

Insight

THE OFFICIAL PUBLICATION OF HRAI

LE MAGAZINE OFFICIEL DU HRAI



2022 Media Planner

ABOUT HRAI

Founded in 1968, the Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI) is a non-profit national trade association that represents the strongest purchasing group in the entire industry, made up of more than 1,350 member companies in the heating, ventilation, air conditioning and refrigeration (HVACR) industry. HRAI members include manufacturers, wholesalers and contractors who employ more than 50,000 people in Canada and represent an industry that delivers more than \$7B annually to the Canadian economy.

HRAI works diligently to foster a progressive Canadian HVACR industry that provides the highest quality, most energy efficient and environmentally responsible systems for indoor comfort and refrigeration processes. HRAI offers education and management training programs for the advancement of its members' business and technical excellence, promotes a code of ethics for consumer protection and safety, and provides consumers with useful information and a database of members in good standing to support an informed buying process.

HRAI advocates a safe, responsible and fair industry where indoor environment systems and refrigeration processes are designed, installed and serviced by qualified professionals in order to ensure efficient and energy-conscious operation. HRAI's mission is to provide leadership for the HVACR industry with governments, the public and the energy sector through communications, education and advocacy in Canada and internationally.



WHY ADVERTISE?

Unparalleled Exposure!

Each and every HRAI member will receive two issues of *Insight* magazine, which provides informative editorial content and unparalleled exposure to a wide range of participants across the industry and the country. Your message directly reaches members who purchase over 80% of the products and services in the industry and will be read by the key decision makers who represent over \$3 billion in industry buying power. The magazine is also distributed at HRAI's Annual Meeting & Conference, among other events, ensuring your business message is front and centre.

Your Target Audience!

Your company's ad will be viewed by a wide and diverse mix of readers. With over 1,350 HRAI members, advertising in this magazine offers you the exceptional opportunity to reach a target audience of key industry leaders, decision makers, as well as more than 200 associate members, including:

- Design/Engineering Consultants
- Educational Institutions
- Manufacturers
- Utilities
- Municipalities
- Government Agencies/Departments
- Wholesalers
- Distributors
- Contractors
- Related Trade Organizations

Buying Power!

Direct, cost-effective access for all companies working in the HVACR industry in Canada. In short, *Insight* is everywhere you need to be!



THE MAGAZINE

Insight magazine is the official voice of the HVACR industry in Canada, and the most reliable source of information. It provides in-depth, informative content for HRAI members, and works to hold the HVACR conversation wherever possible with its portfolio of products and services designed to reach key players involved in the industry.

Insight magazine is a vital source for members to facilitate knowledge and increase expertise in their given field. This magazine presents an excellent means of communication within the industry, providing not only a forum for corporations and service organizations to interconnect, but also delivering the latest news, profiles, feature articles, case studies and detailed trends.

Insight magazine contains articles both in English and French, and is uniquely poised to deliver your message to fundamental players and advisers in Canada's HVACR industry, representing members countrywide. The magazine is printed in full-colour and gloss, and is published twice a year.



DID YOU KNOW:

HRAI member companies are required to provide and maintain insurance coverage, valid trade certificates and licences, and sign and agree to conform to the HRAI Member Code of Ethics. In choosing an HRAI member contractor you can be assured of their proven credentials.

CONSIDER THIS

- Recent studies show that custom publishing surpasses print, television and radio advertising, and dominates Internet marketing and telemarketing, in building long-term relationships, promoting loyalty, and retaining existing members.
- Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.
- In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely, and intimate experience. With 73% of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium, where the reader is receptive and in full control.



PREMIUM POSITIONS

COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	3X RATE	1X RATE
Inside Back Cover	\$2,999.50	\$3,199.50
Inside Front Cover	\$2,999.50	\$3,199.50
Outside Back Cover	\$3,499.50	\$3,699.50

Members receive a 10% discount on advertising rates



DIGITAL EDITION SPONSORSHIP

READ ONLINE

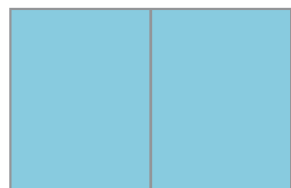
Enjoy the next issue of **INSIGHT** in your browser for free!

Click [HERE](#) for information on digital advertising. If you have any questions or concerns about your digital advertising needs, please contact your MediaEdge Sales Representative.



