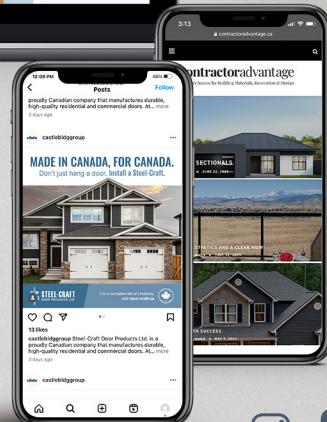
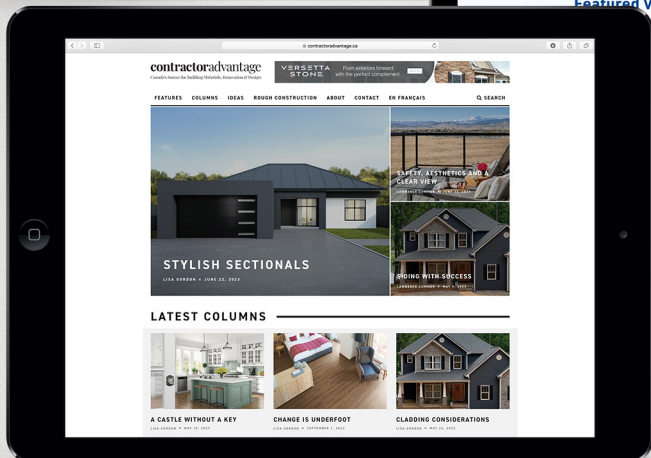
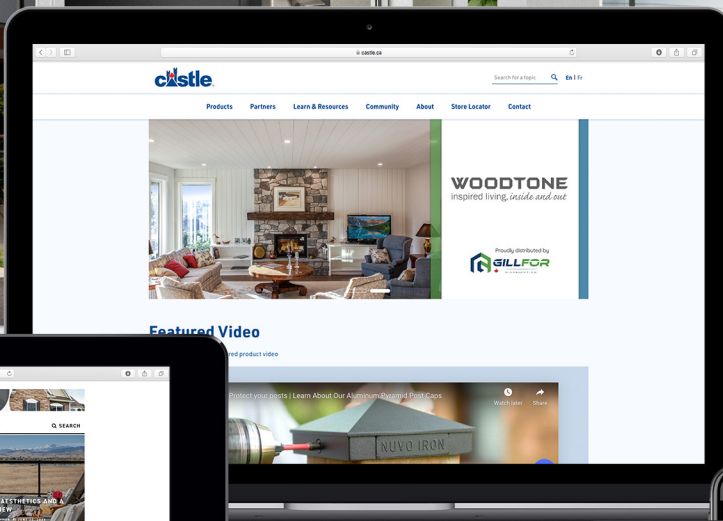


2024 Media Kit

Castle Publications & Digital Media



Contents

Media Kit 2024

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Print & Digital Media Statistics

Castle Building Centres Group offers a variety of mediums to Valued Vendor Partners and the chance to connect directly with a captive audience of Castle member locations across Canada.

Our advertising platform has evolved over the years to include not only our award winner print publication, but various digital and email advertising opportunities available exclusively to Castle Vendor Partners.

Print

26k+

Total Readers

08

Annual Issues

02

Bonus Issues

Digital

96k+

Unique Monthly
Visitors

16min

Average View
Time

74k

Page Impressions
per Month

e-Newsletters

51.7%

Avg. Open Rate

422

Castle Member
Subscribers

Weekly

Frequency

Social Media

3,312k

Total Impressions

6,450

Impressions
per Post

4,474

Total Followers

Numbers Updated as of July 2023

WEST RIDGE

New Profiles! New Colours!

RUSTIC:

NEW!	NEW!		
DRIFT	TEAR	ARCTIC GREY	FARRHOUSE

BOLD:

GUNMETAL GREY	ROCKAWAY GREY	HULSON BLUE	
---------------	---------------	-------------	--

STANDARD:

	FROST
--	-------

...siding unmatched in the industry
...n and premium thickness for additional durability
...ank can be installed vertically and as a porch ceiling
...n and 4 on-trend solid colours

Create a look that's all your own.
www.westridge.com for more info.

FEATURE

Weather, delayed some projects to the spring, but with warmer days came an expected pickup in business, noted Rick Churchill, National Sales Manager, Liv Building Products.

It is a sentiment shared by others in the industry. "Refrilleries might be seeing a slower start, but that's because jobs haven't started yet," says Andrew Poirier, National Sales Manager, Director of Marketing and Business Development at Regal Interiors Inc.

As a member of the Board of Directors of NADRA (the North American Deck and Railing Association), Poirier adds that in mid-May, "We're seeing installers that have jobs booked the way out to August."

He says that based on data from his company's network of certified DeckStore he's forecasting...

Photo courtesy of Regal Interiors

THE VIEW OF A LIFETIME

DURABLE AND LOW-MAINTENANCE STEEL CONSTRUCTION

ENERGY-EFFICIENT DUAL-PANE AND TRI-PANE LOW-E GLASS OPTIONS

ENHANCED SECURITY

MULTIPLE OPERATING STYLES AND CUSTOMIZATION OPTIONS

Show your customers the benefits of upgrading their home with JELD-WEN® of Canada's French steel patio doors.

Steel doors offer a classic and sophisticated look while providing increased safety and security with its strong outer steel, making it resistant to forced entry. The excellent insulation properties of this material allows for increased efficiency to help homeowners maintain a comfortable temperature in their home year round. Choose steel patio doors for a durable, low-maintenance, and cost-effective alternative to wood or fiberglass. They also outline traditional vinyl sliding patio doors by offering more customization options, from panels and glass designs to colours and hardware, allowing homeowners to tailor their door to match their style perfectly.

