DDC Journal’s mission is to enlighten, engage and entertain its readers through thought-provoking content geared towards the senior-level construction and real estate business professional. By both print and online avenues, we strive to empower our readers in their efforts to gain valuable insight by showcasing notable projects and success stories, and highlighting strategic business and best-practice methodologies. For our advertisers, we look to promote a forum in which to showcase their work or product in front of a qualified, decision-making readership. In doing this, we target the people who influence purchasing decisions to provide the best return on investment for your advertisement.

The real estate and construction markets have been inching back to pre-recession levels, but the recovery is by no means complete— that’s why it’s especially important to get insight into the industry from its leaders, those people who are surviving and thriving in a fast-changing business landscape.

DDC Journal (Design, Develop, Construct) is the magazine for those professionals with the vision to build North America. Each quarterly issue delivers expert information from the individuals and companies that are making their mark in a competitive industry.

All major market segments are covered, including commercial, industrial, office, mixed-use, government and military, healthcare, education, hospitality, retail and residential. In addition to in-depth project and company case studies, DDC Journal provides insight into the latest topics and trends including green building, financial and market drivers, project financing and product advances.

Each of the market segments we feature carries with it its own set of challenges—and we specifically ask executives at each of the organizations what they are doing to overcome their unique challenges. In this way our case studies deliver a toolbox of information and insight geared to helping readers solve the challenges that affect their projects and the way they do business.
**EDITORIAL CALENDAR**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Issue Date</th>
<th>Sales Deadline</th>
<th>Copy Deadline</th>
<th>Cover</th>
<th>Green Building</th>
<th>Special Feature</th>
<th>Development Trends</th>
<th>US Focus</th>
<th>Metro Area Highlight</th>
<th>Canadian Focus</th>
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<tr>
<td><strong>Q1 - SPRING 2019</strong></td>
<td></td>
<td>1/4/19</td>
<td>1/11/19</td>
<td>Multifamily</td>
<td>Net-Zero Building</td>
<td>Ultra-Luxury Residential</td>
<td>Modular Building</td>
<td>Region: Southeast</td>
<td>South Florida</td>
<td>Real Estate Boom in the Greater Toronto Area</td>
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<td>4/12/19</td>
<td>Infrastructure</td>
<td>TBD</td>
<td>TBD</td>
<td>Transit-Oriented Developments</td>
<td>Region: Midwest</td>
<td>New York City</td>
<td>Region: British Columbia</td>
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<tr>
<td><strong>Q3 - FALL 2019</strong></td>
<td></td>
<td>7/5/19</td>
<td>7/12/19</td>
<td>Green Building Issue</td>
<td>Green Building Products &amp; Trends</td>
<td>Green Builders Highlight</td>
<td>Guide to LEED Certification</td>
<td>Region: West</td>
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<td>TBD</td>
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<td>Hospitality and Resort Building</td>
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<td>Los Angeles</td>
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*Please note that Sales and Copy deadlines listed above are provisional and subject to change without notification by the publisher.

**DDC JOURNAL’S UNIQUE EDITORIAL FOCUS** on senior executives makes your media buying activities easier, offering direct access to construction and real estate’s key players. We produce carefully targeted content to inspire and inform, reaching executives at a time when they are most involved and engaged.
and insight geared toward helping you solve the challenges that affect your projects and the way you do business. You will also find incisive and informative editorials that address lessons learned, government and policy issues surrounding the construction industry and how economic and other factors will impact business-making decisions over the next few years.

CX Lofts & Townhomes

“It’s a different construction methodology with the GLT,” says Salima Kheraj, Principal at InHouse by Beaverbrook. “It’s also unique because it’s a mid-rise building. Everyone else is building high-rise buildings in that area.”

InHouse is a division of Beaverbrook, a respected real estate development firm with more than two decades of experience. The firm focuses mostly on infill development in Edmonton’s urban core.

“InHouse is building multifamily and mixed-use projects in Edmonton’s central areas,” says Kheraj. “We are trying to really create a product that differentiates ourselves in the marketplace.”

MODERN, SLEEK DESIGN

GLT is a durable, all-season construction material that allows architects and designers to incorporate stunning natural elements in developments where the climate can be somewhat inhospitable.

“The building itself is a structural steel frame with the GLT,” Kheraj says. “That affords us the ability to create a very industrial, modern aesthetic on the inside of the building, which is why we refer to this as lofts and townhomes.”

Both the interiors and the exterior of CX Lofts and Townhomes will feature a chic, industrial look and feel.

“When you look up, you will see wood as your ceiling,” Kheraj says. “To go along with that, and to match that industrial aesthetic, you will see polished concrete floors.”

Stainless steel appliances and black and bronze finishes will accentuate the modern look of CX Lofts and Townhomes.

