



MEDIA KIT 2023

# Environment Journal

In-depth news, expert perspectives, and emerging opportunities for the environment sector.

# Digital Media

- 10,000 ave. monthly page views
- 6,000 ave. monthly unique visitors
- 1,500 e-newsletter subscribers
- 800+ Twitter followers
- 19,000 ave. monthly Twitter impressions
- 14,000 ave. monthly LinkedIn impressions

Platform	Ad Unit	Size (pixels)	Min. Mon. Impressions	Rate
EnvironmentJournal.ca	Leaderboard	1,200 x 200	5,000/month	\$1,000/month
	Box Ad	300 x 250	2,500/month	\$500/month
E-newsletter	Sponsored Story	1,000 words	1,500 recipients	\$2,500/story
	Banner	600 x 200		\$500/e-newsletter
	Dedicated E-blast	NA		\$1,500/deployment



The EnviroExchange webinars provide expert insights into the state of the environment industry and the growing green economy.

By sponsoring a webinar, you have an opportunity to align your company with key topics in the Canadian environment sector, demonstrate thought leadership, and generate sales leads.

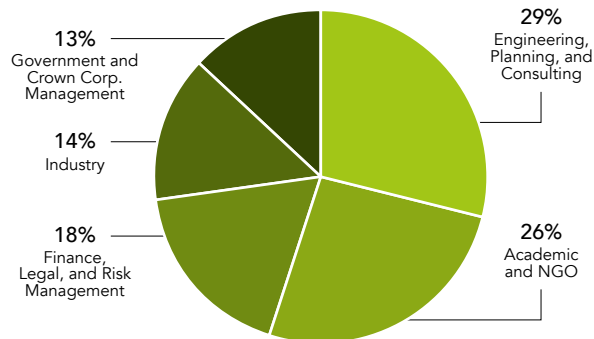
Sponsorship includes:

- Speaking Opportunity: Have your company represented by speaking at the beginning of panel discussion or be the expert on the panel (at the discretion of the editor).
- Feature Article Recognition: A feature article based on the webinar will be published on EnvironmentJournal.ca
- Industry Visibility: Comprehensive industry visibility on EnvironmentJournal.ca properties, including Digital Website advertising (valued at 3K), Social Media coverage and e-newsletter sponsor recognition.
- Promotional Content: Receive a recording of the webinar to share with your network, or use for marketing or promotions.
- Panel discussions are 1-hour in length and are managed by in-house event and editorial teams.

**Complete sponsorship package: \$10,000**













## AUDIENCE & DEMOGRAPHICS

Environment Journal reaches stakeholders in Canada's green economy. From engineers to consultants, innovators to investors, researchers to public officials, Environment Journal covers the breadth of Canada's multi-faceted environment sector.



# 2023 Monthly Themes & Feature Focus

*Environment Journal* provides Canadian environment industry stakeholders with the latest news and expert perspectives on market developments and emerging technologies, so decision-makers, practitioners, and investors can make informed decisions about strategies, policies, and opportunities in Canada's green economy.

<p><b>JANUARY</b> HOT TOPICS</p>  <p>Trending environmental strategies and sustainable solutions.</p>	<p><b>FEBRUARY</b> CLIMATE ACTION</p>  <p>Policies, programs, and clean technology tools to decarbonize.</p>	<p><b>MARCH</b> CLEAN ENERGY</p>  <p>Renewable energy projects and developments.</p>
<p><b>APRIL</b> ENVIRONMENTAL STEWARDSHIP</p>  <p>Earth Week and corporate social responsibility (CSR) initiatives.</p>	<p><b>MAY</b> ENVIRONMENTAL REGULATION</p>  <p>Environmental legislation to protect air, land, and water.</p>	<p><b>JUNE</b> CONTAMINATED SITES</p>  <p>Best practices for cleanup projects and brownfield redevelopment.</p>
<p><b>JULY</b> RESOURCE RECOVERY</p>  <p>Excess soils and waste management strategies and opportunities.</p>	<p><b>AUGUST</b> GREEN FINANCE</p>  <p>Investment funds and environment, social, and governance (ESG) efforts.</p>	<p><b>SEPTEMBER</b> CIRCULAR ECONOMY</p>  <p>Recycling, waste management, and recovery systems.</p>
<p><b>OCTOBER</b> INDIGENOUS INITIATIVES</p>  <p>Emerging environmental and clean energy projects and partnerships.</p>	<p><b>NOVEMBER</b> GREEN BUILDINGS</p>  <p>Sustainable strategies for low carbon and net zero design and retrofits.</p>	<p><b>DECEMBER</b> SMART CITIES</p>  <p>Smart and environmentally responsible communities across Canada.</p>

Award-winning editing and expert opinions provided through our regular columns:



*Environment Journal* is part of the Actual Media Inc. platform that provides quality content and premium marketing, communications, and events services for the environment, infrastructure, and water sectors. Affiliate publications include the *Canadian Environmental Resource Guide*, *ReNew Canada*, and *Water Canada*.

