

CANADIAN

Fabricating & Welding

IN PRINT | ONLINE | IN PERSON



2021 MEDIA KIT

FEATURING

**MADE
IN
CANADA**

CANADA'S CHOICE

FOR THE FABRICATING & WELDING INDUSTRY



Supply chain struggles create local opportunities

One thing that everyone learned early in the pandemic that came to North America in earnest in February 2020 is that depending on essential products like ventilators and facemasks from overseas suppliers is unrealistic in critical situations.

By extension, a lot of people came to realize that plenty of other critical parts and assemblies can be made well and affordably here in North America when manufacturers are properly fitted out to heed the call of the market.

While initially the pandemic drove some manufacturers to reduce head count and, in some cases, close shop for a short time, most manufacturers believe that coming out of this challenging time there is going to be more demand for local know-how to manage manufacturing needs.

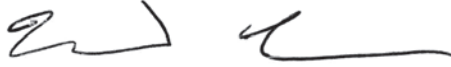
It's essential that you, as a supplier to this market, be in fabricators' shops every day, demonstrating how you can help them create the efficiencies they need to prove to the market that they can deliver on time, efficiently, at a competitive price.

In 2021 manufacturers are going to need automation systems, ventilation systems, fixturing tools, the latest welding technology, and so much more. We're here to help you stay front-of-mind with your key customers

and potential customers. Whether it be print advertising, online ads, or video content, we have the platform for a broad reach across the market, including tools that supply you with actionable leads. We understand that every marketing program requires the right mix of brand-building tools and functional information you can pass along to your sales team. Publisher Rob Swan is there to make sure you get the mix that best fits your budget and your goals.

Several months in social isolation has certainly made everyone that much more digitally savvy, but it also reinforces our readers' enthusiasm for the printed word. We still have more than 25,000 readers who insist on receiving a printed magazine that can be passed around the shop, from the front office straight through shipping, so they can share the latest news, technology, and shop management techniques to improve their daily operations.

We hope you join us in a year we expect will be one in which rebuilding the shop floor for a new era will be key.



Rob Colman
Editor



Robert Colman has worked as a writer and editor for 20 years, covering the needs of a variety of trades. He has been dedicated to the metalworking industry for the past seven years, serving as editor for *Metalworking Production & Purchasing (MP&P)* and, since January 2016, the editor of *Canadian Fabricating & Welding*. He graduated with a bachelor's degree from McGill University and a master's degree from the University of British Columbia.

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Province	Total Circulation
Newfoundland and Labrador	128
Prince Edward Island	59
Nova Scotia	279
New Brunswick	329
Quebec	4,291
Ontario	11,235

Province	Total Circulation
Manitoba	761
Saskatchewan	473
Alberta	1,798
B.C., Yukon, and Northwest Territories	1,931
USA and other International	3,430
Total Subscribers	Over 25,000

Publisher's own data, subject to audit, September 2020.

REACH THE DECISION-MAKERS AT YOUR TARGET BUYING COMPANIES.

68%

of subscribers carry senior level/management titles.



92%

of subscribers have purchasing influence in one or more categories at their companies.



74% of subscribers look to *Canadian Fabricating & Welding* to help make purchasing decisions.

CANADIAN FABRICATING & WELDING HAS THE HIGHEST QUALITY CIRCULATION IN THE INDUSTRY



Canadian Fabricating & Welding reaches over **18,055** different companies across Canada.

Publisher's own data.



Canadian Fabricating & Welding only carries 1st and 2nd year qualified names

CANADIAN FABRICATING & WELDING HAS A HIGHLY ENGAGED AUDIENCE.



80%

of subscribers spend at least 15 minutes engaging with each issue.



Average of **2.1 additional pass-along readers** per issue copy.

CFW ADVERTISEMENTS RESULT IN ACTION.

91%

of all respondents reported having taken one or more actions as a result of reading advertisements in *Canadian Fabricating & Welding*.



75% visited advertiser's website.

32% bought or recommended the purchase of products or services advertised.



REACH READERS WHO TRUST AND VALUE YOUR ADVERTISING



96% agree that the advertising educates and is an important part of the publication.

86% agree they are more likely to trust a company that advertises its products/services in *Canadian Fabricating & Welding*.

All data presented here was collected through a survey conducted by Harvey Research Inc., January 2020 issue.



