

# CAWIC

Canadian Association of Women in Construction

# CANADIAN WOMEN *in* CONSTRUCTION

2 0 2 3 M E D I A K I T



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May 2023

Dear Colleagues,

The Canadian Association of Women in Construction (CAWIC) is pleased to announce its partnership with Matrix Group Publishing Inc., in the production of our new, full colour, glossy stock magazine, **Canadian Women in Construction**.

In response to the growing demand for gender diversity within Canada's construction industry, the **Canadian Women in Construction** magazine will be distributed twice per year, each Spring, and Fall. The magazine will be individually and directly sent to all CAWIC members, industry stakeholders, prospects and affiliates. Our targeted distribution will also reach the desks of the major decision-making powers, including all local, provincial and national construction related groups, organizations and members of government.

The much-anticipated premiere issue will be released in March 2024, in conjunction with the 2024 Women in Construction week! **Canadian Women in Construction** will be a voice for women professionals involved in the sector, and those that are interested in becoming involved. It will be used as a lobbying, recruitment, and communications tool for the construction industry.

Editorial will also cater to the interests and issues faced currently by women in the construction sector. Each issue will share amazing success stories and firsthand advice from women who have fought hard to get where they are today - proving that women can also be successful in such a male dominated industry.

The success of **Canadian Women in Construction** will depend, to a great extent, on the quality and consistency of its advertisers. It is through your advertising investment that we are able to publish this communication vehicle for the industry. I look forward to working with you to make this publication exciting, successful and a valuable resource for everyone.

Thanking you for your kind support,

Luana Buratynski



CAWIC President

Kristina Fixter



CAWIC Executive Director



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## WOMEN IN CANADA'S CONSTRUCTION INDUSTRY IS ON THE RISE!

Right now, 13% of Canadians employed in the construction industry (both on and off-site) are women.

Even through a pandemic, construction work remains steady and in demand. Buildforce Canada estimates that Canada will need to recruit more than 300,000 new workers over the next decade to keep pace with demand. One way to help fill the labour gap is through hiring more women. While the number of women in construction is steadily on the rise, women only made up 13% of the total workforce in construction in 2019.

*Canadian Women in Construction* magazine will be distributed twice per year, each Spring and Fall. The magazine will be individually and directly sent to all members of the Canadian Association of Women in Construction (CAWIC), as well as industry stakeholders, prospects, and affiliates groups and associations across North America. The targeted distribution will ensure each issue reaches the desks of the major decision-making powers, including all local, provincial, and national construction related groups, organizations, and pertinent officials of Canada's federal and provincial governments.

In March 2023, Stephen Lecce, Ontario's Minister of Education, confirmed a mandatory tech/trades program course that will be implemented within high school curriculums across the province by September 2024. This is a great indicator of the importance of construction and all trades. In support of this initiative, copies of *Canadian Women in Construction* will also reach the desks of guidance counsellors, which will help the sector target the next generation of skilled construction and trades workers.

### 2024 EVENTS

The inaugural release of the *Canadian Women in Construction* magazine will be distributed in conjunction and celebration of the 2024 International Women in Construction Week - March 3-9, 2024.

It will also be made available and distributed at a variety of National, local, and regional events throughout the year. It will serve as a recruitment and association showpiece at all CAWIC hosted conferences and at all seasonal golf tournaments and banquets.

More information regarding these events, coming soon!



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## RATES FOR 2023

<b>COVER POSITIONS</b>	<b>1 Issues \$ Per Issue</b>	<b>2 Issues \$ Per Issue</b>
Outside Back.....	\$3,329.50	\$3,129.50
Inside Front.....	\$3,099.50	\$2,899.50
Inside Back.....	\$3,099.50	\$2,899.50

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is noncancelable.

<b>FULL COLOUR RATES</b>	<b>1 Issues \$ Per Issue</b>	<b>2 Issues \$ Per Issue</b>
DPS.....	\$3,499.50	\$3,449.50
Full Page.....	\$2,129.50	\$2,009.50
2/3 Page.....	\$1,769.50	\$1,669.50
1/2 Page (Island).....	\$1,629.50	\$1,509.50
1/2 Page.....	\$1,549.50	\$1,449.50
1/3 Page.....	\$1,139.50	\$1,079.50
1/4 Page.....	\$969.50	\$929.50
1/6 Page.....	\$759.50	\$709.50
1/8 Page.....	\$429.50	\$389.50

**10% Discount for Black & White Advertising**  
**10% Discount for CAWIC Members!**  
**Premium/Cover Positions Cannot Be Black & White**

### OPTIONAL ADD-ONS

Guaranteed Position.....	+ 15%
Bleed.....	+ 15%
Hyperlink*.....	+ \$75.00
Extra Listings.....	+ \$25.00
High Resolution Digital Proof**.....	+ \$60.00

\*If an advertiser wants to change their hyperlink after the sales cycle is closed, there will be an additional \$200 fee charged. Please check with your sales representative for the sales close date.

\*\* Depending on file size, the proof will be emailed or provided via Dropbox.

Advertising Agencies—Please add 15%, all rates are net.

Terms of payment due upon receipt of invoice.  
 Add 2% per month interest on accounts over 30 days.

