

# Insight

THE OFFICIAL PUBLICATION OF HRAI

LE MAGAZINE OFFICIEL DU HRAI

## 2025 Media Planner



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# About INSIGHT

Published twice a year, *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 it 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 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.

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 \$7 billion annually to the Canadian economy.

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.

## PUBLISHING DATES

ISSUE	MATERIAL DUE	PUBLISH
Spring 2025	March 2025	April 2025
Fall 2025	September 2025	November 2025
Membership Services Source Guide 2025	October 2025	December 2025

## READ ONLINE

Click on the magazine to view the latest edition of **INSIGHT** magazine!

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.



# Why Advertise

## UNPARALLELED EXPOSURE!

Every HRAI member will receive two issues of *Insight* magazine every year, which provides informative editorial content and unparalleled exposure to a wide range of participants across the industry and the country.

## 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.
- HRAI members purchase over **80%** of the products and services in the HVACR industry and represent **\$3 billion** in industry buying power.



## READERSHIP

Your company's ad will be viewed by **9,000+ readers per issue**. With over 1,350+ HRAI members and 3,000 copies distributed per issue, advertising in *Insight* magazine offers you the exceptional opportunity to reach a target audience of key industry leaders, decisionmakers, as well as more than 200 associate members, including:

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

## UPCOMING EVENTS

- **HRAI Annual Meeting & Conference**  
**September 2025**

Ask your MediaEdge representative about maximizing your exposure by advertising in 2025 issues.

# Advertising Rates

## Cover and Premium Positions (INCLUDES FOUR COLOUR)

Size	Width	Depth	3X Rate	1X Rate
Inside Front Cover*	8.375"	10.875"	\$3,149.50	\$3,359.50
Inside Back Cover*	8.375"	10.875"	\$3,149.50	\$3,359.50
Outside Back Cover*	8.375"	10.875"	\$3,629.50	\$3,889.50

\* MUST have .125" of bleed

## Full-Colour Rates

Size	Width	Depth	3X Rate	1X Rate
DPS trim*	16.75"	10.875"	\$3,989.50	\$4,199.50
Full Page trim*	8.375"	10.875"	\$2,909.50	\$3,139.50
2/3 Vertical	4.583"	9.5"	\$2,529.50	\$2,769.50
2/3 Horizontal	7"	6.333"	\$2,529.50	\$2,769.50
1/2 Horizontal	7"	4.583"	\$2,089.50	\$2,319.50
1/2 Vertical	4.583"	7"	\$2,089.50	\$2,319.50
1/2 Long Vertical	3.333"	9.5"	\$2,089.50	\$2,319.50
1/3 Horizontal	7"	3"	\$1,859.50	\$1,989.50
1/3 Vertical	2.1667"	9.5"	\$1,859.50	\$1,989.50
1/3 Square	4.583"	4.583"	\$1,859.50	\$1,989.50
1/4 Horizontal	4.583"	3.333"	\$1,399.50	\$1,629.50
1/4 Banner	7"	2.1667"	\$1,399.50	\$1,629.50
1/4 Vertical	3.333"	4.583"	\$1,399.50	\$1,629.50
1/6 Horizontal	4.583"	2.1667"	\$1,169.50	\$1,289.50
1/6 Vertical	2.1667"	4.583"	\$1,169.50	\$1,289.50
1/8 Horizontal	3.333"	2.1667"	\$939.50	\$1,049.50
1/8 Vertical	2.1667"	3.333"	\$939.50	\$1,049.50

\* MUST have .125" of bleed

Please Note: AD Rates are Price Per Issue

Guaranteed Position: Add 15%

Black & White Rates: 25% discount

Members Rates: 10% discount

Advertising Agencies: Please add 15%

Ad Proof Charge: \$25.00

### MECHANICAL REQUIREMENTS

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



## 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. Publisher assumes no responsibility for accuracy when a proof is not provided.