JANUARY

Ad Close: 12-3-20
Ad Material: 12-10-20

BENDING & FORMING
Bending Automation

CUTTING
Fibre Laser Cutting

ASSEMBLY, FINISHING & JOINING
Collaborative Robots

WELDING TECH
SMAW Strategies

TUBE & PIPE / HEAVY FAB
Saws

**THE SMART FACTORY/
MANAGEMENT**
Lean Management

FOCUS
2021 Show Previews

ADVERTISER BONUS

Free Harvey Readership Study
(\$2,500 value)



FEBRUARY

Ad Close: 1-7-21
Ad Material: 1-14-21

BENDING & FORMING
Press Brake Tooling

CUTTING
Nesting

ASSEMBLY, FINISHING & JOINING
Welding Throughput

WELDING TECH
Welding Shielding Gases

TUBE & PIPE / HEAVY FAB
Tube Bending

**THE SMART FACTORY/
MANAGEMENT**
Assembly Management

FOCUS
Energy



MARCH

Ad Close: 2-4-21
Ad Material: 2-11-21

BENDING & FORMING
Roll Forming

CUTTING
Plasma Cutting

ASSEMBLY, FINISHING & JOINING
Welding Helmet Improvements

WELDING TECH
Structural Steel Welding

TUBE & PIPE / HEAVY FAB
Finding Efficiencies in Plate Cutting

**THE SMART FACTORY/
MANAGEMENT**
Shop Software / Training

FOCUS
Robotics

BONUS DISTRIBUTION

Metalworking & Manufacturing Expo
Abbotsford, B.C., April 7



APRIL

Ad Close: 3-11-21
Ad Material: 3-18-21

BENDING & FORMING
Lean Press Brake Strategies

CUTTING
Punch Press Advances

ASSEMBLY, FINISHING & JOINING
Lean Assembly Strategies

WELDING TECH
Submerged Arc Welding

TUBE & PIPE / HEAVY FAB
Oxyfuel Cutting / Material Handling

**THE SMART FACTORY/
MANAGEMENT**
Connecting the Office and
the Shop Floor

FOCUS
Automotive

BONUS DISTRIBUTION

Metalworking & Manufacturing Expo
Winnipeg, May 18



MAY

Ad Close: 4-8-21
Ad Material: 4-15-21

BENDING & FORMING
Press Brake Tooling

CUTTING
Material Handling in Laser Cutting

ASSEMBLY, FINISHING & JOINING
Paint Solutions

WELDING TECH
Mobile Welding Equipment

TUBE & PIPE / HEAVY FAB
Pipe Welding

**THE SMART FACTORY/
MANAGEMENT**
Prepping for Smart Factory
Automation

BONUS DISTRIBUTION

Metalworking & Manufacturing Expo
Ottawa, June 16



JUNE

Ad Close: 5-6-21
Ad Material: 5-13-21

BENDING & FORMING
Part Design for Efficient Bending

CUTTING
Waterjet Cutting

ASSEMBLY, FINISHING & JOINING
Laser Welding

WELDING TECH
Welding Safety / Fume Management

TUBE & PIPE / HEAVY FAB
Ironworkers / Tube Beveling

**THE SMART FACTORY/
MANAGEMENT**
Additive Manufacturing

FOCUS
Agriculture



JULY

Ad Close: 6-10-21
Ad Material: 6-17-21

BENDING & FORMING
Press Brake Safety

CUTTING
High-powered Laser Cutting

ASSEMBLY, FINISHING & JOINING
Grinding and Polishing

WELDING TECH
Robotic Welding in the Job Shop

TUBE & PIPE / HEAVY FAB
Handling Large Weldments

**THE SMART FACTORY/
MANAGEMENT**
Planning Capital Equipment
Investment

FOCUS
Job Shops in Canada



AUGUST

Ad Close: 7-8-21
Ad Material: 7-15-21

BENDING & FORMING
Folding

CUTTING
Laser Marking / Part ID

ASSEMBLY, FINISHING & JOINING
Weld Process Monitoring

WELDING TECH
Welding Power Sources

TUBE & PIPE / HEAVY FAB
Material Handling

**THE SMART FACTORY/
MANAGEMENT**
The Paperless Shop Floor

FOCUS
FABTECH Preview

BONUS DISTRIBUTION

FABTECH, Chicago, Sept. 13-16

ADVERTISING RATES

	1-3x	4-6x	7-9x	10-12x	13x +
Double Page Spread	\$8,116	\$7,683	\$7,358	\$7,034	\$6,709
Standard Page	5,411	4,978	4,545	4,220	3,896
2/3 Page	4,653	4,328	4,004	3,679	3,355
1/2 Island	3,977	3,636	3,296	2,954	2,613
1/2 Page	3,787	3,463	3,138	2,814	2,489
1/3 Page	2,705	2,489	2,272	2,056	1,840
1/4 Page	1,894	1,731	1,570	1,407	1,245
1/9 Page	948	866	785	704	623

