



CONSTRUCTION in  
**FOCUS** 2024 MEDIA KIT



# CONSTRUCTION in **FOCUS** Media Kit

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At Construction In Focus magazine, we are dedicated to providing you with insights into the dynamic world of North American construction and industry, *month after month*.

Our digital platforms serve as your go-to source for staying informed about the latest projects, technologies, and trends making their mark on the built environment. Through exclusive interviews with industry leaders, we delve into the stories behind their triumphs, delivering their stories directly to you.

With a commitment to showcasing the wisdom and experiences of top firms throughout North America, we offer a clear and comprehensive perspective on the entire construction landscape. At FMG Publishing Inc., we are dedicated to bringing the intricate tapestry of the North American construction sector into focus.



FMG Publishing Inc. is the parent company of industry focused trade publications - Business in Focus, Construction in Focus, and Manufacturing in Focus.

Our publications are your premier source for insights into North American business and industry. Through exclusive interviews and in-depth articles, we keep you informed about industry trends, success stories, and challenges. From boardrooms to factory floors to arenas for public policy, we shine a light on the stories that impact you.

# Your Storytelling Partner

Our publications are published both as online magazines and high-quality, printed hard copies. By publishing online, we are able to extend readership beyond simply a one-month cycle, keeping our articles available and Google indexed for a minimum of two years. We never hide our content behind a subscription paywall, so our clients and readers can easily access and share content and reach the widest possible audience. We print and distribute a full gloss printed edition every month, and provide a complimentary copy to each of our valued feature companies and advertisers.

We also work closely with our content partners to create a digital standalone brochure with a custom front and back cover, a powerful, independent marketing tool that allows you to directly reach your audience with your company's story and any talking points you'd like to highlight.

## The Advantages We Bring

1

An approach we've perfected over 12 years in business, informed by consistent leadership and core values.

2

Digital marketing resources (brochures, QR code graphics, etc.)

3

Relevant B2B networking opportunities.

4

Quality storytelling, design, marketing, and exposure.

5

Fresh and modern design and media layouts.

6

Working with a professional and dynamic team dedicated to showcasing the best in each client's story.

# What You Will Receive

- 1 A focused interview with an experienced member of our writing team, scheduled at your convenience with interview questions available in advance.
- 2 A professionally written and edited article, created by our in-house design team.
- 3 A standalone brochure version of your story in PDF and digital formats.
- 4 An opportunity to proofread the draft copy and make any desired changes.
- 5 The freedom to share your story in its brochure format, with no restrictions.
- 6 A story that is guaranteed to be freely accessible for at least two years following publication on our website.