JELD-WEN

EXPERIENCE THE VIEW OF A LIFETIME WITH TOP-PERFORMING DOORS

Castle Print Publications

Photo courtesy of JELD-WEN Windows & Doors

Photo courtesy of JELD-WEN Windows & Doors

DUCHESNE

NOW OFFERS THE BEST

PRIVACY FENCE SLATS

LOCK & SLIDE™
TECHNOLOGIE TECHNOLOGIE

CAPTURE NEW SALES OF A DIY FRIENDLY PROJECT PROVIDING BIG SAVINGS!

- LOCK & SLIDE TECHNOLOGY** ensures lattice stays in place by simply sliding in the locking cap. Superior holding power versus clip version offered by competition.
- Wings on both sides of lattice deliver a **higher standard in privacy at 90%**.
- Great competitive price.**
- Quick project** for DIY and easy to purchase.
- Colour protection** against the sun and no maintenance.

AVAILABLE SIZES AND COLOURS:

7100248	Privacy Lattice 4' - White
7100348	Privacy Lattice 4' - Black
7100260	Privacy Lattice 5' - White
7100360	Privacy Lattice 5' - Black
7100272	Privacy Lattice 6' - White
7100372	Privacy Lattice 6' - Black

MADE IN CANADA

COMPETITION

Place your order through your Castle store.

DO GOOD. INSTALL JM.

JM is working to make sure that everything you use in your home is free of potential pollutants and irritants and benefits our earth. That's why we make a full line of Formaldehyde-Free insulation and use recycled glass in our manufacturing practices.

Choose JM – good for the earth and good for your family.

JM Johns Manville
A Berkshire Hathaway Company

JM.com

contractoradvantage

Canada's Source for Building Materials, Renovation & Design



Annual Issues

ESTABLISHED

1995

FREQUENCY

6 issues per

Annum bimonthly

REGION

National - Canada

Editorial Highlights

- Industry Trends
- News & Insights
- Design Possibilities
- Business Best Practices
- Emerging Relevant Technology
- Marketing Tips & Tools

Each edition of Contractor Advantage (CA) zeros in on best practices and insight to provide readers with new and efficient ways to be successful, expand their business and add more value to their projects.

From practical how-to features created to ensure a seamless and smooth renovation or build, to design and market trends to stay in the loop, Contractor Advantage is dedicated to publishing relevant content and information that will help give readers a competitive advantage and more profit potential.

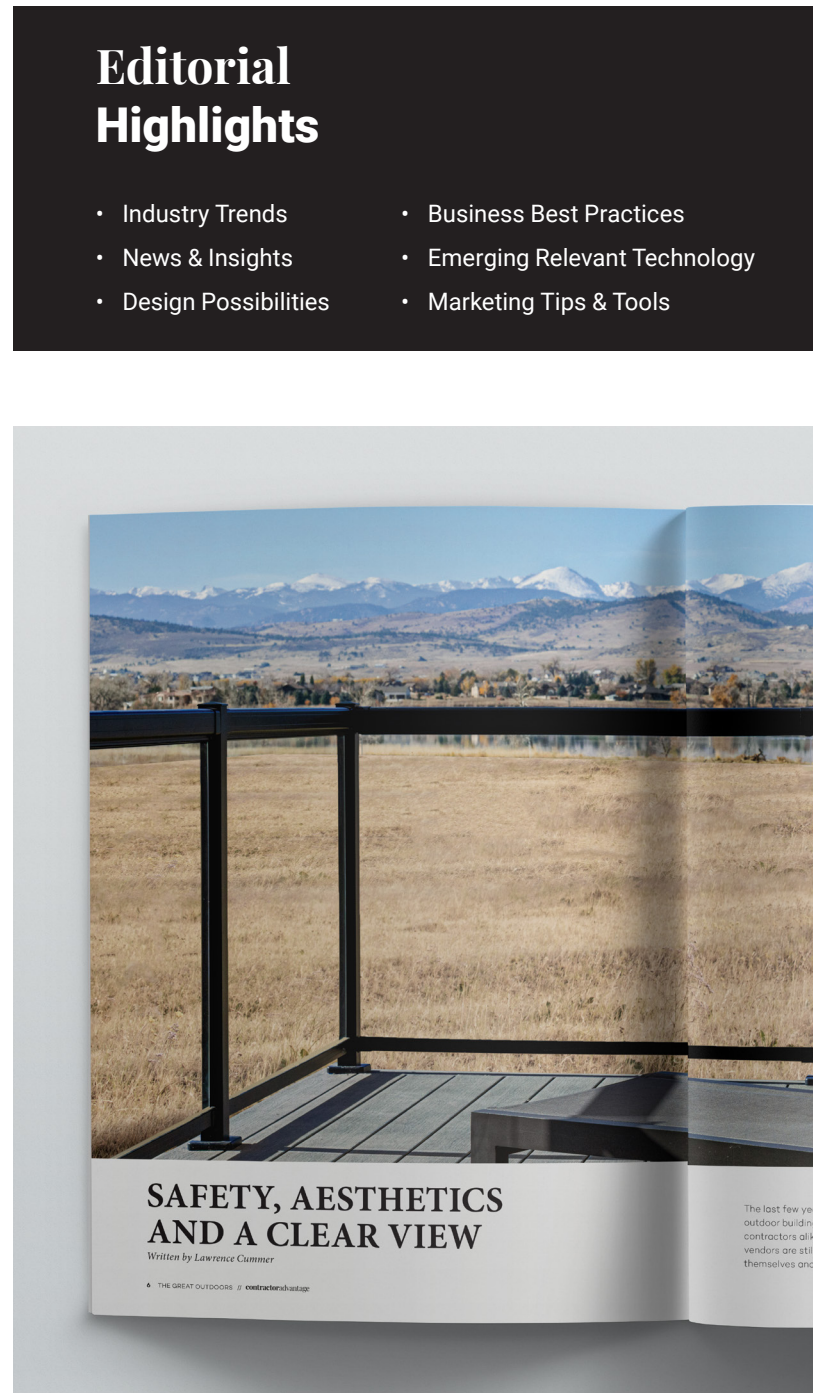
Contractor Advantage has served its readers and advertisers for nearly two decades by offering high-quality, informative and well-received content. Each issue features compelling, original and timely editorial content that Canada's contractors have come to trust and respect.

