



2022 MEDIA KIT

Covering Canada's Green Economy






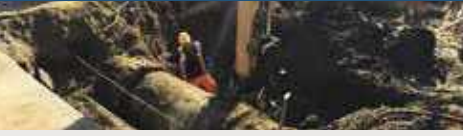






Everything you need to know about the environment sector in Canada: news, views, events, and more.

[EnvironmentJournal.ca](https://environmentjournal.ca)

EDITORIAL CALENDAR

Monthly Themes and Feature Focus

(Editorial lineup is at the discretion of the editor and is subject to change.
The monthly events listed are only a sample. More events will be represented.)

<p>JANUARY</p>  <p>HOT TOPICS Trending environmental strategies and sustainable solutions. Events: Canadian Renewable Energy Association Operations Summit; Climate Adaptation Summit; Prairies Sustainable Campuses Conference; Forum on Environmental Law</p>	<p>FEBRUARY</p>  <p>CLIMATE CHANGE Policies, programs, and clean technology tools to decarbonize. Events: Canada Green Building Council (CaGBC) Accelerating to Zero; Green Roof Conference; Nature-Based Climate Solutions Summit</p>	<p>MARCH</p>  <p>CLEAN ENERGY Renewable energy projects and developments. Events: Réseau Environnement Americana Environmental Forum and Technology Trade Show; Energy Efficiency Conference; Electricity Transformation Canada</p>
<p>APRIL</p>  <p>ENVIRONMENTAL STEWARDSHIP Earth Week and corporate social responsibility initiatives. Events: Sustainable Finance Summit; International Conference on Climate Change; Annual National Symposium on Cumulative Effects Assessment and Environmental Management</p>	<p>MAY</p>  <p>ENVIRONMENTAL REGULATION Environmental legislation to protect air, land, and water. Events: ONEIA Environment and Cleantech Business + Policy Forum; BCEIA Bettering Environmental Stewardship & Technology (BEST) Conference</p>	<p>JUNE</p>  <p>CONTAMINATED SITES Best practices for cleanup projects and brownfield redevelopment. Events: Canadian Water Summit; EnviroTech; Women in Environment and Cleantech; Low Carbon Smart Mobility Conference; BlueTech Forum; Indigenous Climate Action Conference</p>
<p>JULY</p>  <p>RESOURCE RECOVERY Excess soils and waste management strategies and opportunities. Events: Future Cities Canada: The Summit; Smart Grid Systems for Smart Cities; Earth and Space Sciences and Engineering Conference</p>	<p>AUGUST</p>  <p>GREEN FINANCE Investment funds and environment, social, and governance (ESG) stocks. Events: Econometric Models of Climate Change Conference; Ecological Society of North America Annual Conference</p>	<p>SEPTEMBER</p>  <p>CIRCULAR ECONOMY Recycling, waste management, and recovery systems. Events: CE3C; Canadian Waste & Recycling Expo; Environmental Engineering, Design and Sustainability Conference; Circular Economy Forum</p>
<p>OCTOBER</p>  <p>INDIGENOUS INITIATIVES Emerging environmental and clean energy projects and partnerships. Events: ESAA RemTech Conference; FCM Sustainable Communities Conference; Green Building Festival; Annual Zero Waste Conference</p>	<p>NOVEMBER</p>  <p>GREEN BUILDINGS Sustainable strategies for low carbon and net zero design and retrofits. Events: Brownie Awards; Ontario Environment Industry Week; Pollution Probe Gala; Canadian Renewable Energy Forum</p>	<p>DECEMBER</p>  <p>SMART CITIES Smart and environmentally responsible communities across Canada. Events: Excess Soils Symposium; International Conference on Chemical, Biological and Environmental Engineering</p>

DIGITAL MEDIA & EVENTS

- 4,500+ average monthly page views
- 850+ e-newsletter subscribers
- 4,000+ average monthly unique visitors
- 75,000+ average monthly Twitter impressions

Digital Rates

Platform	Ad Unit	Size (pixels)	Min. Mon. Impressions	Rate
EnvironmentJournal.ca	Leaderboard	1,200 x 200	1,000/month	\$750/month
EnvironmentJournal.ca	Box Ad	300 x 250	500/month	\$375/month
E-newsletter	Sponsored Story	1,000 words	850 recipients	\$1,500/story
E-newsletter	Banner	600 x 200	850 recipients	\$375/e-newsletter
E-newsletter	Dedicated E-blast	NA	850 recipients	\$1,500/deployment

Environment
Journal.ca

EnvironmentJournal.ca
1200 x 200 Leaderboard Sample



EnviroExchange WEBINAR SERIES

- Online panel discussion via Crowdcast platform
- \$10,000 'turn-key' Sponsorship

Webinars are an opportunity to:

- 1 Demonstrate thought leadership
- 2 Generate sales leads
- 3 Build brand visibility and awareness

ENVIRONMENTJOURNAL.CA/ENVIROEXCHANGE

CE3C 2021

Sept. 29 to Oct. 1
Vancouver, B.C.

