

# Environment Journal

A person wearing a white lab coat and blue nitrile gloves is holding a glass petri dish over a body of water. In the foreground, a large glass beaker is visible, with a reflection of the person's hand and the petri dish on its surface. The background shows a blurred green landscape and a body of water under a bright sky.

## 2025 MEDIA KIT

REACHING ENVIRONMENTAL  
CONTRACTORS AND CONSULTANTS,  
AND THE COMMUNITIES THEY SERVE

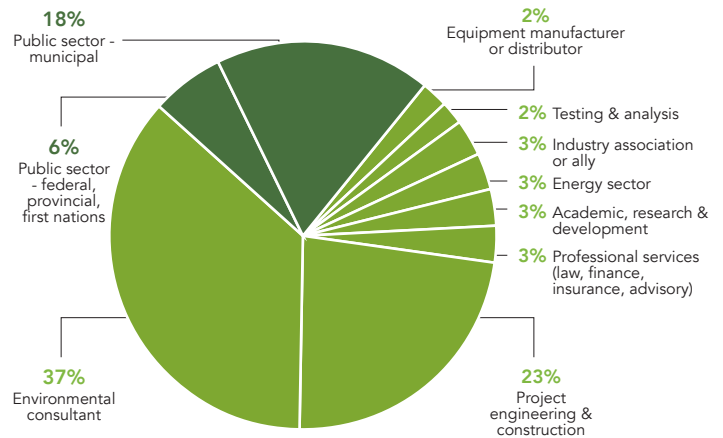
# Environment Journal

## 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.

**24%**  
Project/Asset  
Owners

**76%**  
Project  
Delivery  
Teams



## RETARGETING, AND EMAIL BLASTS

Cast a wide net, or refine your target list to a very specific audience. We can help you do both!

### RETARGETING

Deliver your digital messaging to our audience via the Google Ad Network.

Rate = \$2,500 per 100,000 impressions

### DIRECT EMAIL MARKETING

Reach up to 17,000 unique Actual Media subscribers. Or, customize your list, and refine email distribution based on industry sector, geography, and/or reader interest(s).

Rates starting from \$250 per thousand recipients (contact us for a quote)



## 2025 ENGAGEMENT PACKAGES

TIER	PREMIERE	ELITE	SELECT	CHOICE
<b>Environment Journal</b>	<b>\$20,000</b> Value: \$28,500 Savings: \$8,500	<b>\$15,000</b> Value: \$20,000 Savings: \$5,000	<b>\$10,000</b> Value: \$11,500 Savings: \$1,500	<b>\$5,000</b> Value: \$5,500 Savings: \$500
Environment Journal.ca	12-month leaderboard	12-month box Ad	6-month box Ad	3-month box Ad
Retargeting	200k Impressions	100k Impressions		
Sponsored Content	1 Story	1 Story	1 Story	
E-Newsletter	12 x Banners	12 x Banners	6 x Banners	3 x Banners
Quarterly	1 page	1 page	1 page	1 page

## 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.



## REMEDIATION

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.

## QUARTERLY MAGAZINE - EDITORIAL

WINTER EDITION	SPRING EDITION	SUMMER EDITION	FALL EDITION
<b>Innovative Brownfield Projects</b>	<b>Mining and Environmental Matters, i.e. PFAS</b>	<b>Canadian Clean Energy Projects</b>	<b>Construction, Cleanup and Excess Soils</b>
Advertising closes January 10	Advertising closes February 28	Advertising closes May 30	Advertising closes August 29
Creative due January 17	Creative due March 7	Creative due June 6	Creative due September 5

## DIGITAL MEDIA

- 18,000 ave. monthly page views • 8,500 ave. monthly unique visitors
- 1,500 weekly e-newsletter subscribers • 5,000 quarterly edition subscribers

PLATFORM	UNIT	SIZE (PIXELS)	MIN. IMPRESSIONS	RATE
EnvironmentJournal.ca	Leaderboard	1068 x 200 px	4,000/month	\$1,000/month
	Box Ad	300 x 250 px	2,000/month	\$500/month
E-Newsletter	Sponsored Story	1,000 words	1,500 recipients	\$3,000/story
	Banner	600 x 200 px	1,500 recipients	\$500/banner
	Dedicated E-blast	NA	1,500 recipients	Contact for Details
Webinar	Sponsorship	NA	NA	\$8,500
Environment Journal Quarterly	Full Page	1920 x 1080 px	5,000+ recipients	\$2,500 per insertion

# SPONSORSHIPS

## EVENT SPONSORSHIPS

Sponsor one or more Environment Journal events, and connect with our audience in person. All event sponsors of \$6,000 or more are eligible for 25% off of all 2025 Engagement Packages.

Environment Journal

## EXCESS SOILS SYMPOSIUM

September 25, 2025 – Toronto Region Board of Trade

The 9th 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	BOOTH
Platinum	\$12,000	Introduce keynote	8	Included	Yes	Yes
Gold	\$10,000	Introduce reception	8	Included	Yes	Yes
Silver	\$6,500	Introduce session	6	Included	Yes	Yes
Bronze	\$3,750		4	Included	Yes	

## Brownie Awards

November 2025 – Delta Hotel, Toronto

The 26th 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"> <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> <li>First option on sponsoring an award category if one becomes available</li> <li>Logo on all on-site event materials</li> </ul>
COCKTAIL	\$6,250		VIP table location	12-month logo	
PHOTOGRAPHY	\$6,250		VIP table location	12-month logo	
AWARD CATEGORY	\$4,750	Category award introduction	Priority location	12-month logo	
SUPPORTING PARTNER	\$3,500		Preferred location	12-month logo	

CORPORATE TABLE - \$2,450

SINGLE TICKET - \$350

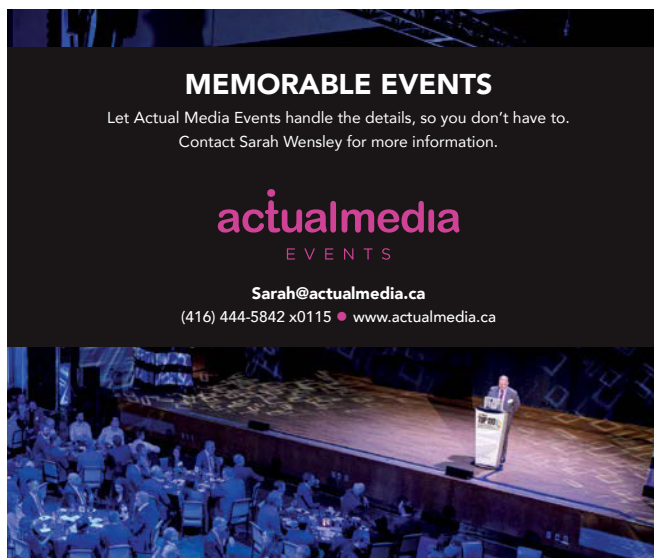


**EXPERT MARKETING**

Let Actual Media Agency be your trusted marketing partner! Contact Todd Latham to book a discovery call. Access our Agency Capabilities presentation deck here.

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AGENCY

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**MEMORABLE EVENTS**

Let Actual Media Events handle the details, so you don't have to. Contact Sarah Wensley for more information.

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EVENTS

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