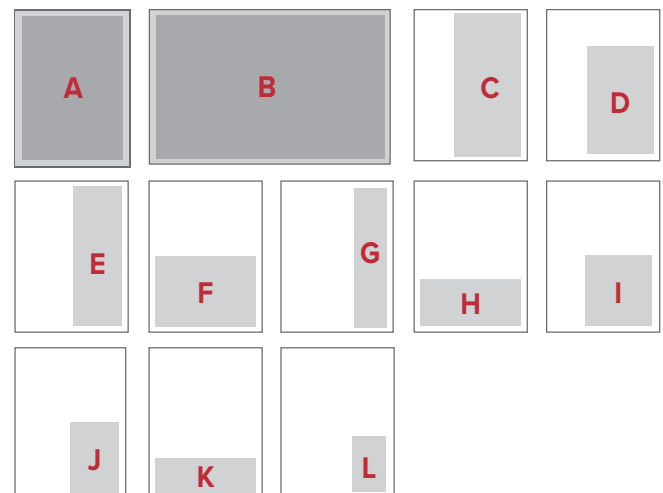
All rates are for four-colour advertising.

UPLOADING AD FILES

<http://canadianmetalworking.com/uploadmyad>.

ADVERTISING SIZES

SIZE	WIDTH	HEIGHT	With Bleed	
			WIDTH	HEIGHT
A Full Page (trim size)	8.125"	10.75"	8.375"	11"
Type Safety	7"	10"		
B Double Page (trim size)	16.25"	10.75"	16.5"	11"
C 2/3 page vertical	4.5"	10"		
D 1/2 island	4.5"	7.5"		
E 1/2 page vertical	3.375"	10"		
F 1/2 page horizontal	7"	4.875"		
G 1/3 page vertical	2.125"	10"		
H 1/3 page horizontal	7"	3.25"		
I 1/3 page square	4.5"	4.875"		
J 1/4 page vertical	3.375"	4.875"		
K 1/4 page horizontal	7"	2.375"		
L 1/9 page vertical	2.5"	3.375"		



