

2027 MEDIA KIT



REPORTER
MAGAZINE



DIRECTORY
APP



ENEWS &
WEBSITE



EVENT
SPONSORSHIP





The LBMAO

REPORTER

The official publication of the Lumber and Building Materials Association of Ontario

Published 6 times annually. Mailed to every LBM retailer in Ontario and nearly 200 key suppliers in the industry for a readership of over 1100. Also published online with active links for additional exposure on the LBMAO website.

Net Colour Rates

	1-3 issues	4-6 issues
Full page	\$1850	\$1400
1/2 page	\$1000	\$785
1/3 page	\$685	\$550
1/4 page	\$575	\$425

Cover & Premium Positions

	1-3 issues	4-6 issues
Advertorial	\$1975	(1 per issue)
Double page spread	\$2900	\$2285
Inside front	\$2100	\$1625
Inside back	\$1835	\$1400
Back cover	\$2365	\$1890

* Additional 20% for non-members

Bleeds for full-page ads **only**

Submit press-ready PDF art to cbuffa@lbmao.on.ca



Order Confirmation Company _____ Contact _____

Billing Address _____ City _____ Province _____ PC _____

Telephone _____ E-mail _____

Issue	Size/Position	Rate	HST	Total
Jan/Feb				
Mar/Apr				
May/Jun				
Jul/Aug				
Sep/Oct				
Nov/Dec				

Authorized Signature _____

Date _____

Sales: info@lbmao.on.ca, T: (905) 625-1084, TF: 1 (888) 365-2626

Terms: LBMAO assumes no responsibility whatsoever, except to the extent of a one-time paid advertisement of the same specification in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month, compounded to yield 26.82% per year on overdue accounts. In the event of a contract cancellation, the advertiser or agency agrees to repay LBMAO any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission.



DIRECTORY APP

Views + Interactions



Retailers
16,989 Views



Suppliers
3,084 Views



Buying Groups
788 Views



About LBMAO
526 Views

Total

21,387



Call
2,133 Clicks



Find
2,369 Clicks



URL
1,358 Clicks

Homescreen + Pull-Out Menu



LBMAO Buying Show 245 Clicks

Retailers 2,284 Clicks

Suppliers 1,499 Clicks

About LBMAO 618 Clicks

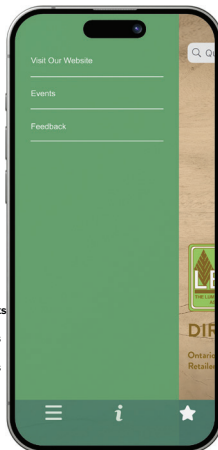
Buying Groups 806 Clicks

Map 1,194 Clicks

Visit Our Website 129 Clicks

Events 363 Clicks

Feedback 72 Clicks



MAKE SURE YOUR COMPANY STANDS OUT

Amp up your company's visibility to dealers with an enhanced profile. Features:

- Logo in supplier listing
- Logo on profile page
- 100 word company profile
- 5 product or services listings
- One-touch contact for phone, e-mail & website
- Map link to your location

JUST
\$299
FOR THE
WHOLE YEAR

ORDER CONFIRMATION

Company _____

Contact _____

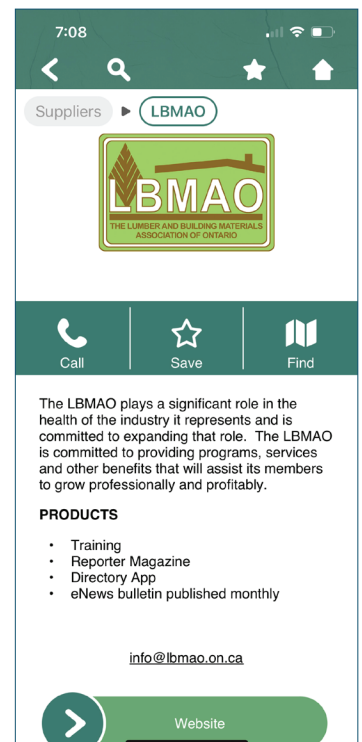
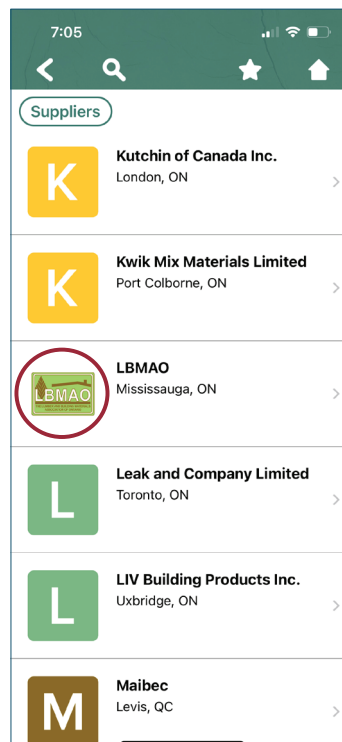
Billing Address _____

City _____ Province _____

PC _____

Telephone _____

E-mail _____



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E NEWS & WEB



STAY INFORMED
ABOUT TIMELY
INDUSTRY
TOPICS IN THE
OFFICE OR ON
THE ROAD
WITH MONTHLY
E NEWS

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 600 decision-makers on a monthly basis, with a **73% open rate** and nearly **10% click rate**
- Frequently forwarded to others for additional exposure
- Cross-promoted in other LBMAO publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events

Advertising on lbmao.on.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of lumber and building material professionals.

Features of LBMAO website advertising:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



ON AVERAGE LBMAO.ON.CA RECEIVES

NEARLY 1,000 USERS EACH MONTH
2,100+ PAGE VIEWS EACH MONTH

**Traffic numbers from April-September 2026*

SCAN FOR RATES





EVENT SPONSOR

These events are unique networking opportunities where buying group affiliations melt away and lasting bonds are formed with fellow members for the good of the industry. Market your company and have a grand time doing it! Some of these opportunities include...

LBMAO BUYING SHOW GALA DINNER
SNOWMOBILE DAY
ANNUAL GENERAL MEETING
COOL CAR & MOTORCYCLE RIDE
GOLF TOUR
BEVERLEY EDEY MEMORIAL BURSARY PROGRAM



Contact our team for sponsorship options. Sales: info@lbmao.on.ca, T: (905) 625-1084, TF: 1 (888) 365-2626