

Environment Journal

2024 MEDIA KIT

REACHING ENVIRONMENTAL
CONTRACTORS AND CONSULTANTS,
AND THE COMMUNITIES THEY SERVE



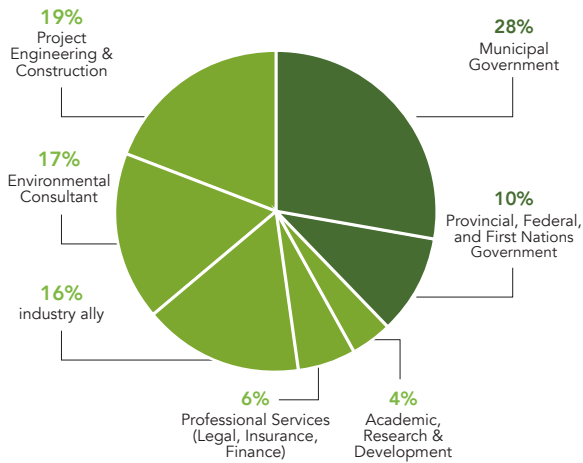
Environment Journal

AUDIENCE

Environment Journal is written for the environmental contractors, consultants, technicians and engineers serving communities across Canada. Our audience represents both sides of a given environmental project: The project and/or asset owners, and the project delivery teams.

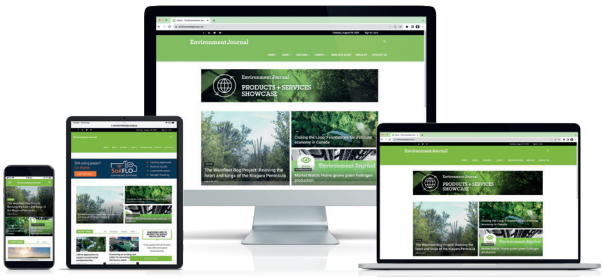
38%
Project/Asset Owners

62%
Project Delivery Teams



EDITORIAL SCOPE

Environment Journal covers environmental projects across Canada – the challenges, regulations, innovations and emerging technologies. With a focus on remediation, decarbonization, cleantech and ESG, our mandate is to keep environmental stakeholders informed with the latest news, issues and developments affecting responsible environmental management.



REMEDICATION

Projects that prevent, reverse, contain, cleanup, or otherwise address environmental damage, contamination, or accidents.

DECARBONIZATION

Initiatives to reduce or remove carbon dioxide emissions from the atmosphere, including the adoption of low carbon energy sources.

CLEANTECH

Innovations in processes, products and services to reduce negative environmental impacts and promote sustainable use of resources.

ESG

Investment guidance and leadership efforts that take environmental impacts, social issues, and corporate governance into account.

Digital Media

• 18,000 ave. monthly page views • 8,500 ave. monthly unique visitors • 1,500 weekly e-newsletter subscribers

PLATFORM	UNIT	SIZE (PIXELS)	MIN. IMPRESSIONS	RATE
EnvironmentJournal.ca	Leaderboard	1068 x 200 px	5,000+/month	\$1,000/month
	Box Ad	300 x 250 px	2,500+/month	\$500/month
E-Newsletter	Sponsored Story	1,000 words	1,500 recipients	\$3,000/story
	Banner	600 px x 200 px	1,500 recipients	\$500/banner
	Dedicated E-blast	NA	1,500 recipients	\$1,500/deployment
Webinar	Sponsorship	NA	NA	\$8,500

2024 ENGAGEMENT PACKAGES

Engagement Packages offer year-round visibility across multiple digital platforms, in multiple formats. Showcase your branding and share your stories with our audience!

TIER	PREMIERE	ELITE	SELECT	CHOICE
	\$20,000 Value: \$24,000 Savings: \$4000	\$15,000 Value: \$18,000 Savings: \$3,000	\$10,000 Value: \$12,000 Savings: \$2,000	\$5000 Value: \$6,000 Savings: \$1,000
Web	12-month leaderboard	12-month box ad	12-month box ad	6-month box ad
E-Newsletter	12 x Banners	12 x Banners	6 x Banners	6 x Banners
Sponsored content	2 x Sponsored Stories	2 x Sponsored Stories	1 x Sponsored story	
Product/Service Showcase	12 Months	9 Months	6 Months	3 Months

EVENT SPONSORSHIPS

Sponsor one or more Environment Journal events, and connect with our audience in person.