SEPTEMBER

Ad Close: 8-5-21
Ad Material: 8-12-21

BENDING & FORMING

Press Brake Management Strategies

CUTTING

Punching Tooling Organization

ASSEMBLY, FINISHING & JOINING

Hand Tools

WELDING TECH

Welding Consumables Review

TUBE & PIPE / HEAVY FAB

Tube Welding

THE SMART FACTORY/ MANAGEMENT

Welding Management Technology

FOCUS

Furniture



OCTOBER

Ad Close: 9-2-21
Ad Material: 9-9-21

BENDING & FORMING

Stamping

CUTTING

Smart Cutting Automation

ASSEMBLY, FINISHING & JOINING

Deburring

WELDING TECH

GMAW Strategies

TUBE & PIPE / HEAVY FAB

Fume Management

THE SMART FACTORY/ MANAGEMENT

Automation Safety



NOVEMBER

Ad Close: 10-7-21
Ad Material: 10-14-21

BENDING & FORMING

Bending Software

CUTTING

Material Utilization

ASSEMBLY, FINISHING & JOINING

Weld Prep Strategies

WELDING TECH

Welding Automation

TUBE & PIPE / HEAVY FAB

Laser Tube Cutting

THE SMART FACTORY/ MANAGEMENT

Predictive Maintenance

FOCUS

Architectural



DECEMBER

Ad Close: 11-4-21
Ad Material: 11-11-21

CUTTING

Waterjet Cutting

ASSEMBLY, FINISHING & JOINING

Safety

WELDING TECH

Advanced Joining Processes

TUBE & PIPE / HEAVY FAB

Plate Rolling

THE SMART FACTORY/ MANAGEMENT

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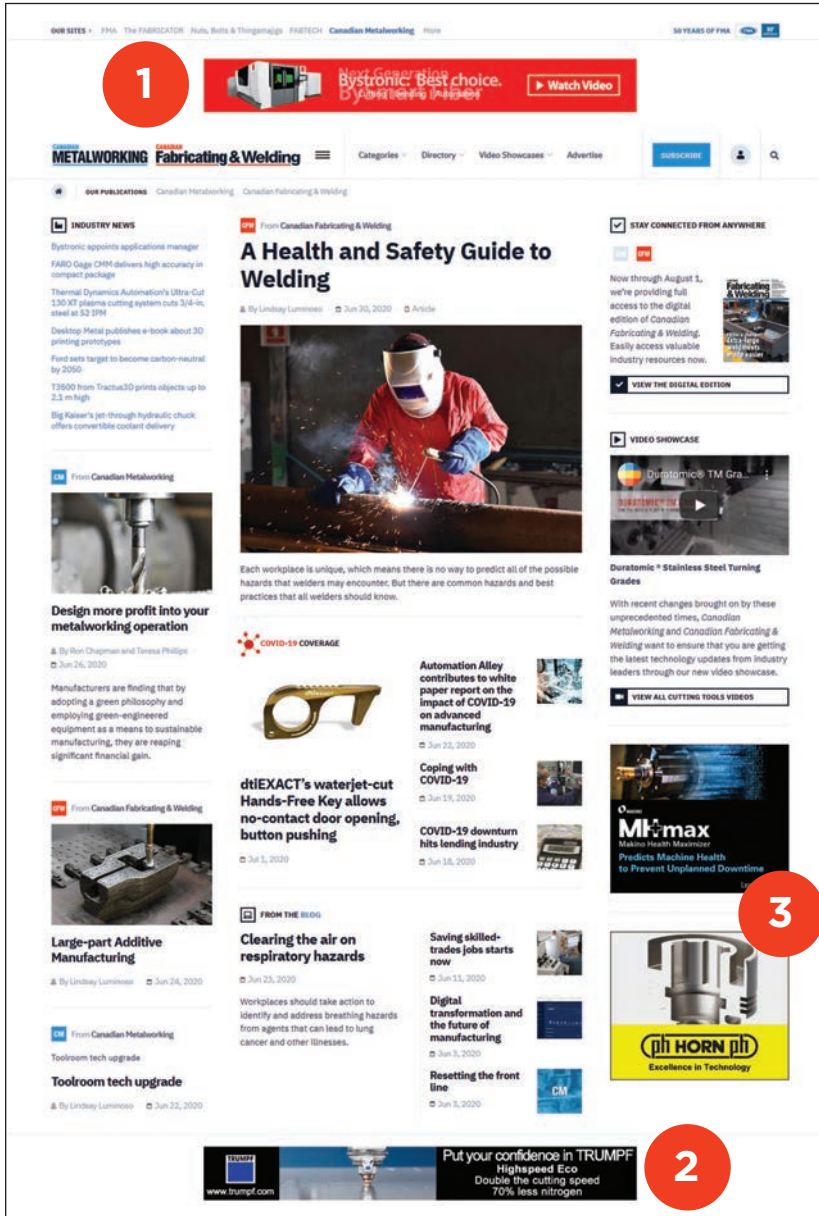
FOCUS

Future Manufacturing Leaders

*Dates subject to change. Published 12 times per year.
If proofs are required or copy is to be set, material must be received five days earlier than material due date.
Cancellations accepted up to closing date only.*

WEBSITE ADVERTISING—Canadianfabweld.com

Canadianfabweld.com is dedicated to delivering the latest industry news and coverage of Canada's metal fabricating and welding industries, thus attracting visitors who are looking for articles, news, and products they need to operate and grow their businesses.



1 LEADERBOARD BANNER AD IN HEADER

728 x 90 pixels*

\$925** / Homepage & Category pages

*Advertisers must also provide same art in 320 x 50 for mobile use.

**Rates are monthly.

2 LEADERBOARD BANNER AD IN STREAM

728 x 90 pixels*

\$850** / Homepage

\$775** / Category pages

*Advertisers must also provide same art in 320 x 50 for mobile use.

**Rates are monthly.

3 MEDIUM BANNER AD

300 x 250 pixels

\$785** / Homepage

\$705** / Category pages

**Rates are monthly.

66%

of subscribers said publication websites and/or social media contribute to their purchasing decision-making process. †



71%

of subscribers said they are more likely to click an online ad if they've seen the advertiser's print message †



*Data collected through a survey conducted by Harvey Research Inc., January 2020 issue.