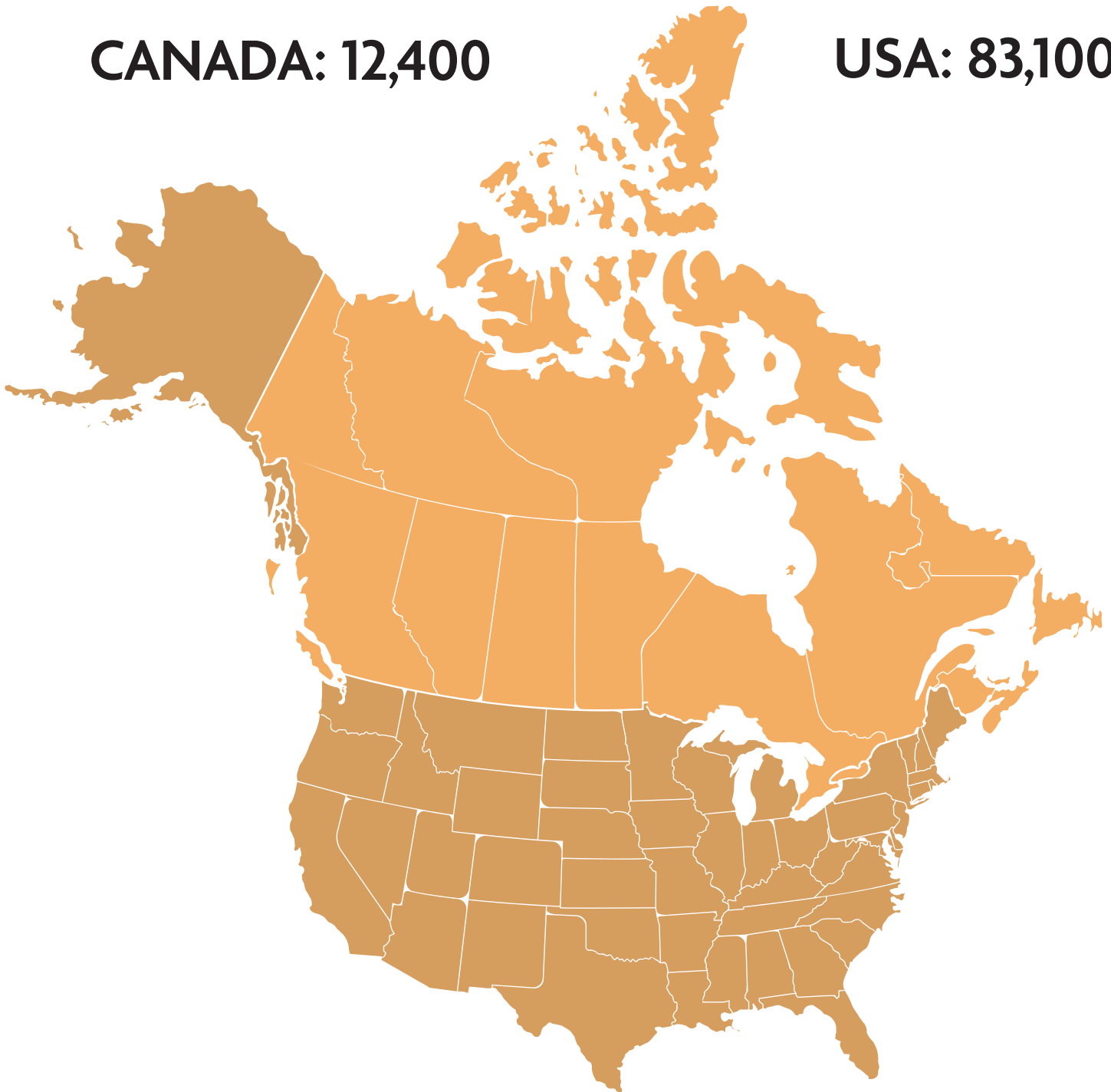


# READERSHIP: 95,500

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**CANADA: 12,400**

**USA: 83,100**

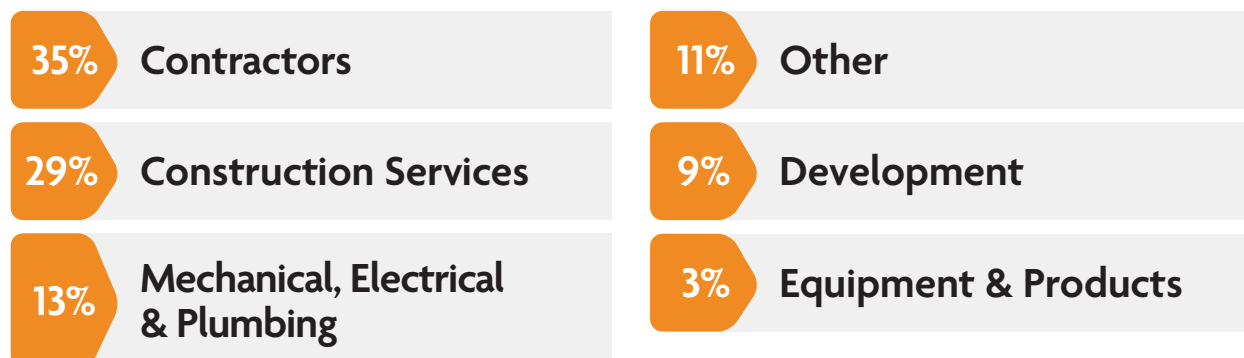


# ONE OF NORTH AMERICA'S LEADING B2B TRADE PUBLICATIONS.

## Titles



## Industries



Alex Halef, President  
**BANC Group of Companies**

“I am indubitably impressed with Focus Media Group and your dedication in accurately conveying the story of BANC Group and capturing our essence. Your immediate response and follow up to any inquiries we had was exceptional. I will continue to be a supporter and subscriber of Construction in Focus. Thank you for an incredible experience and an engaging article!”



