

Coverings

CANADA'S FLOOR COVERING MAGAZINE

2026 MEDIA PLANNER



**CANADA'S ONLY TRADE MAGAZINE
AND WEBSITE DEDICATED TO THE
FLOORING INDUSTRY**

**QUALITY CONTENT.
GENUINE REACH.
RESPECTED PROFILE.**

www.coveringscanada.ca



MEDIAEDGE TEAM AWARDS

2024 WINNER
BEST PRODUCT STORY

2019 WINNER
BEST SPONSORED CONTENT

2018 WINNER
BEST INVESTIGATIVE ARTICLE

2018 FINALIST
BEST TRADE WEBSITE

2017 WINNER
BEST INDUSTRY WEBSITE
BEST INDUSTRY FEATURE

2016 FINALIST
BEST ARTICLE

2015 WINNER
BEST NEWS COVERAGE

Published by

MediaEdge

COVERINGS AND MEDIAEDGE



Coverings has a well-established digital following and devoted readership in the Canadian flooring community. Annual surveys say 79% of our readership feel **Coverings** is the ONLY source of information exclusively for Canada's floor covering industry and 97% greatly value our original content.



MediaEdge acquired the publication in January 2021, and is leveraging its 30-year history of experience to continue to provide the industry with valued and engaging information. MediaEdge currently produces about 50 industry-specific e-newsletters and has been honoured by the Canadian Online Publishing Awards in each of the past six years.

OUR VALUE PROPOSITION

Advertising's goal is market response.

Customers respond to reader-focused, credible publications. This is **Coverings'** business plan. At **Coverings**, we want marketers to buy ads ONLY if they receive value. Our value grows out of:

- **Quality Content:** Just ask your customers why they stop what they are doing to read **Coverings**.
- **Genuine Reach:** We can confidently explain **Coverings'** circulation superiority over competing titles. Ask to see the details.
- **Respected Profile:** Industry members across North America and beyond recognize **Coverings** as an advocate for prosperity.

MEET THE TEAM



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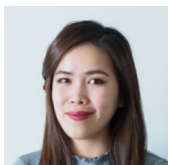
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COVERINGS AUDIENCE

Coverings' national audience is composed (in order of prevalence) of retailers, wholesalers, installers, manufacturers, architects, designers, institutions and associations.

The magazine, with a qualified circulation of 7,926, publishes twice a year, and our digital E-Digest is deployed to subscribers bi-weekly.

2026 PRODUCTION SCHEDULE

Spring	Flooring Focus: Wood Flooring Tile & Stone	Ad Booking Deadline April 10 Material Due April 17 Publishes Spring
Fall	Flooring Focus: Carpet Resilient Flooring	Ad Booking Deadline October 9 Material Due October 16 Publishes Fall

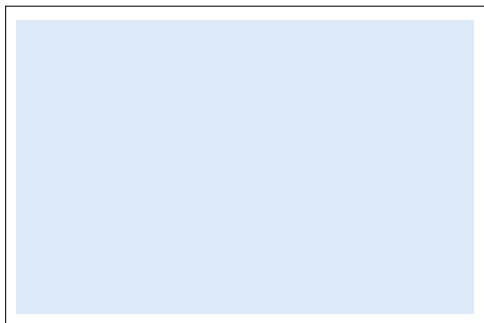
2026 ADVERTISING RATES (CANADIAN DOLLARS)

	1x	2-3x	4x
DPS	\$6,153	\$5,907	\$5,198
Half Spread	\$4,748	\$4,558	\$4,011
Full Page	\$3,798	\$3,608	\$3,175
Two Thirds	\$3,304	\$3,139	\$2,762
Half Island	\$2,759	\$2,621	\$2,307
Half	\$2,355	\$2,237	\$1,969
Third	\$1,842	\$1,750	\$1,540
Quarter	\$1,686	\$1,602	\$1,410
Sixth	\$1,215	\$1,155	\$1,016
OBC, IFC	\$4,368	\$4,149	\$3,651
IBC or request	\$4,178	\$3,969	\$3,493



www.coveringscanada.ca

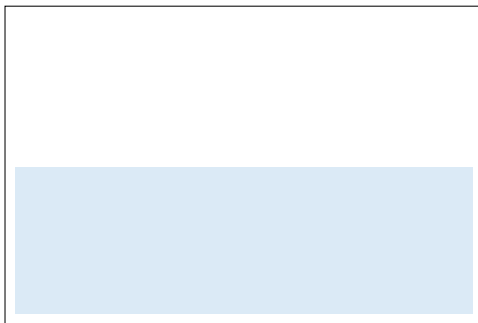
PRINT DISPLAY AD SIZES



DOUBLE PAGE SPREAD

BLEED: 16.5" x 11.125"