MONTHLY E-NEWSLETTER

Reach more than 15,000 recipients[†] of the *Canadian Fabricating & Welding* e-newsletter covering metal fabricating, welding, and metal finishing. It also includes new products, technology, and upcoming event previews.

[†]Publisher's own data.

The screenshot shows the e-newsletter layout with three numbered callouts:

- 1** Leaderboard banner ad at the top, featuring a red background with white text: "Meet the high performance cutting and bending team. ByStar Fiber 12kW and Xpert 80. Bystronic: Best choice." and a "Learn More" button.
- 2** Medium banner ad for "Prima Industrie introduces Prima@Home streaming service, live events" with a video player and text: "Prima Industrie S.p.A. has launched Prima@Home streaming platform to help connect with customers during the current pandemic. The streaming platform is designed to offer a complete range of services including live formats such as events, demos, webinars, presentations, and training courses."
- 3** Text ad for "FREE eBook! THE ADVANTAGES OF LIGHTWEIGHT MIG TORCHES" by BRZEL, featuring an image of a torch and a "Read eBook" button.

1 LEADERBOARD BANNER AD

650 x 90 pixels*

- 1 issue / **\$1,025**
- 6 issues / **\$5,670**
- 12 issues / **\$10,500**

*Advertisers must also provide same art in 320 x 250 for mobile use. Net rates are in Canadian dollars.

2 MEDIUM BANNER AD

300 x 250 pixels

- 1 issue / **\$515**
- 6 issues / **\$2,820**
- 12 issues / **\$5,160**

3 TEXT AD

Image, title, description

- 1 issue / **\$1,025**
- 6 issues / **\$5,670**
- 12 issues / **\$10,500**

57%  of subscribers said they read or subscribe to e-newsletters. [†]

[†]Data collected through a survey conducted by Harvey Research Inc., January 2020 issue.

Canadian Fabricating & Welding E-newsletter Schedule

JANUARY

Ad Close: 1-13-21
Mail Date: 1-20-21

FEBRUARY

Ad Close: 2-17-21
Mail Date: 2-24-21

MARCH

Ad Close: 3-17-21
Mail Date: 3-24-21

APRIL

Ad Close: 4-14-21
Mail Date: 4-21-21

MAY

Ad Close: 5-12-21
Mail Date: 5-19-21

JUNE

Ad Close: 6-16-21
Mail Date: 6-23-21

JULY

Ad Close: 7-14-21
Mail Date: 7-21-21

AUGUST FABTECH

Ad Close: 8-18-21
Mail Date: 8-25-21

SEPTEMBER

Ad Close: 9-1-21
Mail Date: 9-8-21

OCTOBER

Ad Close: 10-6-21
Mail Date: 10-13-21

NOVEMBER

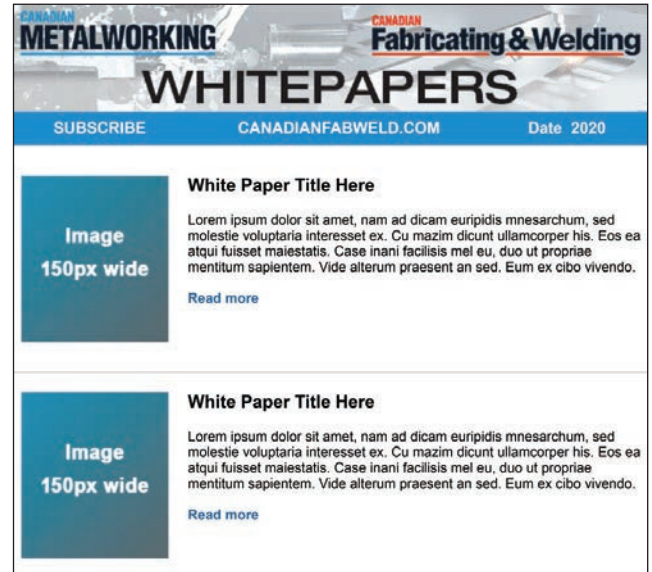
Ad Close: 11-10-21
Mail Date: 11-17-21

DECEMBER

Ad Close: 12-8-21
Mail Date: 12-15-21

LEAD GENERATION PRODUCTS

Our product newsletters, whitepapers, and video showcases can help generate leads by promoting your company's unique products and knowledge to our circulation across Canada. You provide a high-resolution photo (minimum 300 dpi), up to 50 words of copy, and a clickable URL that leads to information on the product or your whitepaper. Receive a detailed leads report of those who clicked on your ad.