**“DEDICATION IN ACCURATELY CONVEYING THE STORY”**

Cassandra Troutman, Marketing Manager  
**Boudreau Pipeline Corporation**

“I have worked with Wendy and the Construction in Focus team on two articles about our company here at Boudreau Pipeline. We have had a great experience and have loved the quality of the entire written article and layout design. Construction in Focus has been able to capture a great essence of our team, projects, and culture that we strive to be at Boudreau. Out of all the press we have participated, they have been by far our favorite. We have used their articles to show off to our employees, clients and vendors. If you get the chance to work with them, I highly suggest it!”



**“IF YOU GET THE CHANCE TO WORK WITH THEM,  
 I HIGHLY SUGGEST IT”**



Leah Coyne, Marketing Coordinator  
**Fastform Insulated Concrete Forms**

“Working with the Construction in Focus and FMG Publishing team was a great experience. Very professional and smooth process from start to finish - our article went off without a hitch! The personal service and attention that we received from the staff made the whole experience an easy and enjoyable one. Many thanks to the wonderful team we worked with!”



**“PROFESSIONAL AND SMOOTH PROCESS FROM  
 START TO FINISH”**

David M. Lersch, Vice President of Administrative Operations  
**Miller Bros. Const., Inc.**

“We couldn’t be happier with the article that was written about Miller Bros. Const., and our 75th anniversary in the construction industry. The article truly captured who we are as a company and our commitment to our employees and their families. Focus Media Group’s design team also did a great job incorporating our pictures and ads to make our article look top-notch. This will be a piece that we’ll use to showcase the pride we have in our company at future events and meetings.”



**“TRULY CAPTURED WHO WE ARE AS A COMPANY”**

## WHO WE'VE WORKED WITH

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# ASSOCIATIONS & PARTNERSHIPS

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- USGBC
- Bamboo Living / Rizome Bamboo
- Clark Construction
- Frankel Design Build
- Dakota Partners
- Concord Engineering Group
- Charlan Brock Architects
- ESa
- Seven Lakes/Synergy Homes
- Regan Development Corporation
- Enercare Home and Commercial Services LP
- Performance Engineering Group Inc.
- Blade Air
- Orcutt | Winslow
- Nelson + Pope
- McStain Neighbourhoods
- Spence Brothers
- E & S Construction Engineers
- Tex-Cote







- Modular Building Institute
- Falcon Structures
- Northgate Industries
- Affinity Modular
- Dvele
- FK Architecture
- EV Studio
- SFA Saniflo Canada
- Cornerstone
- Apex Homes
- DJR
- Fading West
- Pacific Mobile Structures

## AN AGE-OLD CONSTRUCTION METHOD FINDS NEW POPULARITY



Written by Kate Hendry

The Modular Building Institute (MBI), a global non-profit trade association based in Charlottesville, Virginia, represents several facets of the modular industry, a sector that has experienced soaring growth in recent years. ■





**FEBRUARY**

**What's Next for Net Zero?**

Carbon-negative Construction



**MARCH**

**Welcoming Women in Construction**

Celebrating Safety



**JUNE**

**Living Small**

Building for Density



**JULY**

**The Greening of Public Spaces**

A Place to Gather



**OCTOBER**

**TBD**



**NOVEMBER**

**TBD**



## Shoring Up the Shoreline

Helping Cities Keep Their Cool



## Building With Solar

Looking In

**AUGUST**

TBD

**SEPTEMBER**

TBD

**DECEMBER - JANUARY**

TBD

# Your Advertising Partner

Our philosophy is simple: the effectiveness of advertising thrives with reach and sustained exposure. At FMG Publishing Inc., your advertisements will enjoy extensive visibility through our monthly print and digital editions, as well as a sustained presence on our website where they will be featured for a minimum of two years. Partnering with us means access to our skilled in-house design team who can craft your advertisement at no extra cost. Plus, unlike other publications, you retain full reproduction rights for your custom advertisements beyond our platform.