BUSINESS SAVVY

It takes more than the latest trends and power tools to build a contractor business and Contractor Advantage recognizes that by providing readers with top-tier advice from financial industry experts.

TRENDS & DESIGN

More than ever consumers are becoming more design conscious and often communicate their design ideas to the very contractors that will make their design dreams a reality. As the gate keepers of this movement, contractors will find innovative new product and renovation design information in every issue of CA helping to keep them on the edge of the latest home renovation trends.



contractoradvantage

Canada's Source for Building Materials, Renovation & Design



Annual Issues

TARGET DEMOGRAPHIC

- General Contractors & Sub-Contractors
- Residential Construction, New Home Builders
- Home Improvement Renovators
- Consumers
- Interior designers
- Architects
- Design conscious do-it-yourself enthusiasts

25k

Circulation



contractoradvantage

Canada's Source for Building Materials, Renovation & Design

ROUGH CONSTRUCTION ISSUE

Rough Construction

The January/February issue of Contractor Advantage is dedicated to the Building Envelope and the leading products and practices of the trade. The Rough Construction Issue includes insight and editorial from Canada's leading manufacturers and includes trends and innovations in lumber, gypsum, metal, concrete, insulation and many other product categories.



avantageentrepreneur

La Source Canadienne des Matériaux de Construction, de Rénovation & de Design



Annual Issues

Francophone Edition

Avantage Entrepreneur (AE) is the French edition of Contractor Advantage with relevant content catering directly to Francophone contractors and consumers. The AE pages are filled with engaging editorials, cutting edge products and helpful hints from business experts and timely feature articles. AE is published 2 times per year; Spring/Summer and Fall/Winter Issues.

Version française

Version française du magazine Contractor Advantage, Avantage Entrepreneur traite de sujets qui intéressent directement les entrepreneurs et consommateurs francophones. Vous y trouverez une foule d'éditoriaux qui capteront votre attention, d'annonces de produits avant-gardistes, de conseils utiles donnés par des experts de l'industrie et d'articles d'actualité. Deux numéros d'Avantage Entrepreneur sont publiés chaque année : printemps-été et automne-hiver.



IDEAS



Annual Issues

Inspiring Home Improvement

IDEAS magazine has been a long time favourite of our readers and we continue to highlight new trends in design and décor in our Spring & Fall issues. IDEAS has a fresh new look and vertical orientation located on the flip side of its companion Contractor Advantage issue.

*Salute
to Spring*

Latest trends on home renovation and decor to Welcome in Springtime

*Seasons
Change*

Products and projects to get your home "Fall & Winter-ready"



Editorial Calendar

contractoradvantage

Canada's Source for Building Materials, Renovation & Design

On Stand	Material Deadline	Issue	Issue / Themes
Jan. 5, 2024	Nov. 10, 2023	January / February	Rough Construction Issue <ul style="list-style-type: none"> • Lumber • Gypsum • Insulation
Mar. 4, 2024	Jan. 12, 2024	March / April	Making a Grand Entrance <ul style="list-style-type: none"> • Windows & Doors • Door Hardware
May 3, 2024	Mar. 11, 2024	May / June	Curb Appeal <ul style="list-style-type: none"> • Garage Doors • Siding • Roofing
Jul. 5, 2024	May 10, 2024	July / August	The Great Outdoors <ul style="list-style-type: none"> • Backyard Living • Railings & Columns
Sep. 6, 2024	Jul. 5, 2024	September / October	Exceptional Interiors <ul style="list-style-type: none"> • Flooring • Millwork
Nov. 4, 2024	Sep. 9, 2024	November / December	Year End Review <ul style="list-style-type: none"> • Cool Tool Review • Paint

Editorial Calendar

avantageentrepreneur

La Source Canadienne des Matériaux de Construction, de Rénovation & de Design

<u>On Stand</u>	<u>Material Deadline</u>	<u>Issue</u>
Mid May	Apr. 3, 2024	Spring / Summer
Mid October	Sep. 8, 2024	Fall / Winter

IDEAS

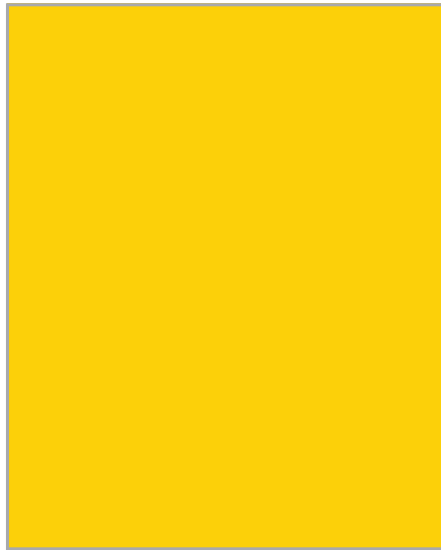
<u>On Stand</u>	<u>Material Deadline</u>	<u>Issue</u>	<u>Features</u>
May 3, 2024	Mar. 11, 2024	Spring	Spring Forward Latest trends on home renovation and decor to welcome in Springtime
Sep. 6, 2024	Jul. 5, 2024	Fall	Fall into Home Products and projects to get your home "Fall & Winter Ready"