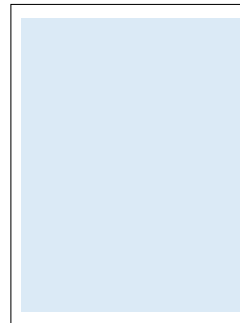
TRIM: 16.25" x 10.875"



HALF PAGE SPREAD

BLEED: 16.5" x 5.375"

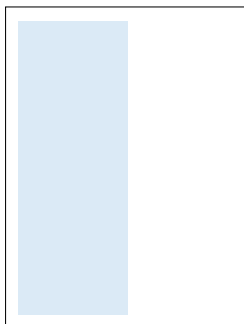
TRIM: 16.5" x 5.375"



FULL PAGE

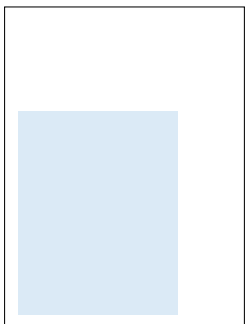
BLEED: 8.375" x 11.125"

TRIM: 8.125" x 10.875"



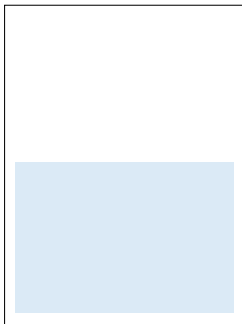
1/2 VERTICAL

3.375" x 9.563"



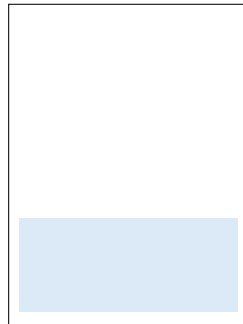
1/2 ISLAND

4.563" x 7.375"



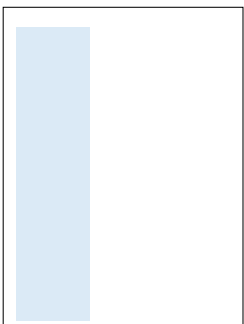
1/2 HORIZONTAL

7.125" x 4.75"



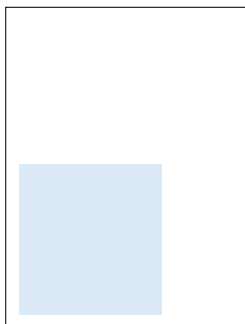
1/3 HORIZONTAL

7.125" x 3.25"



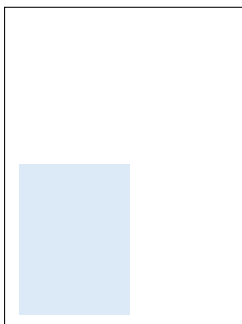
1/3 VERTICAL

2.25" x 9.563"



1/3 SQUARE

4.563" x 4.75"



1/4 VERTICAL

3.375" x 4.75"



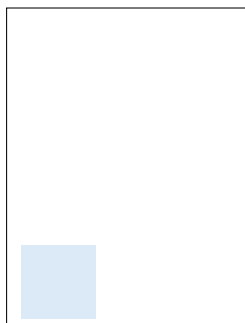
1/4 HORIZONTAL

7.125" x 2.375"



1/6 HORIZONTAL

4.75" x 2.25"



BOX

2.55" x 2.25"

TECHNICAL SPECIFICATIONS

High-resolution PDF or EPS files with fonts embedded or converted to outlines are preferred. Colour files must be CMYK. Proofs must accompany all submissions. Minimum resolution for rasterized images is 300 pixels per inch. Publisher will not be responsible for the reproduction of colour advertisements unless accompanied by a high-resolution, full colour, contract-quality proof to ensure proper reproduction.

Digital advertising should be in jpg, png or gif formats, to smallest file size. Animation is allowed but may not display properly on every recipient's system.

Published by

MediaEdge

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E-DIGEST NEWSLETTER ADVERTISING

View this Online September 16, 2021
Forward | Sign Up | Archives | Advertise | LinkedIn | Instagram

Coverings

CANADA'S FLOOR COVERING MAGAZINE

LEADERBOARD
650x80 pixels

Top Story

 **Hygienic Flooring comes of Age amid Pandemic**
One manufacturer has built antimicrobial technologies into its luxury vinyl flooring to offer consumers a more effective approach to cleaning. [Read more.](#)

BIG BOX
300x250 pixels

BIG BOX
300x250 pixels

Feature

 **How the Affluent Choose to Spend their Money**
There's the belief that the wealthy always make luxury purchases in every category but this isn't the case. Here's how to sell to these consumers. [Read more.](#)