Environment Journal's

# Brownie Awards 2022

The 23rd annual event recognizing excellence in the remediation and redevelopment of brownfield sites across Canada.

**November 14, 2022** ■ The Delta, Toronto

Sponsoring the Brownie Awards will help you get the visibility you need in the industry and help solidify your leadership positioning. There are many sponsorship package options to choose from. Contact us to book it today.



	RATE	AWARD CEREMONY OPENING REMARKS	TABLE OF 8	BROWNIEAWARDS.CA	COMPANY AND LOGO RECOGNITION
<b>DINNER</b>	<b>\$8,000</b>	Gala dinner opening remarks	VIP table location	12-month logo	<ul style="list-style-type: none"> <li>• Company name and logo on all awards-related communications material (web, social, print)</li> <li>• Photos for post-event use</li> <li>• Mention in post-event summary, email broadcast and articles in ReNew Canada magazine and EnvironmentJournal.ca</li> </ul>
<b>COCKTAIL</b>	<b>\$6,000</b>	Cocktail opening remarks	VIP table location	12-month logo	
<b>AWARD CATEGORY</b>	<b>\$4,500</b>	Category award introduction	Priority location	12-month logo	
<b>SUPPORTING PARTNER</b>	<b>\$3,500</b>		Preferred location	12-month logo	

**CORPORATE  
TABLE OF 8**  
\$2,100

**SINGLE TICKET**  
\$300

## AWARD CATEGORIES

### REFOCUS

Vision of Alternative Benefits to  
Brownfield Remediation

### REPROGRAM

Legislation, Policy & Program Initiatives

### REMEDiate

Sustainable Remediation &  
Technological Innovation

### REBUILD

Redevelopment at the Local Site Scale

### REINVEST

Financing, Risk Management & Partnerships

### RENEW

Redevelopment at the Community Scale

### REACH OUT

Communications, Marketing & Public Engagement

### BEST SMALL PROJECT

### BEST LARGE PROJECT

### BEST OVERALL PROJECT

### BROWNFIELDER OF THE YEAR

Environment Journal's

# EXCESS SOILS

## S Y M P O S I U M

The 6th annual symposium addressing the latest on the business of excess soils and new regulations impacting construction and cleanup projects.



**DECEMBER 6, 2022**

The Warehouse, Downsview Park, Toronto

SPONSORSHIP	RATE	OPPORTUNITIES	TICKETS	LOGO RECOGNITION	SPONSOR PROFILE & EVENT APP BANNER	ENVIRONMENT JOURNAL.CA	EXHIBIT BOOTH
PLATINUM	\$12,000	<ul style="list-style-type: none"> <li>• Exclusive premier sponsorship</li> <li>• First-right-of-refusal for 2023 premier sponsorship</li> <li>• Opportunity to introduce the opening presentation</li> </ul>	8	Recognition in Promotion, Social Media, Web & Signage	•	2-month Leaderboard	•
GOLD	\$10,000	Opportunity to introduce the cocktail reception	8	Recognition in Promotion, Social Media, Web & Signage	•	2-month Leaderboard	•
SILVER	\$6,000	Opportunity to introduce a session	6	Recognition in Promotion, Social Media, Web & Signage	•	2-months Box Ad	•
BRONZE	\$3,500		4	Recognition in Promotion, Social Media, Web & Signage	•		

**Join hundreds of industry leaders, policy-makers, and experts in the business and regulation of excess soils for knowledge-sharing and networking.**

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



## EXPERT MARKETING

Stand out from the competition and get the visibility you need, from the team that knows your business. We'll create marketing that looks good, sounds great, and delivers results. We plan, write, design, deploy, and manage the metrics so you don't have to.

Let Actual Agency be your trusted marketing partner.

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- Design
- Websites
- Video

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AGENCY

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## CREATE MEMORABLE EVENTS

We create professional in person and virtual events from start to finish so you don't have to. From conferences to webinars, our team of experts look after all the planning and details to create experiences that leave a lasting impression and make you look good.

- **Strategy:** best practices, themes, enhanced experiences
- **Planning:** schedules, contracts, programs, venues
- **Logistics:** staffing, production, decor, speakers, sponsors

HIRE THE EXPERTS AND MAKE YOUR NEXT EVENT ONE TO REMEMBER.

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EVENTS

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