

THE VOICE OF PROFESSIONAL ROOFING CONTRACTORS

ROOFING BC



2025 Media Planner



MediaEdge

For additional information contact: **Nancie Prive** ☎ Toll Free: 866.201.3096 ext. 402 ✉ nanciep@mediaedgepublishing.com

About ROOFING BC

Roofing BC is the official publication of the Roofing Contractors Association of British Columbia (RCABC), a network of roofing companies dedicated to the highest standards of roofing practices in British Columbia.

Published three times a year, *Roofing BC* delivers informative and educational articles on all the newest developments in the roofing industry, including RCABC initiatives, building codes and regulations, safety and risk management, and more. *Roofing BC* is a great tool used to help members increase their proficiency in B.C.'s roofing industry.

DID YOU KNOW?

RCABC members are the exclusive providers of the **RoofStar Guarantee** program, assuring building owners that quality materials will be installed to specific, industry-leading standards by professional roofing contractors.

Over 1,200 issues of *Roofing BC* are distributed three times a year.

According to IBISWorld, the roofing contractor industry in B.C. has an estimated market size of **\$1.7B.**

British Columbia has an estimated **1,316** roofing contractor businesses employing approximately **4,375** roofing industry professionals in the province. (<https://www.ibisworld.com/ca/industry/british-columbia/roofing-contractors/18317/>)



PUBLISHING DATES		
ISSUE	PUBLISH	MATERIAL DUE
Volume 22, Issue #1, 2025	February 2025	January 2025
Volume 22, Issue #2, 2025	June 2025	May 2025
Volume 22, Issue #3, 2025	October 2025	September 2025

READ ONLINE

Enjoy the next issue of **ROOFING BC** 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!

Roofing BC provides informative editorial content and unparalleled exposure to a widespread scope of roofing professionals across the province, including RCABC accepted inspectors, institutions, governments, insurance and industry stakeholders. Take advantage of this extraordinary opportunity and put your business's message front and centre in the heart of BC's roofing industry.



READERSHIP

Each issue of *Roofing BC* will reach **3,600+ readers** across the province, including:

- Architects
- Building envelope consultants
- Building owners
- Engineers
- General contractors
- Property managers
- Roofing design authorities
- Spec writers
- Strata council members
- Suppliers

UPCOMING EVENTS

**National Roofing Week:
June 2025**

**AGM & Awards Luncheon:
Date TBD**

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"	\$2,179.50	\$2,419.50
Inside Back Cover*	8.375"	10.875"	\$2,179.50	\$2,419.50
Outside Back Cover*	8.375"	10.875"	\$2,269.50	\$2,519.50

* MUST have .125" of bleed

Full-Colour Rates

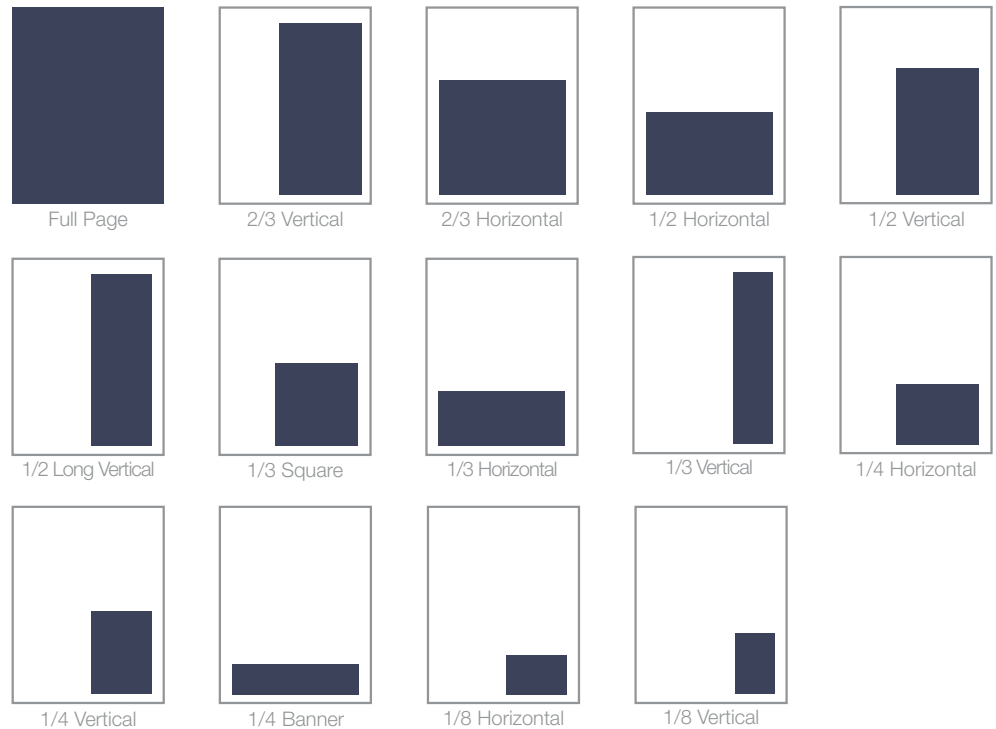
SIZE	WIDTH	DEPTH	3X RATE	2X RATE	1X RATE
Full Page trim*	8.375"	10.875"	\$1,989.50	\$2,089.50	\$2,209.50
2/3 Vertical	4.583"	9.5"	\$1,829.50	\$1,989.50	\$2,099.50
2/3 Horizontal	7"	6.333"	\$1,829.50	\$1,989.50	\$2,099.50
1/2 Horizontal	7"	4.583"	\$1,389.50	\$1,439.50	\$1,559.50
1/2 Vertical	4.583"	7"	\$1,389.50	\$1,439.50	\$1,559.50
1/2 Long Vertical	3.333"	9.5"	\$1,389.50	\$1,439.50	\$1,559.50
1/3 Square	4.583"	4.583"	\$1,139.50	\$1,199.50	\$1,269.50
1/3 Horizontal	7"	3"	\$1,139.50	\$1,199.50	\$1,269.50
1/3 Vertical	2.1667"	9.5"	\$1,139.50	\$1,199.50	\$1,269.50
1/4 Horizontal	4.583"	3.333"	\$559.50	\$589.50	\$609.50
1/4 Vertical	3.333"	4.583"	\$559.50	\$589.50	\$609.50
1/4 Banner	7"	2.1667"	\$559.50	\$589.50	\$609.50
1/8 Horizontal	3.333"	2.1667"	\$399.50	\$419.50	\$459.50
1/8 Vertical	2.1667"	3.333"	\$399.50	\$419.50	\$459.50

* 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"



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.