Print Ad Examples

contractoradvantage
Canada's Source for Building Materials, Renovation & Design

avantageentrepreneur
La Source Canadienne des Matériaux de Construction, de Rénovation & de Design

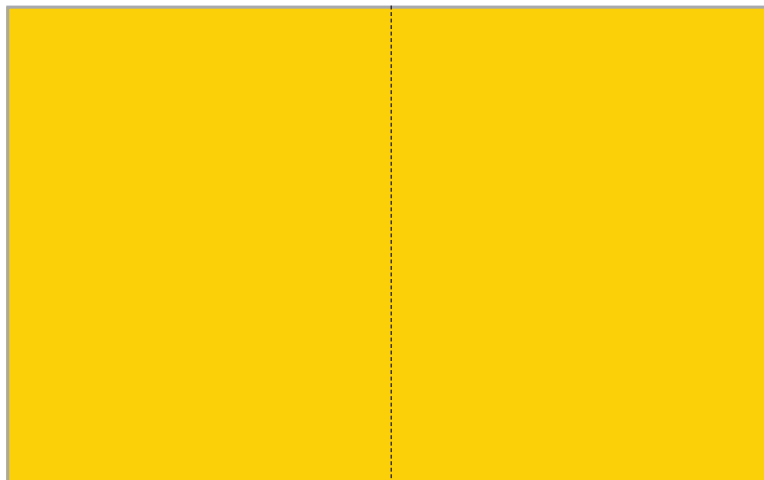
IDEAS



FULL PAGE



HALF-PAGE HORIZONTAL



DOUBLE PAGE SPREAD (DPS)

Print Ad Rates

Issue	Page Unit	1x	3x	6x
CA & AE	Full Page	11,000	9,350	7,700
CA & AE	Double Page Spread	16,500	-	-
CA & AE	Half-Page Horizontal	6,000	4,400	3000
CA & AE	Inside Front Cover	11,500	-	-
CA & AE	Inside Back Cover	12,000	-	-
CA & AE	Outside Back Cover	12,500	-	-

Cover Positions x1 per annum only.

Issue	Page Unit	1x	2x
Ideas	Full Page	8,500	7,500

Cover Position x1 per annum only.