1 issue / \$755
6 issues / \$3,900
12 issues / \$6,480

MAIL DATE
Ad Close is two weeks prior to mail date

February 4	August 5
March 4	September 2 FABTECH
April 15	October 7
May 13	November 25
June 10	

1 issue / \$920
3 issues / \$2,430
6 issues / \$4,050

MAIL DATE
Ad Close is two weeks prior to mail date

February 25
April 29
June 24
August 26
October 14
November 18



VIDEO SHOWCASE

Canadian Fabricating & Welding is offering an exclusive video showcase e-newsletter delivered to 18,000 recipients with lead generation included. Videos will also be placed in premium positions on the CanadianMetalworking.com Video Showcase page on our website for a full year.

PACKAGE OPTIONS

2 videos on site, 1 showcase mailing / \$1,500
4 videos on site, 2 showcase mailings / \$2,500
6 videos on site, 3 showcase mailings / \$3,200

MAIL DATE

Ad Close is two weeks prior to mail date

March 18	May 6	July 29	October 28
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Single-Sponsor Custom E-Blast

This exciting marketing tool is designed to deliver your branded sales message to your target prospects and customers—while delivering you actionable leads that can extend your reach and help you grow your business to new heights!

Cost: For a customized list count and pricing, contact your sales representative.



Reach Your Target Customers and Generate New Leads While Doing It!

▶ CUSTOM DESIGN

- Pick the content and products you want to showcase
- Choose a template format or provide custom html coding
- Optimized for PC, tablet, and mobile devices, ensuring readability

▶ QUALIFIED AUDIENCE

- Select your target prospects based on criteria and number of contacts
- We send the email out to subscribers that are interested in your products from *Canadian Metalworking* and *Canadian Fabricating & Welding*

▶ LEAD DEVELOPMENT

- Within two weeks you will receive a detailed lead report that includes contact information of those that clicked on items within your e-blast

CHOOSE FROM 3 CUSTOMIZED TEMPLATES!



▶ YOU PROVIDE:

- Subject line
- Custom header image or logo (up to 650x275px)
- Primary headline
- Optional intro text (up to 150 words)
- Optional primary Call-to-Action button text and clickable URL
- Up to 8 sections (or 15 sections without copy) call out features, products, or other offerings that include:
 - Photo
 - Section title
 - Up to 75 words of copy
 - Clickable URL

▶ IMAGES SHOULD BE:

- .jpg, .png, or .gif
- Less than 100 kb each
- 650 pixels or less wide

CANADIAN

Fabricating & Welding

Get Your Target Customers' Undivided Attention with Live Webcasts

Promote your latest and greatest products and services and deliver your branded sales message during a LIVE, ONLINE, and INTERACTIVE session with your target customers in Canada!

- **Answer audience questions (via live chat feature) in real-time.**
- **Cultivate new relationships during live Q&A forum following presentation.**
- **Your presentation archived on *Canadianfabweld.com*, which attracts more than 40,000 unique visitors every month*.**

*Publisher's own data.

"What a GREAT way to market! Participation was simple, and we gained considerable exposure leading up to the event. The benefits are tremendous, and I would highly recommend this to anyone. It has already been worth the money!"



**–Adria Iles, Managing Director,
Lantek Systems Inc.**

Your Webcast Marketing Package includes:

- Custom print ad in up to three publication issues
- Three targeted e-blasts prior to webinar
- Medium banner ad in up to 3 e-newsletters
- Medium online banner ad in up to 2 tech cells + 1 featured on publication homepage
- Blog post written by publication editor and promoted on social media channels
- Facebook event created for webinar
- Paid boost on Facebook blog post for increased exposure
- Webinar recording archived on site
- One e-blast to all registrants promoting archived recording
- One social post promoting archived recording
- Receive contact/lead information on all registrants and attendees

A \$25,000 promotional value!



CUSTOM CONTENT LEAD GENERATION PACKAGE

Do you need help producing and distributing original content to a highly targeted audience of audited decision-makers? We will work with you to create a customized campaign and provide the support you need to generate actionable leads through ebooks, case studies, technical/white-papers, and more.