“You really start to get these industrial elements mixed together in a way that creates a very different presentation from what you would find in our market,” Kheraj says.

LIFESTYLE-ORIENTED SPACES

CX Lofts and Townhomes reflects the development philosophy of InHouse.

“We like to find niches in the market and work on those to create functional and beautiful living spaces,” says Kheraj.

RAW DESIGN

RAW Design embraces a myriad of design visions which allow us to flexibly work through design constraints and realize new benchmarks for urban and architectural design. We are design enthusiasts and have delivered projects ranging from site specific art installations to multiblock masterplans. We are pleased to present to Edmonton the unique CX Lofts & Townhomes as a proud partner of InHouse by Beaverbrook Communities.

In the heart of Edmonton’s Oliver neighborhood, InHouse by Beaverbrook is working on a new lifestyle development featuring an urban, industrial aesthetic. The community will have accessible monthly rates geared toward young professionals and families.

The development, CX Lofts and Townhomes, will provide something new and unique to one of the city’s most vibrant neighborhoods. The 68-unit mid-rise includes some innovative design elements that will differentiate it from other market offerings, including the use of glue-laminated timber (GLT).
WE’RE FOCUSED ON PROVIDING YOU,
the industry professional, knowledge and information about individuals and companies in the market who are making big strides in all aspects of construction.
### File Submission Specs:

- **file types:** PDF, No Crop Marks, Color Bars, etc. Artwork Only!
- **mode:** CMYK
- **fonts:** all fonts must be embedded or supplied

### Paper Stock Specs:

- Print on high-quality matte finished paper stock, creating a perfect bound publication.
- 4-color; 8.5" x 11"
- 70lb paper stock for interior pages, heavy 92b matte laminated paper stock used for the cover affording us the use of bold, bright colors on subsequent pages.

### Color Rates

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### Cover Positions

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### Terms And Conditions

The following conditions apply to every advertisement submitted to Avenir Publishing:

- All change to these terms is valid unless Avenir Publishing expressly agrees in a signed writing. All representations to the advertiser or agency are included within this document. The state and federal courts located in Chicago, Illinois shall provide exclusive jurisdiction and venue over any claim regarding this agreement, unless both parties agree to arbitration. The laws of the state of Illinois shall be applicable to all contracts performed completely within Illinois.

Avenir Publishing may refuse to publish any advertisement at its own discretion for reasons including, but not limited to, content Avenir Publishing believes, subscribers may find objectionable. If Avenir Publishing refuses to publish an advertisement, the advertiser must pay for advertising previously published as though the entire order were completed.

- Any advertisement that Avenir Publishing believes may cause confusion in subscribers as to whether the content is an advertisement must be clearly labeled as an advertisement, and Avenir Publishing may insert “ADVERTISEMENT” as Avenir Publishing believes is necessary.

Advertiser shall only use advertisements for its own organization, product, or service. Only Avenir Publishing can authorize the use of advertising space. An advertisement accepted by Avenir Publishing is not an endorsement of the advertiser or any claims therein. 

Requests for placement and positioning may be honored, but any restrictions are subject to Avenir Publishing’s discretion unless the advertiser has paid for a specific placement. If the advertiser cancels any order, fails to fulfill an order, or Avenir Publishing reasonably believes that the advertiser will fail to fulfill an order, the advertiser must pay any discounts on previously published advertisements. If the advertiser fails to provide the artwork in a timely manner, Avenir Publishing reserves the right to submit the advertisement copy on behalf of the client.

Orders for front covers, back covers, and single insertions cannot be cancelled. All other advertisements cannot be cancelled within 30 days of the closing date (e.g. closing date is May 31, cancellation must occur prior to May 15). Advertiser is responsible for any costs, including services and materials, related to the advertisement incurred prior to cancellation.

Orders for advertisements submitting different rates than those listed in this media kit may be changed to reflect the rates in this media kit, and advertiser will be charged accordingly.

Interest will be charged the lesser of the highest legal rate on past due balances or 2% per month beginning 30 days from the date of the invoice. Advertiser agrees to pay costs, including attorney fees, necessary to collect any unpaid charge for any advertisement.

In the event any third parties are employed to collect any outstanding monies owed by said business the undersigned agrees to pay reasonable collection costs, including attorney fees, whether or not litigation has commenced, and all costs of litigation incurred.

By submitting an advertisement, advertiser represents that the content submitted does not violate any applicable law. Advertiser agrees jointly and severally to indemnify and hold harmless Avenir Publishing against any action, liability, loss, claim, or any other expense, including attorney’s fees, incurred by Avenir Publishing due to receiving, possessing, copying, printing, distributing, or any dissemination of material supplied by, or created for or approved by, the advertiser.