LEGEND

Contractor
Advantage

CA

Avantage
Entrepreneur

AE

IDEAS
Magazine

ID

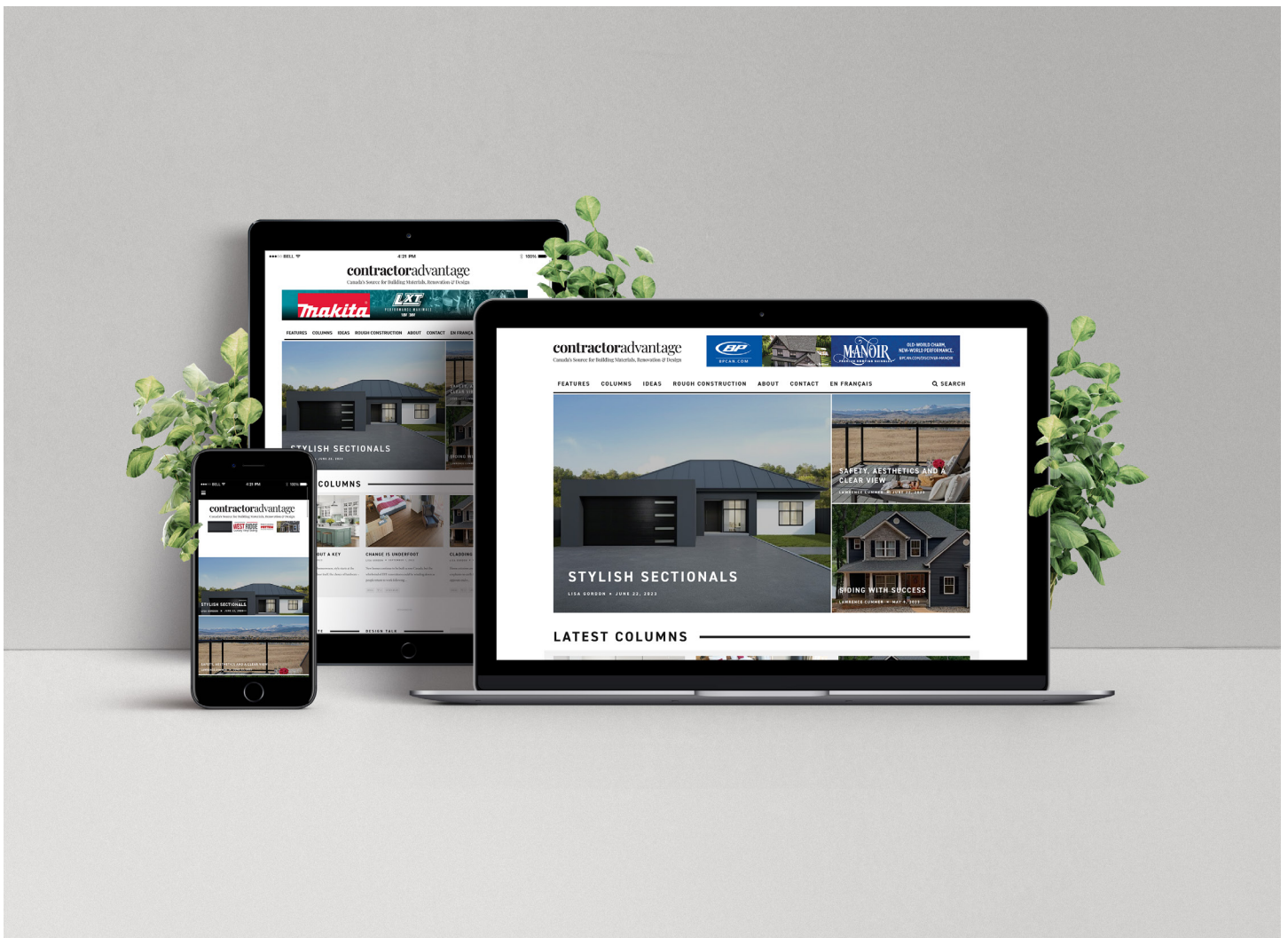


Digital Marketing Advertising

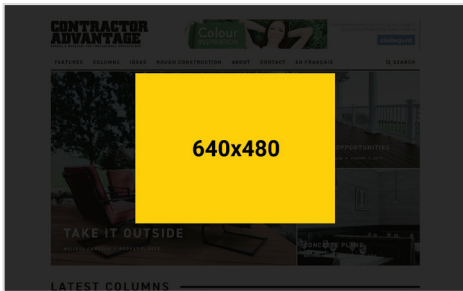
Castle Publications Digital Advertising

Castle Publications Digital is everything you love about Contractor Advantage available in an online edition at contractoradvantage.ca. Castle Publications Digital is a unique media platform for all Castle publications, offering advertisers an opportunity to be featured alongside our high-end visual presentation and our award-winning content.

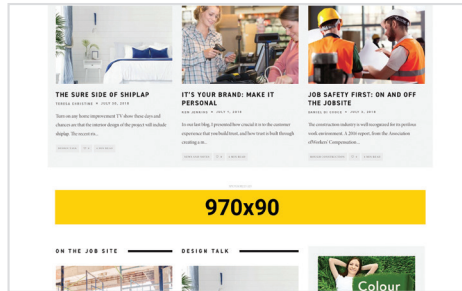
Advertisers can choose from a variety of digital positions for optimal exposure to your target audience and increased brand awareness to Castle customers.



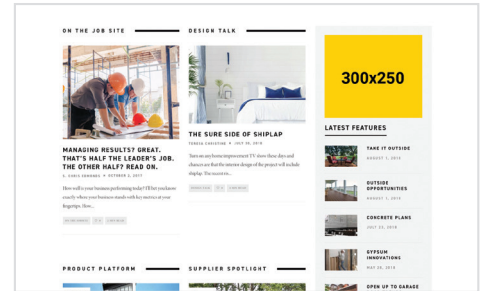
Digital Ad Examples



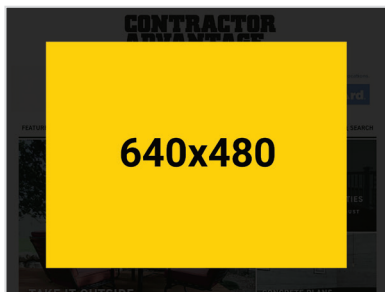
Desktop Pop Up



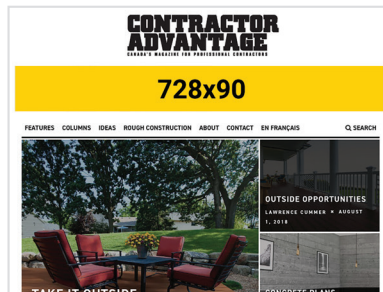
Desktop Leaderboard



Desktop Big Box



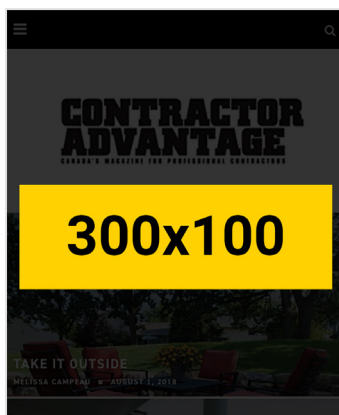
Tablet Pop Up



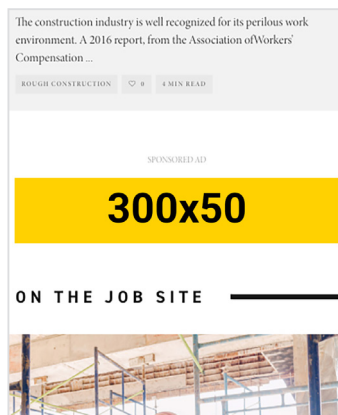
Tablet Leaderboard



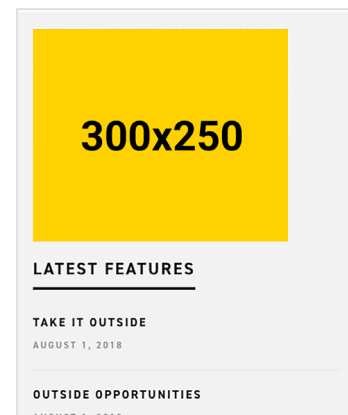
Tablet Big Box



Mobile Pop Up



Mobile Leaderboard



Mobile Big Box

Digital Ad Rotations

Each ad type will have up to 8 rotations (ROS) per month.

Rotations is another term, used to define how frequent an ad will show up on a page load. Any one type of ad will be rotated between other ads in rotation every time a user refreshes the page.

ADS

Digital Rates

Ad Type	Third Party Serving	Third Party Tracking	CPM (per thousand)	Dollar Volume Discount
Leaderboard	Yes	Yes	\$44.00	10% per 5K CPM
Big Box	Yes	Yes	\$38.50	10% per 5K CPM
Ad Type	Third Party Serving	Third Party Tracking	One Week	One Month
Pop Up	No	No	\$660.00	\$1,650.00

All Digital Ads will run on a rotation basis. Advertisers must provide all dimensions included above per ad submission.