Wosk Center for Dialogue

The Canadian Environmental Engineering Executives Conference (CE3C) was specifically designed by F&M Management and Actual Media as an exclusive forum for executives at the highest level of the environmental engineering and consulting industry in Canada.

Contact us for further information.

CE3C.CA



PROFESSIONAL EVENT MANAGEMENT

actualmedia

Environment Journal's parent company, Actual Media, offers a complete range of event management services backed by extensive industry experience and expertise.

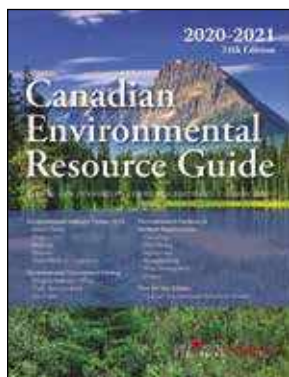
Whether your event is in-person, virtual, or a hybrid, from award galas, conferences, roundtables, and webinars, we offer professional turnkey solutions to help ensure your next event is a great success.

Contact **Natasha Mawji**, Event Manager, at natasha@actualmedia.ca to schedule a no-obligation preliminary consultation.

Some of the services we offer:

- Creative design
- Program and content assembly
- Turnkey event logistics
- Full production and staging
- Social and digital technology integration
- Speaker management
- Event platform management
- Event staffing and volunteer management
- Post event evaluation and reporting
- Venue selection
- Tradeshow design
- Budget management
- Sponsor support

Partnered with:
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Certified by:
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Canadian Environmental Resource Guide

The Canadian Environmental Resource Guide is the only complete, national listing of major environmental companies, federal and provincial agencies, municipal governments, associations, and law firms, plus over 200 pages of industry statistics and conferences.

For inquires or to get listed in this publication, contact **Connie Vitello** at connie@actualmedia.ca

Order your copy at:

ENVIRONMENTJOURNAL.CA/RESOURCE-GUIDE

Contact **Jackie Pagaduan**, Business Development Manager, at 416-444-5842 ext. 0112 or jackie@actualmedia.ca

EnvironmentJournal.ca

EVENT SPONSORSHIP OPPORTUNITY



Brownie Awards 2021

Recognizing Excellence in the Remediation and Redevelopment of Brownfield Sites Across Canada

**Tuesday,
November 23**
7 p.m. - 10 p.m. EST
Delta Toronto Hotel
75 Lower Simcoe St.,
Toronto, ON

Since 2000, the Brownie Awards have recognized the builders, innovators, and visionaries who are dedicated to the rehabilitation of brownfield sites that were once contaminated, under-utilized and undeveloped into productive residential and commercial projects that contribute to the growth of healthy cities and communities across Canada.

AWARD CATEGORIES:	DINNER SPONSOR: \$7,750	COCKTAIL SPONSOR: \$5,500	AWARD CATEGORY SPONSORS: \$4,250 each	SUPPORTING SPONSORS: \$3,500 each
<p>REFOCUS Vision of Alternative Benefits to Brownfield Remediation</p> <p>REPROGRAM Legislation, Policy & Program Initiatives</p> <p>REMEDiate Sustainable Remediation & Technological Innovation</p> <p>REINVEST Financing, Risk Management & Partnerships</p> <p>REBUILD Redevelopment at the Local Site Scale</p> <p>RENEW Redevelopment at the Community Scale</p> <p>REACH OUT Communications, Marketing & Public Engagement</p> <p>BROWNFIELDER OF THE YEAR Recognizing an Outstanding Individual in the Industry</p>	<p>Award Ceremony Opening Remarks: Three-minute introduction opportunity at gala</p> <p>Table for Eight at the Gala: VIP table location</p> <p>Company and Logo Recognition:</p> <ul style="list-style-type: none"> Company name and logo on all awards-related communications material (web, social, print) Photos for post-event use Mention in post-event summary, email broadcast and articles in ReNew Canada magazine and EnvironmentJournal.ca <p>12-month logo on brownieawards.ca</p>	<p>Table for Eight at the Gala: VIP table location</p> <p>Company and Logo Recognition:</p> <ul style="list-style-type: none"> Company name and logo on all awards-related communications material (web, social, print) Photos for post-event use Mention in post-event summary, email broadcast and articles in ReNew Canada magazine and EnvironmentJournal.ca <p>12-month logo on brownieawards.ca</p>	<p>Award Ceremony Opening Remarks: Senior representative invited to introduce category award presentation at gala</p> <p>Table for Eight at the Gala: Priority table location selection (first-come, first-served)</p> <p>Company and Logo Recognition:</p> <ul style="list-style-type: none"> Company name and logo on all awards-related communications material (web, social, print) Photos for post-event use Mention in post-event summary, email broadcast and articles in ReNew Canada magazine and EnvironmentJournal.ca <p>12-month logo on brownieawards.ca</p>	<p>Table for Eight at the Gala: Priority table location selection (first-come, first-served)</p> <p>12-month logo on brownieawards.ca</p> <p>CORPORATE TABLES (8 guests): \$2,000</p> <p>SINGLE TICKETS: \$275</p>