BIG BOX
300x250 pixels

BIG BOX
300x250 pixels

Latest News

 **CFI Creates Greater Opportunities for Membership**
International Certified Flooring Installers is offering greater membership opportunities to encourage wider industry participation. [Read more.](#)

 **Nominations Now Open for New Award**
The WFCIA is seeking nominations for a newly created award named after retail training expert Tom Jennings that recognizes excellence in customer service. [Read more.](#)

BIG BOX
300x250 pixels

BIG BOX
300x250 pixels

LEADERBOARD
650x80 pixels

Coverings
Coverings Magazine, 2001 Sheppard Ave E, Suite 500, North York, Ontario M2J 4Z8, Canada
Email: circulation@coveringscanada.ca
You have received this email as a subscriber to Coverings magazine and/or its E-News.
Unsubscribe. If you do not wish to receive our E-News.

Proudly owned and operated by: mediaedge.ca
MediaEdge

Coverings reaches qualified, top-level participants in Canada's vibrant floor covering industry through our bi-weekly E-Digest. It supplies energized market response by providing independent, relevant, thought-provoking content that respects readers and holds attention.

We invite advertisers to measure our marketing effectiveness by the only standard that matters: customer engagement and response.

Available Ad Sizes

Per Issue

Leaderboard (650x80 pixels)

\$625

Big Box (300x250 pixels)

\$375

**Six bi-weekly issues.*

CUSTOM E-BLASTS

A stand-alone promotion broadcast to our opt-in list. You provide the message and we deploy on the date of your choosing. Post-deployment reporting provided.

Contact us for details and pricing.

WEBSITE DISPLAY ADVERTISING

The screenshot shows the Coverings website layout with several ad placements highlighted:

- LEADERBOARD** (728x90 pixels) at the top right.
- BIG BOX** (300x250 pixels) on the right side, next to the main article "Hygienic Flooring comes of Age amid Pandemic".
- BIG BOX** (300x250 pixels) below the main article.
- BIG BOX** (300x250 pixels) on the right side, next to the "Latest News" section.
- BIG BOX** (300x250 pixels) on the right side, next to the "Features" section.
- BIG BOX** (300x250 pixels) on the right side, next to the "Style & Design" section.
- BIG BOX** (300x250 pixels) on the right side, next to the "Events" section.

The website content includes sections for "Latest News", "Features", "Style & Design", and "Events". The footer contains "Current Issue", "E-News", "Menu", and "MediaEdge" information.

Coverings has proudly rolled out its newly redesigned website that houses more relevant and timely content to inform and educate the industry's audience.

BENEFITS OF WEBSITE ADVERTISING

1. Reach our entire online readership
2. Credible source of content
3. Daily exposure with relevance
4. Adaptable interactive ads
5. Measurable results

Position your ads within our industry-leading website to strengthen your brand and increase your company's visibility.

Available Ad sizes	Per Month
Leaderboard (728x90 pixels)	\$500
Big Box (300x250 pixels)	\$350

All rates are net.

BEST VALUE BUNDLES

DISCOUNTED PRICING FOR PRINT & DIGITAL AD PROGRAMS

DISCOUNT
PACKAGE **1**

\$9,999

- **2 Full Page Ads** – Print and Digital magazine
- **6 months (13 E-Digests)** Big Box ads in bi-weekly E-Digest
- **6 months (26 weeks)** Big Box ads on **www.coveringscanada.ca**
- Includes over **\$3000** in savings and added value!

DISCOUNT
PACKAGE **2**

\$15,999

- **4 Full Page Ads** – Print and Digital magazine
- **12 months (26 E-Digests)** Big Box ads in bi-weekly E-Digest
- **12 months (52 weeks)** Big Box ads on **www.coveringscanada.ca**
- Includes over **\$8,000** in savings and added value!



SPONSORED CONTENT

YOUR CONTENT, OUR READERS

Let us position you as the expert in your field with the valuable content you have to offer. We will help you create and deliver information by partnering you with an industry writer.

Become a trusted source and industry leader with **Coverings' Sponsored Content Program.**

BENEFITS OF SPONSORED CONTENT

1. Direct targeted reach
2. Access to a professional writer
3. Multi-channel promotion
4. Backlinks and PR increase brand strength
5. Measurable results
6. Design included

PRINT



Double Page Spread
Maximum 900 words, images and logo.

Sponsored Column
Maximum 150 words and logo.

DIGITAL

1. Clickable headlines are displayed on the home page of **Coverings**.
2. Article teasers are expanded on **Coverings' home page**.
3. Content is archived on **Coverings** with no time restrictions.
4. Your article gets sent out in **Coverings' E-Digest** and shared on our social media channels.