At FMG Publishing Inc., it is our business to help promote your business. Our subscriber base is one of the strongest in the North American market, giving your ads a broad reach at a competitive price. Our informative corporate profiles and thought-provoking features grab the interest of both vendors and potential clients, bringing the two together in a winning combination for advertisers.



## INTEC Energy Systems

Everybody at INTEC Engineering GmbH who was involved in the cooperation with you regarding the placement of our ad within the Polyplex publication was pleased with the way we worked together and appreciated your support and quick responses to our questions and requests. Most of all, we were glad about your free of charge advertisement design service which was a big help for us in a busy time and with a tight schedule. And when we could only send you our picture rather late and then also had some last-minute requests for modifications, we valued a lot that all of this wasn't a problem for you. We are definitely looking forward to working with you again when the opportunity arises.



Nicole Merz, Sales and Marketing





# Double-Page Ad

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

420 mm x 297 mm | 16.54" x 11.69"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

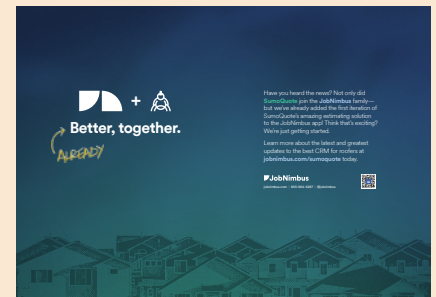
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

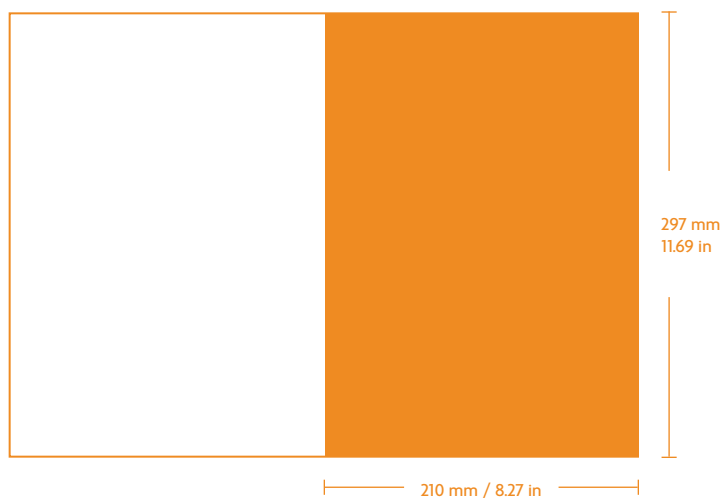
## CONSTRUCTION in FOCUS

Here are some examples of double-page ads in previous editions. Click to view within the magazine.



# Full-Page Ad

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

210 mm x 297 mm | 8.27" x 11.69"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

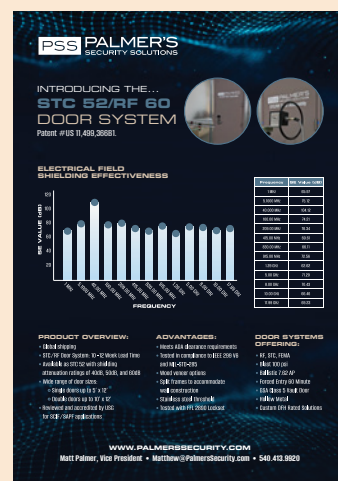
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

