

— PARTNERSHIP & ADVERTISING

Capstone

Canada's construction intelligence, *delivered every month.*

The independent magazine of record for Canada's built environment — the people, projects, capital and policy deciding how this country gets built.

FOUNDED

2026

EDITION

Monthly

INSIGHTS

Quarterly

SCOPE

National

01 · THE PUBLICATION

An industry finally has its title.

Independent. National. Built for the people who pour the concrete and sign the cheques.

Canada is in the middle of the largest building agenda in its history — 5.8 million homes promised by 2030, hundreds of billions in infrastructure committed, and a workforce that does not yet exist to deliver it.

For a sector that moves a fifth of the economy, construction has never had a publication that takes it seriously. Trade press reports product launches; national media parachutes in for the scandal. *Capstone covers the build itself* — with the rigour of a business desk and the eye of a design magazine.

01

Reporting, not press releases

Original, investigative coverage of the projects, capital and policy shaping the built environment — for readers who can tell the difference.

02

Made like it matters

A monthly digital edition and a living archive, designed to a standard the industry has never been offered. Read cover to cover, not skimmed.

03

National in scope

From Alberta's non-residential boom to Quebec's transit megaprojects — coast to coast, in the field and the boardroom.



MASS TIMBER, ONTARIO · CAPSTONE PROJECTS

02 · THE OPPORTUNITY

The market we cover.

Capstone's readers don't follow the construction economy. They are the construction economy.

\$1^{T+}

Active & planned construction value across Canada
BuildForce / industry est.

1.6^M

Canadians employed in construction
Statistics Canada

5.8^M

New homes needed by 2030
CMHC

+24%

YoY growth in non-residential build intentions, 2025
StatCan · Alberta +136%

Tariffs reshaped supply chains. Interprovincial barriers throttle productivity. A retiring workforce meets the most ambitious housing target in the country's history. Every one of these stories is a buying decision waiting to happen — and Capstone is the room where the decision-makers are reading.



HIGHWAY CORRIDOR BUILD, BRITISH COLUMBIA

03 · THE AUDIENCE

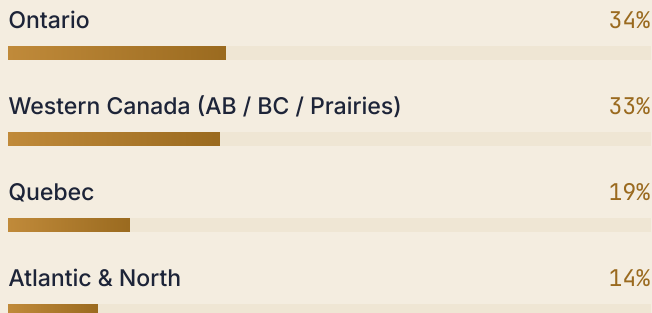
Who's reading.

*A senior, decision-empowered readership
— the people who specify, procure and
approve.*

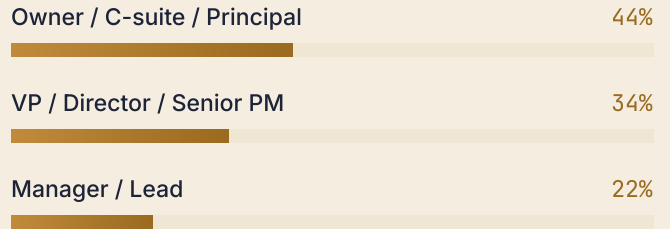
BY SECTOR



GEOGRAPHY



SENIORITY



READING OUR PAGES



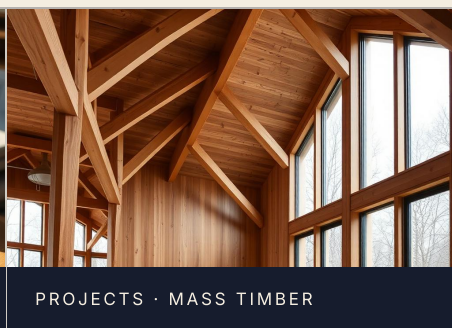
Composition reflects Capstone's readership model, drawn from its subscriber base and the profile of its editorial partners. Figures are directional and refreshed each volume.

04 · EDITORIAL COVERAGE

Six beats, one build.

Every edition and every day on the site moves across these six lines of coverage.

<p>01 News</p> <p>The daily pulse of Canadian construction — deals, starts, stoppages and the numbers behind them.</p>	<p>02 Projects</p> <p>The megaprojects and quiet builds shaping skylines, transit and the places Canadians live and work.</p>
<p>03 Policy</p> <p>Housing targets, tariffs, internal trade and the decisions in Ottawa and the provinces that move dirt.</p>	<p>04 Industry</p> <p>Capital, costs, supply chains and the business of building — read by the people who run it.</p>
<p>05 Innovation</p> <p>Materials, methods, prefab and the technology changing how, and how fast, Canada builds.</p>	<p>06 Labour & Workforce</p> <p>The \$80B labour problem, the skills pipeline and the people the build agenda depends on.</p>



05 · HOW WE PUBLISH

Four channels, one cadence.

A monthly edition, a quarterly Insights series, a weekly brief and daily reporting — your message, wherever the reader is.

MONTHLY · DIGITAL EDITION

The Edition

Capstone's flagship — a new themed edition every month, published as a designed digital edition and searchable flipbook. The issue the industry reads cover to cover.

