75"
2/3 Page Vertical	27p0	58p6	4.5"	9.75"
1/2 Page Vertical	19p10.5	58p6	3.3125"	9.75"
1/2 Page Horizontal	41p3	28p6	6.875"	4.75"
1/3 Page Vertical	12p9	58p6	2.125"	9.75"
1/3 Page Horizontal	41p3	18p6	6.875"	3.0825"
1/3 Page Island	27p0	28p6	4.5"	4.75"

\*Please add .125" bleed on both double page spread and full page ads. Also ensure that all important text and imagery is .125" away from the trim.



## PROFILES - YOUR CORPORATE LEGACY

Other advertising and promotional opportunities also available:  
 Customized Company or Individual Editorial Profiles, Anniversary Celebrations, Specialty Publications, Strategic and Co-Branded Editorial Opportunities,  
 Customized Distribution Programs.