CAWIC was incorporated on October 13, 2005. CAWIC's history began in 1982 as the Toronto Chapter of NAWIC the U.S. based National Association of Women in Construction. In October 2005, CAWIC separated from NAWIC to launch a Canadian independent association for its membership but continues to maintain its affiliation with NAWIC.

As an association, we are committed to working with government to make workplaces safer, cleaner, and more supportive for women. As well, we want to ensure a concerted effort to further attract and support women in an exciting and growing profession across the construction industry.

The purpose of this publication to provide a voice for the women in construction. It will examine the most topical issues facing the sector, and provide insight, news, and resources to help support the ongoing success of women in the Canadian construction industry.

The publication will be individually and directly mailed to all CAWIC individual and corporate members, event sponsors, event participants (including our Golf Tournament in the spring, our summer social, and winter social) - As well, at a variety of events that CAWIC hosts and participates with, including career fairs, galas, trade shows, seminars, and to many larger, national construction related events across Canada!

**Complete Poly-Bagging and Insert Services Are Available Upon Request.**



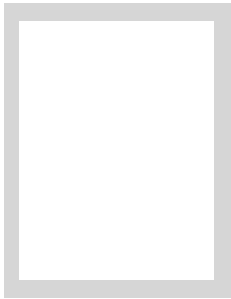
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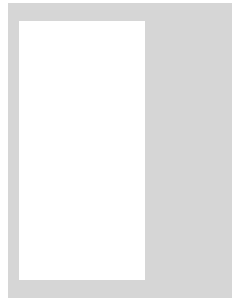
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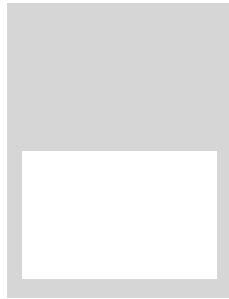




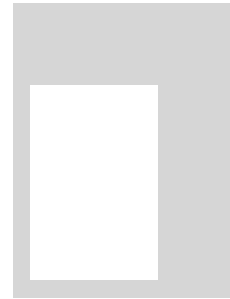
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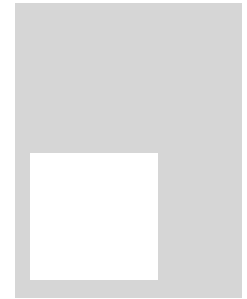
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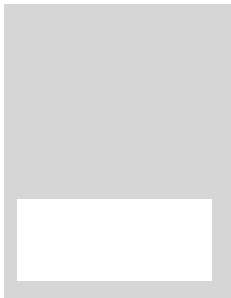
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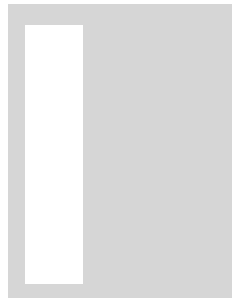
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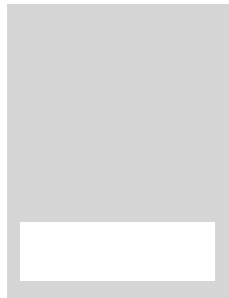
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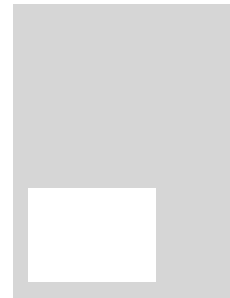
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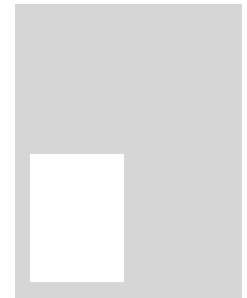
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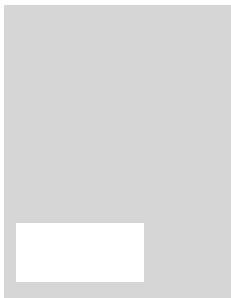
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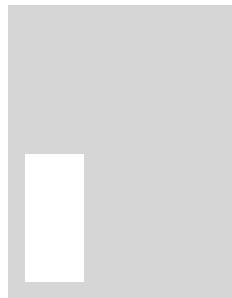
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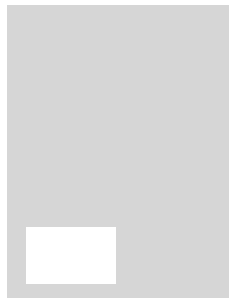
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1/6 Page Vertical  
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1/8 Page Horizontal  
W. 3 3/8 x H. 2 1/8



1/8 Page Vertical  
W. 2 1/8 x H. 3 3/8

Live Space . . . . . 7 by 9 1/2

Trim Space . . . 8 3/8 by 10 7/8

DPS . . . . . 17 by 11 1/8

Bleed . . . . . 8 5/8 by 11 1/8

*All measurements are in inches*

## Production Requirements

The preferred method for receiving completed digital ad artwork is as a high quality (300 DPI minimum), press ready PDF file. Please ensure that all fonts have been embedded and all colour has been converted to CMYK. Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software whenever possible: Adobe CC (InDesign, Illustrator, Photoshop and Acrobat).

**Email digital files to:** [sales@matrixgroupinc.net](mailto:sales@matrixgroupinc.net)

## Questions?

Please contact your sales representative, call our toll free line and ask for the sales manager (866-999-1299), or email: [sales@matrixgroupinc.net](mailto:sales@matrixgroupinc.net)



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