Campaign	CPM Cost per Thousand Views	Campaign	CPM Cost per Thousand Views
Run-of-Site	\$66	Targeted Page	\$85

Cost Per Thousand

CPM is a marketing term used to denote the price of 1,000 advertisement impressions on one web page. CPM prices are based on per 1000 impressions.

CPM

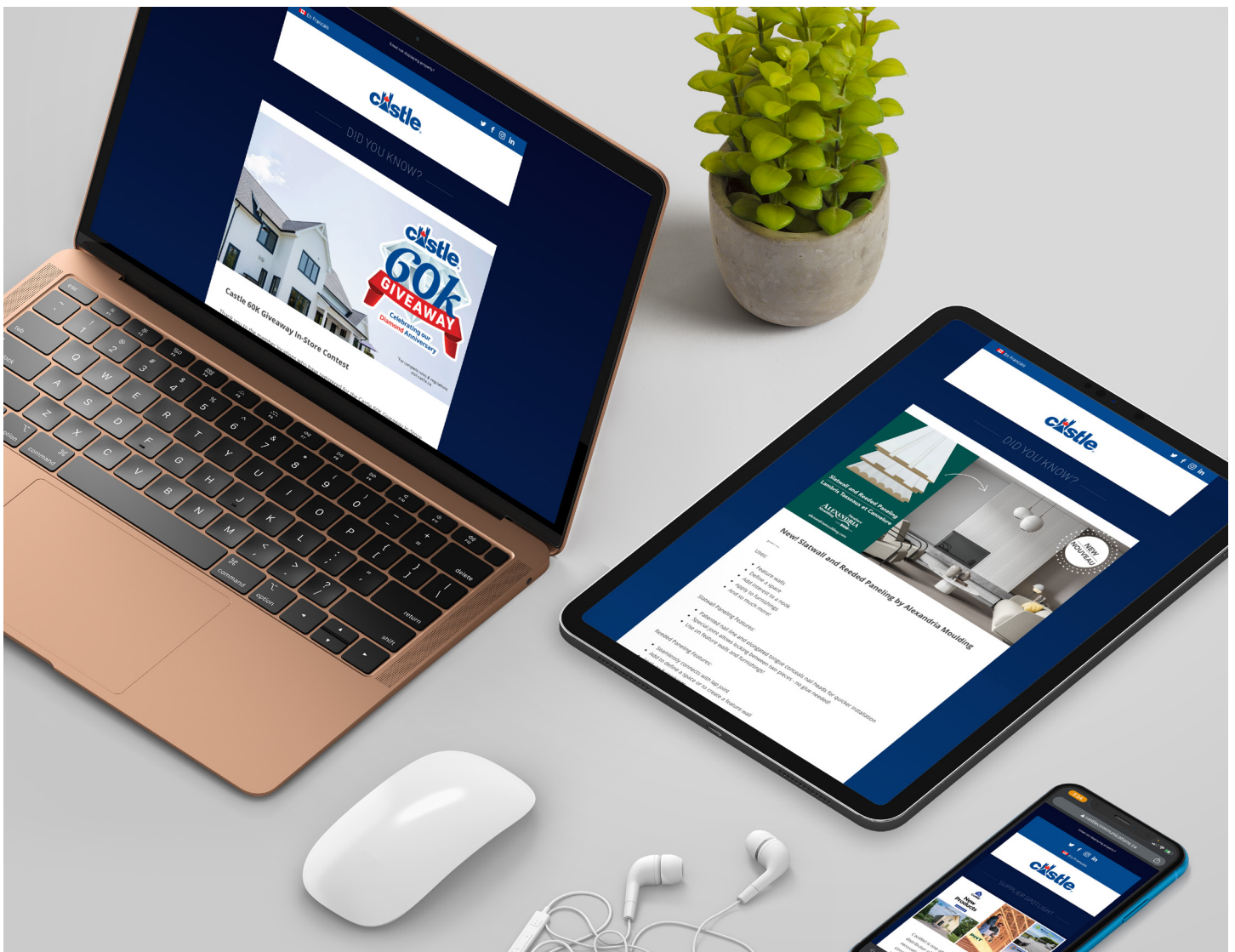


Targeted Advertising

Castle Member e-Newsletter Ads

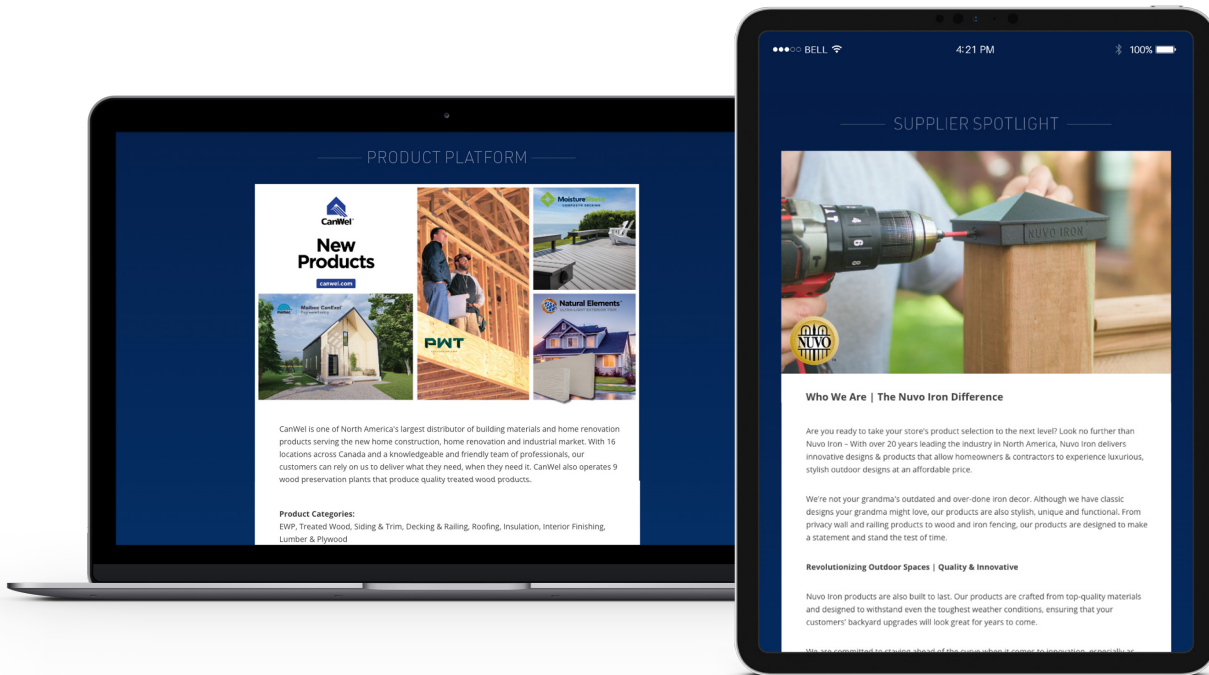
Castle email newsletters are published weekly and deliver the latest news and products right into the hands of Castle members and their staff who strive to stay ahead of the latest Castle related news and vendor updates.

