

Journal of Commerce

by ConstructConnect™

Readers with influence

As Western Canada's market leader, the Journal of Commerce (JOC) reaches more readers than any other construction newspaper. Our readers are key purchasing influencers - allocating budgets and resources that become business for you. Gain visibility and increase credibility by advertising in Western Canada's construction news authority.

- **77%** of the ICI construction industry is aware of the Journal
- Annual subscription price of **\$895**
- Each copy is read by an average of **3.9** construction professionals
- **69%** of readers mention the Journal as a source
- **80%** of readers turn to the Journal for project leads, **87%** for tenders
- **82%** of the Journal's readership are key decision makers

Breakdown of the Journal subscribers by job function