CUSTOM CONTENT MARKETING LEAD GENERATION PROMOTIONAL PACKAGE

(\$25,000 marketing value)*

- The *Canadian Fabricating & Welding* editorial staff helps (if needed) to create the content (e.g., whitepaper, case study, ebook).
- A landing page is created for the content on www.canadianfabweld.com. The URL has a contact form, requiring contact information to access the content. This lead generation activity continues for the length of the campaign.
- A half-page print ad is created to run in *Canadian Fabricating & Welding*. A link is highlighted in the ad to drive people to the custom landing page.
- A customized eblast delivers the content piece to the targeted audience, further supporting lead generation efforts.
- A sponsored-content ad, with link to the content piece on the landing page, is run in the standard monthly *Canadian Fabricating & Welding* newsletter for the length of the campaign.
- Additionally, a 300 x 250 banner ad promoting the content piece is included in up to three *Canadian Fabricating & Welding* newsletters.
- To further promote the lead generation effort, the content is shared across *Canadian Fabricating & Welding's* social media platforms—Facebook, LinkedIn, and Twitter.
- Regular lead reports provide you with an idea of just who is interacting with the custom content piece.



51%

of subscribers said digital media such as email marketing, social media, webinars, and podcasts contribute to their purchasing decision-making process.



***Contact your sales representative for pricing.**



METALWORKING & MANUFACTURING EXPO

- Showcase Products and Services
- Connect with Buyers
- Grow your Business

April 7, 2021 TRADEX — Abbotsford, BC

May 18, 2021 Victoria Inn & Convention Centre — Winnipeg, MB

June 16, 2021 Infinity Convention Centre — Ottawa, ON

Reach buyers in localized manufacturing regions in Canada through a series of one-day, tabletop Metalworking & Manufacturing Expos that bring the latest in machine tools, cutting tools, fabricating and welding technology, metal finishing, quality control, and automation to three venues across the country. They are the perfect forum for industry professionals to preview products and services and network in a relaxed, no-pressure atmosphere.

Reserve Your Exhibit Space Today!

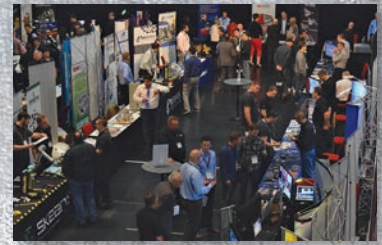
Exhibit Pricing: 1 city \$1,395 | 2 cities \$1,295 per city | 3 cities \$1,095 per city

Add a second table to any location for \$795

CONTACT

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Show Manager/Fabrication Sales
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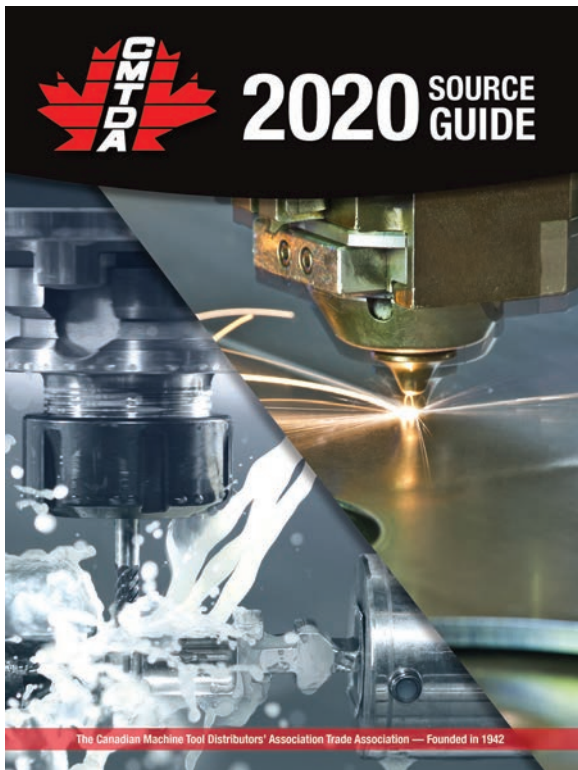
Kathleen Fitzgerald
Metalworking Sales
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kfitzgerald@canadianmetalworking.com



BROUGHT TO YOU BY:



www.metalworkingexpo.com



2021 CMTDA Source Guide

Canadian Metalworking is proud to be the Official Media Partner of the Canadian Machine Tool Dealers Association (CMTDA)

Their stand alone annual member directory is published in March, polybagged and mailed to our full circulation.

Deadline is February 1.

Special member rates apply. Contact your representative for pricing.