

You can't truly market nationally without including Canada's second largest population base.

PCC readership is a **subscription request readership** so no blanketing the market and hoping it will be read – **OUR READERS ASK FOR IT!** See our readership breakdown below.

Contractors	5195
Wholesale/Distribution	908
Engineers/Specifiers	660
ICI Facility Mechanical Maintenance	1215
TOTAL Circulation	7978

DIGITAL MARKETING? We do that too!

Our full-suite of products are ready to work for you: monthly e-newsletters, customized e-blasts, lead generators and our website **pccmag.ca**

- PCC website**
 - 885 average visits
 - 781 unique visits
- PCC E-newsletters**
 - 3500 recipients
 - Open Rate of 55%
- PCC e-blasts**
 - 3500 recipients
 - Open Rate of 53%

WHAT TOPICS ARE WE COVERING IN 2020?

FEBRUARY	The Troubles We've Seen! The "HOW NOT TO" Issue HPAC contributors show us some problematic installations they've encountered and how they were fixed				
SPACE CLOSE: Jan 24 MATERIAL CLOSE: Jan 28					
APRIL	Cooling Report	Heat Emitters	Drain Cleaning	Cooling	Motors
SPACE CLOSE: Mar 3 MATERIAL CLOSE: Mar 7					
JUNE	Modern Hydronics	Truck Report	Backflow Prevention	Ventilation	Compressors
SPACE CLOSE: May 15 MATERIAL CLOSE: May 19					
SEPTEMBER	Heating Report	Boilers	Drains	District Heating	Chillers
SPACE CLOSE: Aug 7 MATERIAL CLOSE: Aug 11					
NOVEMBER	Wholesaler Guide	Piping	Kitchen Showcase	Acoustics and Vibration	Supermarket Design
SPACE CLOSE: Oct 9 MATERIAL CLOSE: Oct 13					

2020 ADVERTISING RATES

	FULL PAGE	1/2 ISLAND	1/2 HORZ OR VERT	1/3 SQUARE	1/4 SQUARE
5X	\$2,000	\$1,595	\$1,525	\$1,120	\$895
LESS THAN 5X	\$2,295	\$1,695	\$1,695	\$1,245	\$995
SHOW & TELL	\$400	\$300	\$300	\$200	\$200

Special note: Reserve all five issues - any size - and your Show & Tell is FREE!
Extra special note: Reserve all five issues - full-pages only - and get an e-blast for FREE!