With a newsletter sponsorship, your message will be seen by hundreds of subscribers making your brand top of mind for key decision makers and Castle members alike.



Member e-Newsletter

The Castle Member weekly Did You Know? e-Newsletter is a great way to showcase a new or existing product, or to simply introduce your company to a captive audience, interested in learning more about your product assortment and company history.



e-Newsletter Ad Rates

Ad Type	x1
e-Newsletter	\$850.00

CastleCore Leaderboard Ad Example

CastleCore

CastleCore advertising offers advertisers the opportunity to place digital media on the Castle member communications platform. CastleCore ads help you reach a captive audience of Castle owners and their staff who utilize the member platform on a daily basis. It's a great way to ensure your ads are reaching the correct demographic.

CastleCore Banner Ad

CastleCore Ad Rate

Ad Type	Ad Rate (3 Months)	Ad Rate (6 Months)
Banner Ad	\$2,750	\$3,850

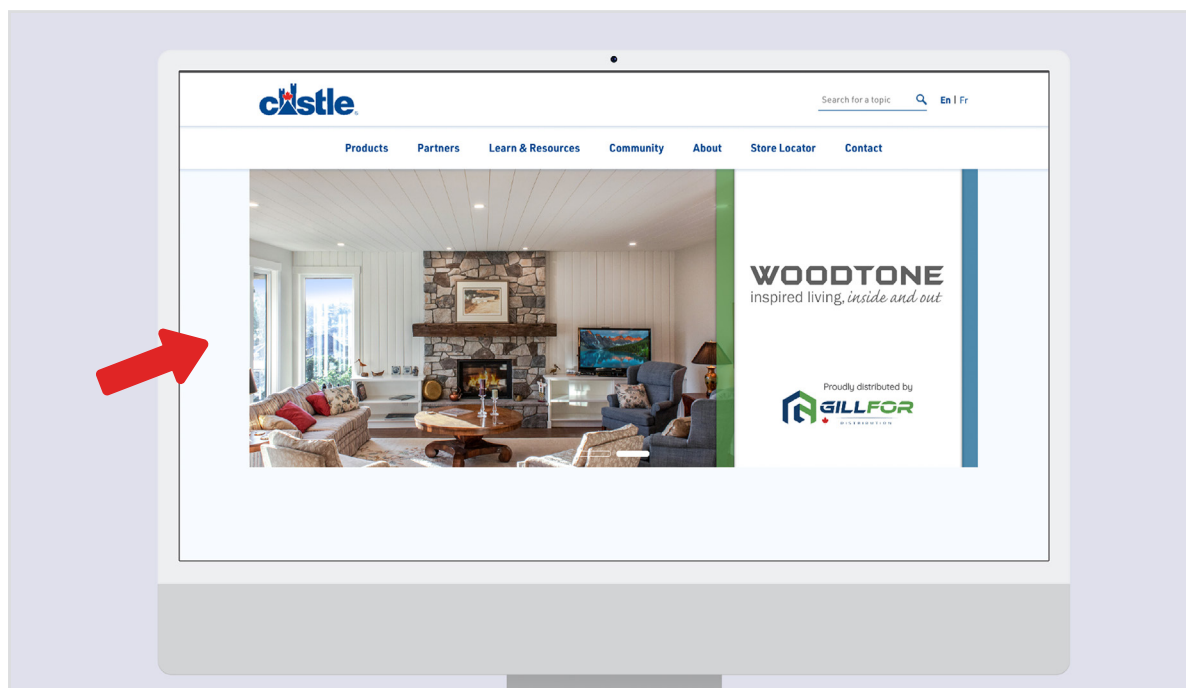
castle.ca

Hero Sliders

Hero Slider

Castle.ca is the go-to resource for home improvement products and content. Consumers visit the site to learn about Castle products and installation. Now you can have premium visibility and showcase your product front and centre with website hero sliders with a direct link to the product on castle.ca.

- 2200 x 900px
- 30 Days
- Maximum 12 vendors / month



Website Hero Slider

Website Hero Slider Rate

Ad Type	Monthly
Hero Slider	\$2,000

Featured Video

Featured Video

Castle is pleased to offer our Valued Vendor Partners the opportunity for premium product exposure on the Castle.ca homepage in the form of a Featured Product Video. Here you can display new and exciting product videos and links to product brochures.

This is an exciting opportunity to be front and centre on the new Castle.ca.

Feature a new or existing product in video format and engage consumers on the Castle homepage.