All event sponsors are eligible to receive a 33% discount on any 12-month digital advertising program.

Combine your Event Sponsorship with an Engagement Package, to maximize your marketing impact and increase your savings exponentially!

EnvironmentJournal

EXCESS SOILS SYMPOSIUM

September 26, 2024 – Toronto Region Board of Trade

The 8th annual symposium addressing the latest on the business of excess soils and new regulations impacting construction and cleanup projects.

SPONSORSHIP	RATE	OPPORTUNITIES	TICKETS	LOGO	PROFILE & BANNER IN APP	EJ.CA	BOOTH
Platinum	\$12,000	Introduce keynote	8	Included	Yes	2-month banner	Yes
Gold	\$10,000	Introduce reception	8	Included	Yes	2-month banner	Yes
Silver	\$6250	Introduce session	6	Included	Yes	2-month banner	Yes
Bronze	\$3750		4	Included	Yes		

Brownie Awards

November 18, 2024 – Delta Hotel, Toronto

The 25th annual event recognizing excellence in the remediation and redevelopment of brownfield sites across Canada.

SPONSORSHIP	RATE	AWARD CEREMONY	TABLE OF 8	BROWNIEAWARDS.CA	COMPANY AND LOGO RECOGNITION
DINNER	\$10,000	Gala dinner opening remarks	VIP table location	12-month logo	<ul style="list-style-type: none">Company name and logo on all awards-related communications material (web, social, print)Photos for post-event useMention in post-event summary, email broadcast and articles in ReNew Canada magazine and EnvironmentJournal.ca
COCKTAIL	\$6,000		VIP table location	12-month logo	
PHOTOGRAPHY	\$6,000		VIP table location	12-month logo	
AWARD CATEGORY	\$4,500	Category award introduction	Priority location	12-month logo	
SUPPORTING PARTNER	\$3,500		Preferred location	12-month logo	First option on sponsoring an award category if one becomes available

CORPORATE TABLE - \$2200

SINGLE TICKET - \$300

RETARGETING AND ADDITIONAL MARKETING SERVICES

RETARGETING

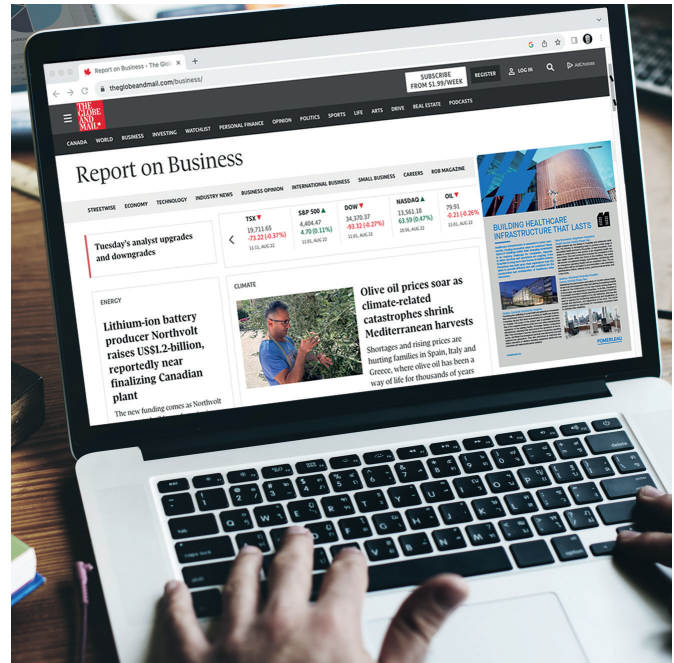
Extend the audience and amplify your reach!

Retargeting services are available to *Environment Journal* advertisers. Your retargeted ad message can be served up to EnvironmentJournal.ca visitors after they leave the site, and will continue to be delivered via the Google Ad Network – for just pennies per impression!

- Multiple ad sizes and formats available.

IMPRESSIONS PER MONTH	RATE
Additional 50,000	\$2000 (\$0.04 per impression)
Additional 75,000	\$2500 (\$0.033 per impression)
Additional 100,000	\$3000 (\$0.03 per impression)

- Environment Journal advertisers may reserve up to 1-month retargeting with each digital ad.



MARKETING THAT WORKS

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.

actualmedia
AGENCY

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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.

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EVENTS

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