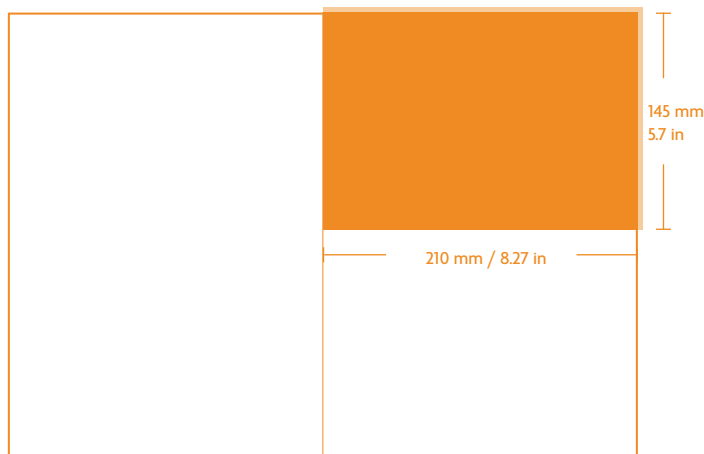
## CONSTRUCTION in FOCUS

Here are some examples of full-page ads in previous editions. Click to view within the magazine.



# Half-Page Ad (Horizontal)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

210 mm x 145 mm | 8.27" x 5.7"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

## CONSTRUCTION in FOCUS

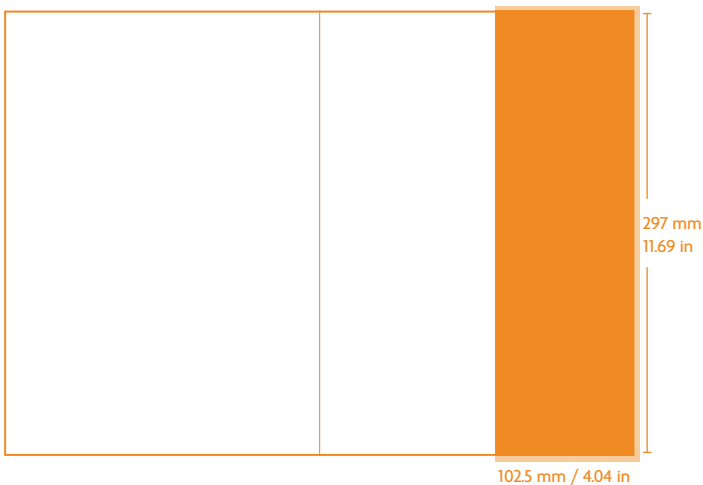
Here are some examples of half-page horizontal ads in previous editions. Click to view within the magazine.





# Half-Page Ad (Vertical)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

102.5 mm x 297 mm | 4.04" x 11.69"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

## CONSTRUCTION in FOCUS

Here are some examples of half-page vertical ads in previous editions. Click to view within the magazine.

**Comfort Connections**  
Your Source for Specialty Heating & Cooling Products

**Don't pay more than you should.**  
Try Dakin's top quality Mini Splits and don't look back!  
Provide this ad and receive a 10% discount on your order.

More contractors than ever are choosing Dakin Mini Splits from **COMFORT CONNECTIONS.**

**Here's why:**

- Free design & installation support
- On-site technical support
- All sizes of Mini Splits, +40C cooling
- No ambient splits on most models
- Lowest pricing call for details
- Industry-leading warranties

**CALL COMFORT CONNECTIONS TODAY**

**WE WANT TO EARN YOUR BUSINESS**  
[WWW.COMFORTCONNECTIONS.COM](http://WWW.COMFORTCONNECTIONS.COM)

30 East Park Drive, Unit 6 | P.O. Box 840-013  
Mansfield, OH, Canada | P.O. Box 346-141  
L41 2Y6 | 905-709-1500

\*Minimum order \$2000 in Canada or more only. Not for use within other territories.

**BUILDING TOMORROW**  
REIMAGINE. REBUILD. REVIVE.

**PAYING THE WAY FOR THE FUTURE OF CAPE BRETON - UNAMA'KI**

Five historic projects to transform the way we deliver and access healthcare, improve care for seniors, and drive innovation through post-secondary education.