Featured Video

Featured Video Rate

Ad Type	Monthly
Featured video	\$1,500

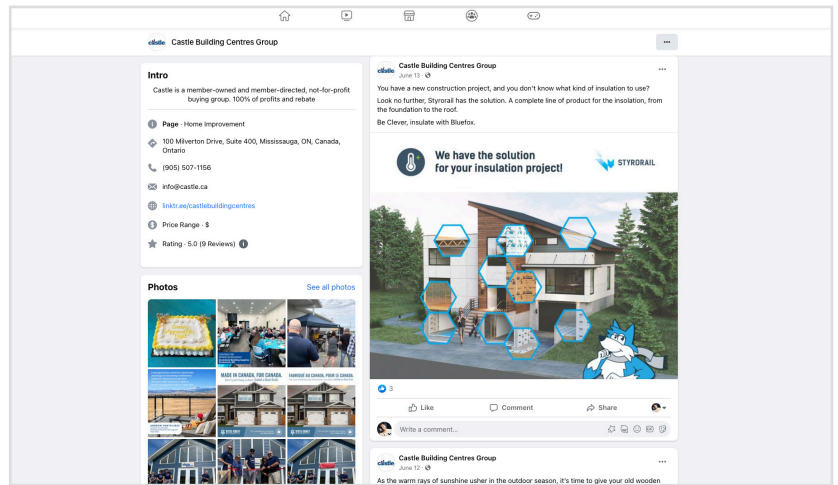
Social Media - Facebook & Instagram

Social Spotlight

Social Spotlights provide a unique advertising opportunity to Castle Vendor Partners on Castle social media platforms. Supplier Spotlights featuring your company or Product Platforms highlighting specific products, are available on Castle Facebook and Instagram. Social Media posts include an editorial opportunity along with company logo, images, and/or videos clips.



Social Spotlight: Instagram



Social Spotlight: Facebook

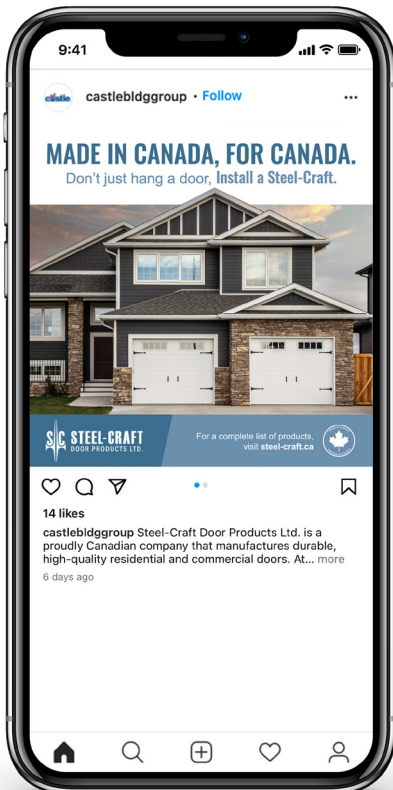
Social Media Ad Rates

Ad Type	Post Type	Viewership	Post Rate
Social Media Ad	Social Spotlight	Public	\$850

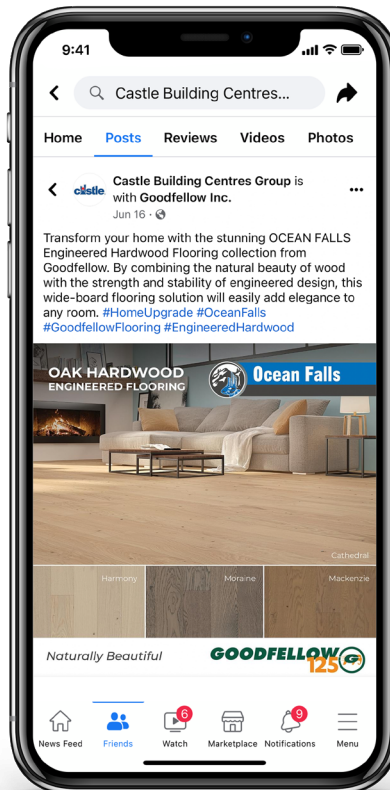
Social Media Ad Examples



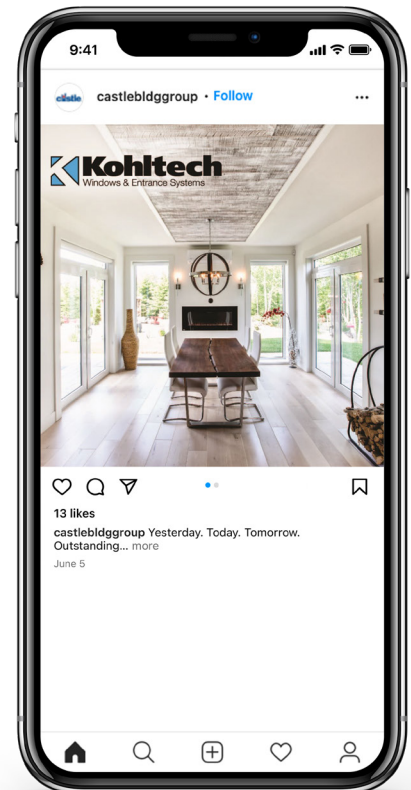
Social Spotlight: Facebook



Social Spotlight: Instagram



Social Spotlight: Facebook



Social Spotlight: Instagram

Contact Us

Head Office

Castle Building Centres Group Ltd.

100 Milverton Drive, Suite 400,
Mississauga, ON L5R 4H1
T 905-564-3307
www.castle.ca

Media Inquiries

Jennifer Mercieca Director of Communications

jmercieca@castle.ca
905-564-3307 x220

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Castle Building Centres Group Ltd.

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[Instagram](#)
[Twitter](#)
[LinkedIn](#)