12/yr

EDITIONS PER YEAR

QUARTERLY · RESEARCH

Capstone Insights

A deep quarterly research series, published as four connected articles per quarter — data-led analysis on a single defining question facing the sector.

4×4

QUARTERS × FOUR ARTICLES

WEEKLY · NEWSLETTER

The Brief

A curated newsletter landing every week with the stories, numbers and projects that moved — opened by a senior, named subscriber list.

25K

SUBSCRIBERS · YEAR ONE TARGET

DAILY · WEB

capstonemagazine.ca

Original daily reporting across all six beats, plus the full edition and Insights archive — always on, shareable, searchable.

120K

AVG. MONTHLY READERS · YEAR ONE TARGET

Reach figures are current circulation and engagement benchmarks, provided for planning. Audited analytics are shared with partners on request.

06 · EDITORIAL CALENDAR

The year ahead.

A new edition every month; a new Insights series every quarter. Reserve against the moment that fits your story.

Monthly Editions

AD CLOSE · 3 WEEKS PRIOR

No. 01 · Launch JUNE 2026	The Build Issue — Canada's most significant builders and the projects defining how the country gets built.	Closed
No. 02 JULY 2026	The Housing Issue — the 5.8M-home math and who's actually breaking ground.	Jun 12
No. 03 AUG 2026	The Materials Issue — steel, lumber, tariffs and the new cost of building Canadian.	Jul 10
No. 04 SEPT 2026	The Infrastructure Issue — transit, transmission and the megaproject pipeline.	Aug 14
No. 05 OCT 2026	The Labour Issue — the workforce that has to exist by 2030.	Sep 11
No. 06+ NOV 2026 →	Innovation, Capital, Year-in-Review and beyond — full calendar on request.	Ongoing

Capstone Insights

QUARTERLY · FOUR ARTICLES EACH

<p>Q3 2026</p> <p>The Productivity Gap</p> <p>Why Canada builds slower than it did in 1970 — and what closes the gap.</p> <p>4-article series</p>	<p>Q4 2026</p> <p>Who Funds the Build</p> <p>Developers, lenders and pensions behind the country's project pipeline.</p> <p>4-article series</p>
<p>Q1 2027</p> <p>The Skills Pipeline</p> <p>Immigration, the trades and the math behind the labour shortage.</p> <p>4-article series</p>	<p>Q2 2027</p> <p>Building Greener</p> <p>Embodied carbon, mass timber and the economics of low-carbon construction.</p> <p>4-article series</p>

07 · PARTNER WITH CAPSTONE

Three ways in.

From a single page to a season-long programme — placements built around how the industry actually reads.

DISPLAY

Digital advertising

Premium, uncluttered placements in the monthly digital edition and across the site, flipbook and newsletter — no programmatic clutter, ever.

- Full-page & spread units
- Edition cover & premium slots
- Site & flipbook display
- Weekly newsletter sponsorship

CONTENT

Branded & native

Studio-produced features and case studies that meet Capstone's editorial bar — clearly labelled, genuinely worth reading.

- Sponsored features & profiles
- Project case studies
- Thought-leadership Q&A
- Insights research partnership

PROGRAMMES

Edition & series partnership

Own a theme. Anchor a monthly edition or present a quarterly Insights series across print, digital and the events around them.

- Edition title sponsorship
- Insights presenting partner
- Roundtables & briefings
- Multi-edition packages

08 · RATE CARD & SPECS

The rate card.

*Advertising rates in CAD, per edition.
Artwork dimensions follow A4 print
geometry for crisp reproduction in the
digital edition.*

DISPLAY ADVERTISING · PER EDITION

SIZE	DIMENSIONS (W × H)	RATE (CAD)
Double-page spread	420 × 297 mm	\$4,590
Full page	210 × 297 mm	\$3,690
Half page · vertical	91 × 278 mm	\$2,790
Half page · horizontal	190 × 137 mm	
Quarter page	91 × 137 mm	\$1,890
Eighth page	90 × 65 mm	\$1,390

Series & programmes. Newsletter sponsorship, run-of-site display, sponsored features and quarterly Insights partnerships are priced per campaign — request the full rate card from partnerships. Agency, non-profit and multi-edition packages available; all rates net of applicable taxes.

ARTWORK & FILE FORMATS

Logos	Vector EPS / AI / PDF
Fonts	Embedded or outlined
Images	Hi-res JPG · 300 dpi
Built ads	Print-ready PDF
Colour	CMYK · 300 dpi

SUBMITTING YOUR AD

Send vector or hi-res PDF artwork with fonts embedded. Product shots, job-site and team photos are welcome. Files built in Word or PowerPoint can't be accepted as final art — supplied copy and assets will be set to spec, with a proof sent for your approval.

Material deadline: 3 weeks before edition release. Send artwork to admin@capstonemagazine.ca.

LET'S BUILD THE RELATIONSHIP

Put your brand in the build.

Tell us about your audience and your goals, and we'll recommend the placement and edition that fit. Rate cards, deadlines and bespoke programmes on request.

PARTNERSHIPS & ADVERTISING

Capstone Partnerships

info@capstonemagazine.ca

ARTWORK & SUBMISSIONS

The Capstone Studio

admin@capstonemagazine.ca