If Avenir Publishing makes an error or omission in an advertisement, the damage owed by Avenir Publishing is limited to the amount paid for said advertisement. The advertiser may only receive a refund if the advertiser has submitted or approved a proof of the advertisement, and the proof differs from the advertisement. The advertiser is responsible for the production quality of materials submitted to Avenir Publishing, and the advertiser is responsible for any changes resulting from changes made to submitted materials necessitated by advertiser’s failure to meet Avenir Publishing’s specifications listed in this media kit. The advertiser must notify Avenir Publishing of any error within 30 days of receiving an invoice.

All orders placed by an agency acting with authority, bind the advertiser and agency, including any legal obligations relating to the advertisement. Advertiser may bill either advertiser or agency. Billing the agency serves as notice to advertiser. Joint and several liability shall not be limited by agency receiving the bill. Advertiser’s liability to Avenir Publishing is not discharged by paying agency. Disputes between advertiser and agency shall not affect the rights of Avenir Publishing.

Avenir Publishing owns any copyright in any advertisement it creates, and the copyrighted material may not be used by anyone but Avenir Publishing without Avenir Publishing’s prior written consent. All advertisements may be reproduced by Avenir Publishing in any form of media the issue appears in, whether the issue is reproduced in whole or in part.

### Advertiser Agreement

Advertiser agrees in a signed writing. All representations to the advertiser or agency are included within this document. The state and federal courts located in Chicago, Illinois shall provide exclusive jurisdiction and venue over any claim regarding this agreement, unless both parties agree to arbitration. The laws of the state of Illinois shall be applicable to all contracts performed completely within Illinois.

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DEDICATED TO THOSE WHO DESIGN, DEVELOP AND CONSTRUCT,

DDC Journal is the title for those with the vision to build North America. The modern construction market constantly challenges those at the heart of the industry to perform to ever-higher levels at each stage of the project process.

ADVERTISERS

- ACS Infrastructure Canada, Inc
- AECOM
- Aecon Infrastructure
- Algoma Central Corporation
- Amec Foster Wheeler
- Bancorp South Insurance Services, Inc.
- Bank of Montreal
- Beton Prefabrique Du Lac
- Cappelli Organization
- CBRE
- CHANDOS
- CertainTeed Gypsum Canada
- City Real Estate Advisors, Inc.
- Coats Rose
- Cohn Reznick
- Curran Architecture
- CVR Associates
- Domain Communities
- Dow Solar
- Edgewood Management
- EllisDon Corporation
- Everyday Energy
- Facchina Construction
- Farmer, Fuqua & Huff, P.C.
- First American Title Insurance Company
- Flatiron
- Foster Pepper PLLC
- George K. Baum & Company
- Gibbs Construction
- Grohe AG
- Guyder Hurley P.C.
- Hathaway Dinwiddie Construction
- Herzog Contracting Corp.
- Hunt Construction Group
- IBG Construction Services
- Jensen Hughes Consulting Canada Ltd.
- JIMBA + Architects
- Jones Lang LaSalle
- Jorgensen-Reeve Builders, Inc.
- JP Morgan Chase
- Keystone Development, LLC
- Kier Construction
- KMK Capital Inc.
- Lake City Bank
- Lendlease Corporation
- Love Funding
- Moen

READERSHIP

- Monarch Bank
- MTE Consultants
- Murtha Cullina LLP
- National Development Council
- National Equity Fund
- NBT Bank
- Nokia
- Norstar Development
- NorthMarq Capital
- Nova Investment Realty
- Novopubid & Company LLP
- Ohio Capital Corporation
- PCL Civil Constructors
- PCL Constructors Canada
- Planer Title
- PlanWorks Architecture Inc.
- Plaza Construction
- PSL Architects
- Quanta Power
- Red Capital Group
- Red Stone Equity
- Residential Title
- RKR Construction Company
- Sabak, Wilson & Lingo, Inc.
- Shutts & Bowen
- SunTrust Bank
- TCF Bank
- TD Bank
- Telus
- Turner Construction Co
- The Arker Companies
- The Core Companies
- The Richman Group
- The Weltz Company
- tvsdesign
- Union Savings Bank
- Urban Quotient
- US Bank Commercial Real Estate
- Valbridge Property Advisors
- W.E. O’Neil Construction Company
- Walsh PCL
- Wells Fargo
- Winthrop & Weinstine, P. A.
- Wisconsin Housing Preservation Corporation
- WSP Parsons Brinckerhoff
- Yardi Systems
- Ysrael A. Seinuk, P.C.
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• Rich Media Integration
• Direct Links to Advertiser Websites
• Faster Delivery
• Clickable Table of Contents
• Eco-Friendly

PROFILE YOUR COMPANY, PRODUCT, NEWS OR SERVICE IN DDC JOURNAL.
We can structure content to maximize your visibility and exposure, while ensuring an ‘evergreen’ nature to the coverage by guaranteeing three months coverage in print and a year’s coverage online.

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