ADVERTISING RATES

Please Note: AD Rates are Price Per Issue
 Guaranteed Position: Add 15%
 Black & White Rates: 25% discount
 Members Rates: 10% discount



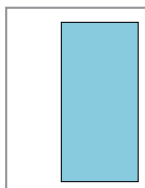
Double page spread (DPS)

MECHANICAL REQUIREMENTS

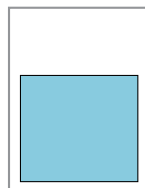
SIZE IN INCHES	WIDTH	DEPTH
LIVE AREA:	7"	9.5"
TRIM SIZE:	8.375"	10.875"
BLEED SIZE:	8.625"	11.125"



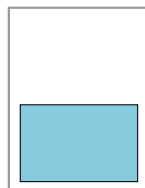
Full page



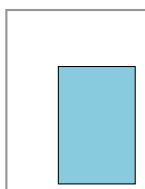
2/3 Vertical



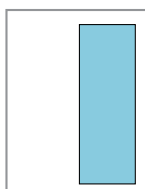
2/3 Horizontal



1/2 Horizontal



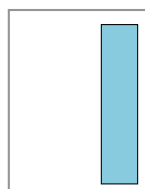
1/2 Vertical



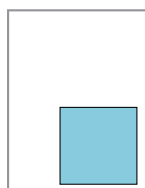
1/2 Long Vertical



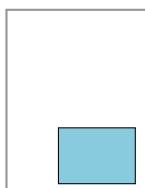
1/3 Horizontal



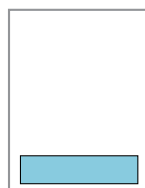
1/3 Vertical



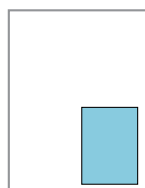
1/3 Square



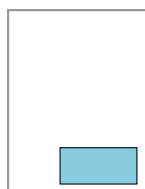
1/4 Horizontal



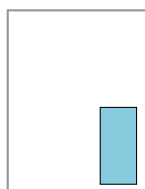
1/4 Banner



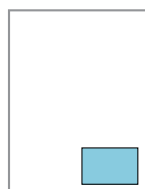
1/4 Vertical



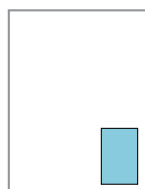
1/6 Horizontal



1/6 Vertical



1/8 Horizontal



1/8 Vertical

Size	Width	Depth	3X Rate	1X Rate
DPS trim*	16.75"	10.875"	\$3,799.50	\$3,999.50
Full Page trim*	8.375"	10.875"	\$2,499.50	\$2,699.50
2/3 Vertical	4.583"	9.5"	\$2,179.50	\$2,379.50
2/3 Horizontal	7"	6.333"	\$2,179.50	\$2,379.50
1/2 Horizontal	7"	4.583"	\$1,799.50	\$1,999.50
1/2 Vertical	4.583"	7"	\$1,999.50	\$2,199.50
1/2 Long Vertical	3.333"	9.5"	\$1,799.50	\$1,999.50
1/3 Horizontal	7"	3"	\$1,599.50	\$1,799.50
1/3 Vertical	2.1667"	9.5"	\$1,599.50	\$1,799.50
1/3 Square	4.583"	4.583"	\$1,599.50	\$1,799.50
1/4 Horizontal	4.583"	3.333"	\$1,199.50	\$1,399.50
1/4 Banner	7"	2.1667"	\$1,199.50	\$1,399.50
1/4 Vertical	3.333"	4.583"	\$1,199.50	\$1,399.50
1/6 Horizontal	4.583"	2.1667"	\$999.50	\$1,099.50
1/6 Vertical	2.1667"	4.583"	\$999.50	\$1,099.50
1/8 Horizontal	3.333"	2.1667"	\$799.50	\$899.50
1/8 Vertical	2.1667"	3.333"	\$799.50	\$899.50

* **MUST have .125" of bleed**

INSERTS & BELLY BANDS: Available upon request

ADVERTISING AGENCIES: Please add 15%

AD PROOF CHARGE: \$25.00

PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

DIRECT MAIL OPPORTUNITIES



REACH THE DECISION MAKERS

Advertise your products and services brochure or postcard by having it polybagged and mailed with *Insight* magazine to ensure exposure of your company to key industry players.



UPCOMING EVENTS:

CMPX EVENT:

MARCH 22 - 25, 2022

ASK YOUR MEDIAEDGE REPRESENTATIVE ABOUT MAXIMIZING YOUR EXPOSURE BY ADVERTISING IN THE UPCOMING 2022 ISSUES.

DIRECT MAIL RATES

(PRINTED INSERT TO BE SUPPLIED BY CLIENT)

SIZE	PRINT & DIGITAL	DISTRIBUTION
1 page	\$1,750.50	2,500 copies
2 page	\$2,100.50	2,500 copies
Postcard	\$1,750.50	2,500 copies

Members receive a 10% discount on advertising rates

PUBLISHING DATES

ISSUE	MATERIAL DUE	PUBLISH
Spring 2022	January 2022	March 2022
Fall 2022	September 2022	November 2022
Membership Services Source Guide 2022	October 2022	December 2022

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