Nominations Open:
February 15

Nominations Close:
September 25

Finalists Chosen:
October 5

Finalists Packages Due:
October 20

Contact Jackie Pagaduan, Business Development Manager,
at 416-444-5842 ext. 0112 or jackie@actualmedia.ca

BrownieAwards.ca

EVENT SPONSORSHIP OPPORTUNITY

EXCESS SOILS

SYMPOSIUM 2021

Tuesday, December 7, 2021 • 11 am - 4:30 pm ET

GOLD SPONSOR: \$5,000

- Exclusivity as the premiere sponsor
- First-right-of-refusal for 2022 premier sponsorship
- Introductory presentation to open the Symposium
- Logo recognition in all Symposium promotion
- @social media inclusion in all Symposium promotion
- 12-months linked logo as Gold Sponsor on EnvironmentJournal.ca
- 3-months Leaderboard (1200x200) on EnvironmentJournal.ca
- 10x event registrations to the Symposium
- Rotating sponsor's banner on Whoava Event Platform
- Sponsor's profile page on Whoava Event Platform

SILVER SPONSOR: \$2,500

- Speaking opportunity, either to introduce or participate on a panel
- Logo recognition in all Symposium promotion
- @social media inclusion in all Symposium promotion
- 12-months linked logo as Silver Sponsor on EnvironmentJournal.ca
- 3-months Box Ad (300x250) on EnvironmentJournal.ca
- 6x event registrations to the Symposium
- Rotating sponsor's banner on Whoava Event Platform
- Sponsor's profile page on Whoava Event Platform

BRONZE SPONSOR: \$1,000

- 12-months linked logo as Bronze Sponsor on EnvironmentJournal.ca
- 4x event registrations to the Symposium
- Rotating sponsor's banner on Whoava Event Platform
- Sponsor's profile page on Whoava Event Platform

EVENT REGISTRATION

PRICE: \$129 + HST
Early Bird ends Oct 1:
\$99 + HST

Register at

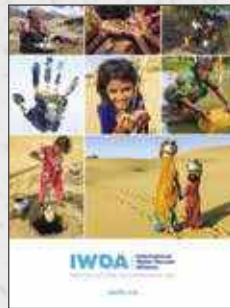
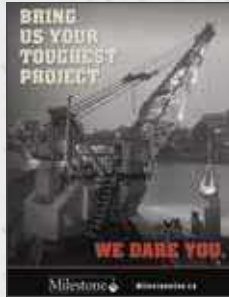
ExcessSoilsSymposium2021.eventbrite.ca

Contact Jackie Pagaduan, Business Development Manager,
at 416-444-5842 ext. 0112 or jackie@actualmedia.ca

[EnvironmentJournal.ca/
excess-soils-symposium](http://EnvironmentJournal.ca/excess-soils-symposium)

FULL-SERVICE MARKETING

GROW YOUR BRAND IN 2022



actualmedia

As a creative agency, publisher, and event specialist for Canada's water, infrastructure, and environment industries, Actual Media not only delivers your message to the right target audience, but we can help you craft it as well.

Actual Media offers a comprehensive menu of marketing services that are supported by an action-oriented creative team who work closely with our clients to strategize, plan and deliver integrated projects and campaigns.

If you're in the business of water, infrastructure, or the environment, and would like to expand your marketing footprint, we've got you covered.

Here are some of the services we offer:

- Brand consulting
- Creative ad design for digital and print
- Content marketing
- Website design and maintenance
- Social media
- Direct marketing
- Event management
- Media placement
- Email marketing



Visit actualmedia.ca to learn more about our marketing service.

Contact Todd Latham, President,
at 416-444-5842 ext. 0111 or todd@actualmedia.ca

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