Sponsored Content Package

Per Campaign

Campaign 1 (Print + Digital)

\$4500

Campaign 2 (Digital Only)

\$2000

All rates are net.

PROGRAMMATIC ADVERTISING

SMART AD DISPLAY

Smart Display is a programmatic marketing campaign that gives your company's advertising strategy the edge of being at the right place at the right time within the floor covering industry.

MediaEdge partners with top-performing programmatic suppliers to stay connected with the highest quality ad exchanges and data inventories, giving you the power to target your niche audiences online on almost any website they visit.

An average of **1,700** online display ads are seen each month. Take advantage of our specialized team and technology to target ads to your customers more often.

Advertise with the confidence that you are making a valuable impression at the right time.

Identify and target niche audiences:

- Visiting your website
- Researching online
- Reading industry articles online
- Entering and leaving websites of interest
- Visiting physical locations of interest

ANNUAL PROGRAMS START AT \$500/MONTH

SMART CHANNEL PREMIUM AUDIENCE DATA

Smart Channel gives you the ability to retarget our premium floor covering subscriber and readership data. Using only our site retargeting tactic, we retarget individuals who have interacted or visited **Coverings'** website.

Promote your products and services with confidence. You are reaching our engaged floor covering professionals with frequency to complement your other premium placement campaigns.

All campaigns include:

- Reporting and analytics
- Campaign manager
- Custom campaign creation and technical build-out of micro-campaigns
- Guaranteed impression delivery
- Complimentary creatives
- Manual and auto-optimizations

ANNUAL PROGRAMS START AT \$500/MONTH

SOCIAL MEDIA MANAGEMENT

Whether it's a full online community or a simple presence on a specific channel, we're here to help you grow your business. We know your industry is unique. We'll identify which social channels will work for you, where the influencers are on those channels and develop a content strategy to pull those audiences in and expand your network.

We deliver:

- Account(s) assessment
- Profile setup
- Regular posting schedule
- Performance monitoring and reporting
- Content generation and strategy

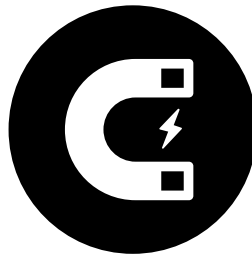
ANNUAL PROGRAMS START AT \$1,300/MONTH

HOW WILL WE HELP?

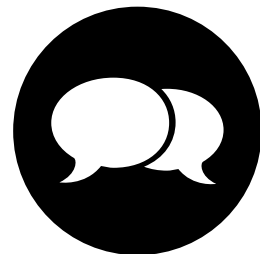
Our social media program will support your business development and customer engagement. Here are three ways social media can help you achieve your goal.



Increase website traffic



**Build your brand and
attract customers**



**Customer support and
outreach**

CONTENT SEO

Your goal is to reach the widest audience possible to grow your business. Our experts are here to help. We'll use the latest SEO techniques to increase your website's search ranking to outshine the competition. It's all part of a content strategy that fits your unique industry, finds the best channels for your audience and expands your social network with content that's inspiring and engaging.

Content SEO works hand-in-hand with social media, strengthening your other social media channels with longer-form messages while driving traffic to your website.

Content is the most crucial component of your website's SEO strategy. A professional content team can drive traffic to your website by creating keyword-rich, informative posts that position your company as a thought leader.

WHAT IS SEO?

SEO stands for search engine optimization. It is the process of getting traffic from organic, natural search results from search engines.

Contact us for more details.

PAID PROMOTIONAL CAMPAIGNS

GOOGLE ADWORDS/ADS

Get in front of customers when they're searching for businesses similar to yours on Google Search and Maps through Google AdWords – a pay-per-click service offered by Google for businesses wanting to display ads on the world's premier search engine.

The Search Ads program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords.

- Attract customers instantly
- Find out what triggers conversions
- You control your advertising costs
- Find customers who search for your services

CAMPAIGN INVESTMENT STARTS AT \$500/MONTH

Minimum six-month commitment



PROGRAM HIGHLIGHTS

- Google suite certified campaign manager assigned to each account. One point of contact for all queries and discussions.
- Up-to-date on industry best practices and Google product changes/updates.
- Customer service: All queries will be addressed within four to 24 hours, based on the priority.
- Beta testing analysis and implementation.
- Manual bidding at keyword and Ad Group level.
- Target audiences – using all the available optimization tools and techniques.
- Quality-score driven setup and optimization.
- Comprehensive bi-monthly reporting and custom report from Google Ads and Google Analytics.
- Real-time dashboard monitoring.



The Canadian floor covering industry is facing challenges on multiple fronts, but we know we will weather the storm. Let us help you grow your business by developing a strategy that leverages our collective wisdom, products and services.

Published by:

MediaEdge

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