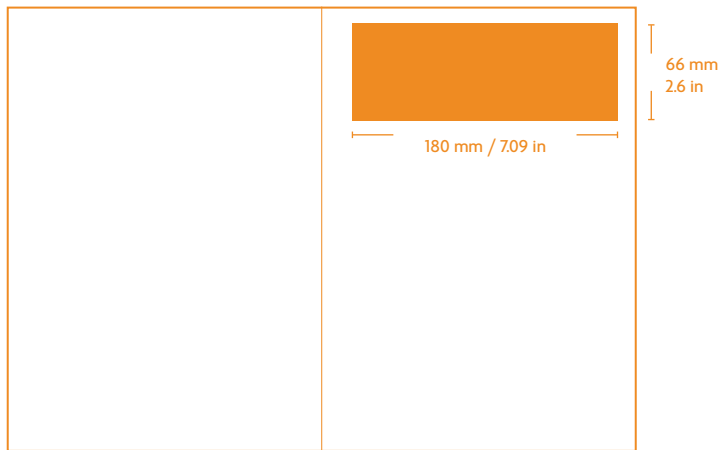
- New Wainfleet Community Hub**  
The new Wainfleet Community Hub is a multi-use facility that will serve the community for years to come. It will include a library, a community center, and a senior center.
- Cape Breton Regional Hospital**  
The new Cape Breton Regional Hospital is a state-of-the-art facility that will provide the highest quality of care for our patients.
- Nova Scotia Community College**  
The new Nova Scotia Community College is a modern facility that will provide the highest quality of education for our students.
- Northside Health Complex**  
The new Northside Health Complex is a modern facility that will provide the highest quality of care for our patients.
- Glace Bay Hospital**  
The new Glace Bay Hospital is a modern facility that will provide the highest quality of care for our patients.

Visit [BuildingTomorrow.ca](http://BuildingTomorrow.ca) to learn more about our magazine. Contact us at [info@buildingtomorrow.ca](mailto:info@buildingtomorrow.ca).

**BUILDING TOMORROW CA**

# Quarter-Page Ad (Horizontal)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

180 mm x 66 mm | 7.09" x 2.6"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

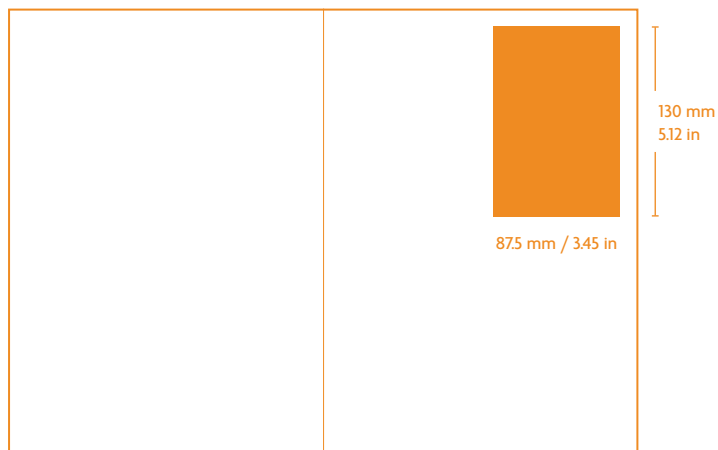
## CONSTRUCTION in FOCUS

Here are some examples of quarter-page horizontal ads in previous editions. Click to view within the magazine.



# Quarter-Page Ad (Vertical)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

875 mm x 130 mm | 3.45" x 5.12"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

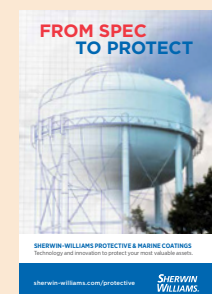
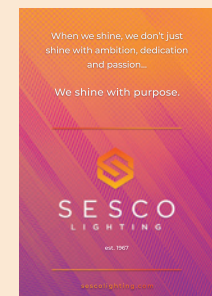
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

## CONSTRUCTION in FOCUS

Here are some examples of quarter-page vertical ads in previous editions. Click to view within the magazine.



**CONTENT DEVELOPMENT**

cd@fmgpublishing.com

857-297-9360

**SALES**

sales@fmgpublishing.com

902-298-1036

**PRODUCTION**

production@fmgpublishing.com

647-479-2164

**ACCOUNTS**

accounts@fmgpublishing.com

647-479-2163

**DESIGN**

design@fmgpublishing.com

647-479-2164

**GENERAL INQUIRIES**

info@fmgpublishing.com

647-479-2163

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