

# ACCESS CANADA

The Official Publication of the  
Access Association of Canada

## 2025 Media Planner

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# About ACCESS CANADA

*Access Canada* is the official publication and voice of the Access Association of Canada (AAC), a member-driven, non-profit organization that is dedicated to ensuring that the most professional practices are provided by all members within the scaffold and access industry throughout Canada.

*Access Canada* is the most reliable source of information, focusing on the main priorities of the organization, such as safety, training, engineering and involvement in the regulatory process with a portal for marketing and networking in the scaffold and access industry.

With a circulation of 1,200 per issue, *Access Canada* is a vital source for members to facilitate knowledge, increase expertise in their given field and provide their members with the latest developments pertaining to the scaffold and access industry. It presents an excellent means of communication while also providing informative and in-depth articles focusing on regulatory and legislative changes, safety training, new building techniques and recent innovative projects.

## PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
Spring/Summer 2025	May 2025	March 2025
Fall/Winter 2025	November 2025	September 2025

## READ ONLINE

Enjoy the next issue of  
**ACCESS CANADA**  
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.





# Why Advertise

## UNPARALLELED EXPOSURE!

Every AAC member will receive two issues of *Access Canada* per year, which provides informative editorial content and unparalleled exposure to a widespread scope of participants across the industry and the country. The magazine will also be distributed at industry and association events throughout the year, ensuring your business' message is front and centre.

## **DID YOU KNOW...**

The Access Association of Canada was founded in **1981**

Canada accounted for **6.3%** of the global scaffold technology market in 2023

(<https://www.grandviewresearch.com/horizon/outlook/scaffold-technology-market/canada#:~:text=The%20Canada%20scaffold%20technology%20market,14.5%25%20from%202024%20to%202030.>)

**1,200** copies are distributed to access and scaffolding industry members each issue



## READERSHIP

Each issue of *Access Canada* will reach **3,600 readers** across Canada. Advertising in this magazine offers you the exceptional opportunity to reach a target audience of key industry personnel, decision-makers and leaders, including member categories such as:

- Manufacturers
- Contractors
- Suppliers
- Professional Engineers & Consultants

## UPCOMING EVENTS

- **AAC Annual General Meeting**  
**June 2025**

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

# Advertising Rates

## Cover and Premium Positions (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Inside Back Cover*	8.375"	10.875"	\$1,639.50	\$1,759.50
Inside Front Cover*	8.375"	10.875"	\$1,639.50	\$1,759.50
Outside Back Cover*	8.375"	10.875"	\$1,889.50	\$2,019.50

\* MUST have .125" of bleed

Please Note: AD Rates are Price Per Issue  
 Guaranteed Position: Add 15%  
 Black & White Rates: 25% discount  
 Advertising Agencies: Please add 15%  
 Ad Proof Charge: \$25.00

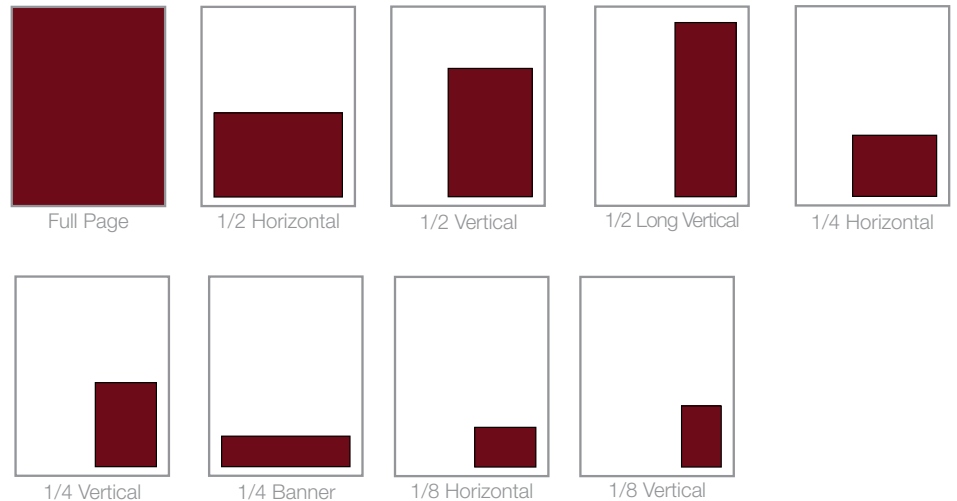
### MECHANICAL REQUIREMENTS

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

## Full-Colour Rates

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Full Page trim*	8.375"	10.875"	\$1,519.50	\$1,639.50
1/2 Horizontal	7"	4.583"	\$749.50	\$869.50
1/2 Vertical	4.583"	7"	\$749.50	\$869.50
1/2 Long Vertical	3.333"	10"	\$749.50	\$869.50
1/4 Horizontal	4.583"	3.333"	\$489.50	\$599.50
1/4 Vertical	3.333"	4.583"	\$489.50	\$599.50
1/4 Banner	7"	2.1667"	\$489.50	\$599.50
1/8 Horizontal	3.333"	2.1667"	\$349.50	\$479.50
1/8 Vertical	2.1667"	3.333"	\$349.50	\$479.50

\* MUST have .125" of bleed



## 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.