

CANADIAN

METALWORKING

IN PRINT | ONLINE | IN PERSON



2021 MEDIA KIT

FEATURING

**MADE
IN
CANADA**

CANADA'S CHOICE

HOME FOR THE MACHINING INDUSTRY SINCE 1905



As we put a chaotic 2020 behind us and look forward to the future, we can see opportunity just as easily as we see crisis. Change has come to the Canadian manufacturing sector as we reexamine our supply chain and show our expertise in new, somewhat untapped industries, such as the medical sector.

Status quo manufacturing has, for the most part, been left in our wake. While tried-and-true processes are comfortable and create stability on the shop floor through repetition, they also need to be modernized to meet the long-term challenges that lie ahead. This modernization is achieved by the adoption of new technology, automation, and a commitment by all parties to end the skilled-trades gap.

A new way of thinking is needed to keep work, jobs, and profits in Canada. Many pathways exist to meet the challenges of 21st century manufacturing, but most start with automation, education, and innovation.

After more than a century of observing the metalworking industry, *Canadian Metalworking* has been witness to many trends, such as the creation of PLCs and CNCs; lean manufacturing strategies; the rise of automation; and advanced manufacturing technologies, such as additive manufacturing (AM) and Industry 4.0-based tools.

Artificial intelligence and virtual/augmented reality are now piquing the interest of manufacturers as they try to incorporate this high level of technology into their operations. As always, increasingly complex equipment is the norm on shop floors. This means that it has become more important than ever before to keep on top of trends, news, and new products, and *Canadian Metalworking* remains committed to giving its readers the best of the best.

At *Canadian Metalworking* it is our ongoing goal to write about the technologies that matter to Canadian manufacturers from coast to coast, technologies that can have a dramatic effect on shop productivity.

Each issue of *Canadian Metalworking* features new-product information, technology advice, business instruction, and stories from innovative shops. During the year readers can expect in-depth coverage of milling, turning, grinding, EDM equipment, quality and measurement devices, and AM technology, as well as software and digital tools designed for manufacturers both large and small.

Canadian Metalworking also is home to information about the consumables of our industry, including carbide inserts and other tooling.

What to Expect in 2021

Because it is our goal to report timely, relevant news, the magazine is Canada's only national magazine covering the machining marketplace to be printed each and every month.

Canadian Metalworking also is a member of a family of magazines dedicated solely to the metal manufacturing industry, including its sister publication, *Canadian Fabricating & Welding*. We also remain the official media sponsor of the major Canadian machine tool shows.

Social media and e-content also remain important, and we supply them through the website (www.canadianmetalworking.com), digital magazine, and e-newsletters. Also expect my comments and thoughts to continue to appear on a regular basis in the magazine, website, and Twitter.



Joe Thompson
Editor



Joe Thompson has been covering the Canadian manufacturing sector for nearly two decades. He is responsible for the day-to-day editorial direction of the magazine, providing a uniquely Canadian look at the world of metal manufacturing.

A graduate of the Sheridan College journalism program, he has published articles worldwide in a variety of industries, including manufacturing, pharmaceutical, medical, and entertainment. He can be reached at jthompson@canadianmetalworking.com.



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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.

70%

of subscribers carry senior level/management titles.



80%

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



64% of subscribers look to *Canadian Metalworking* to help make purchasing decisions.

CANADIAN METALWORKING HAS THE HIGHEST QUALITY CIRCULATION IN THE INDUSTRY



Canadian Metalworking reaches over **18,055** different companies across Canada.

Publisher's own data.



Canadian Metalworking only carries 1st and 2nd year qualified names

CANADIAN METALWORKING HAS A HIGHLY ENGAGED AUDIENCE.



79%

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



Average of **2.0 additional pass-along readers** per issue copy.

CM ADVERTISEMENTS RESULT IN ACTION.

87%

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

<https://www.>

70% visited advertiser's website.

30% bought or recommended the purchase of products or services advertised.



REACH READERS WHO TRUST AND VALUE YOUR ADVERTISING



90% agree that the advertising educates and is an important part of the publication.

83% agree they are more likely to trust a company that advertises its products/services in *Canadian Metalworking*.

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

METALWORKING FOCUS

Enabling lights-out EDM manufacturing

TOOLING FOCUS

Milling tips

MANAGEMENT FOCUS

Preparing for automation

ADVANCED MANUFACTURING FOCUS

Designing for AM

INDUSTRY FOCUS

Automotive

ADVERTISER BONUS

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



FEBRUARY

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

METALWORKING FOCUS

Turning large parts

TOOLING FOCUS

Coatings explained

MANAGEMENT FOCUS

Creating clear work instructions

ADVANCED MANUFACTURING FOCUS

The future of digital manufacturing

INDUSTRY FOCUS

Die/Mould



MARCH

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

METALWORKING FOCUS

Making better holes

TOOLING FOCUS

Improving turning finishes

MANAGEMENT FOCUS

Improving in-house training

ADVANCED MANUFACTURING FOCUS

Implementing an IIoT strategy

INDUSTRY FOCUS

Oil and gas

SPECIAL FEATURE

2021 CMTDA Source Guide
See page 12

BONUS DISTRIBUTION

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



APRIL

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

METALWORKING FOCUS

Improving grinding productivity

TOOLING FOCUS

Parting/grooving strategies

MANAGEMENT FOCUS

Installing shop software

ADVANCED MANUFACTURING FOCUS

Examining modern CNCs

INDUSTRY FOCUS

Transportation

BONUS DISTRIBUTION

Metalworking & Manufacturing Expo
Winnipeg, May 18



MAY

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

METALWORKING FOCUS

Multitasking for complete part creation

TOOLING FOCUS

Tool management strategies

MANAGEMENT FOCUS

Going lean

ADVANCED MANUFACTURING FOCUS

Understanding additive manufacturing

INDUSTRY FOCUS

Power generation

BONUS DISTRIBUTION

- Metalworking & Manufacturing Expo
Ottawa, June 16
- Western Manufacturing Technology Show (WMTS)
Edmonton, June 1-3



JUNE

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

METALWORKING FOCUS

Improving EDM productivity

TOOLING FOCUS

Selecting the right toolholder

MANAGEMENT FOCUS

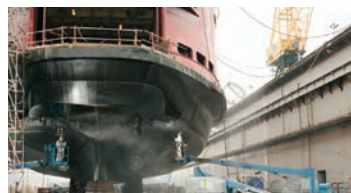
Managing your supply chain

ADVANCED MANUFACTURING FOCUS

Improving measurement work flow

INDUSTRY FOCUS

Job shops



JULY

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

METALWORKING FOCUS

State-of-the-art milling

TOOLING FOCUS

Creating better threads

MANAGEMENT FOCUS

Simple shop automation strategies

ADVANCED MANUFACTURING FOCUS

Choosing a CNC

INDUSTRY FOCUS

Naval/Marine



AUGUST

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

METALWORKING FOCUS

Creating better finishes

TOOLING FOCUS

Advanced milling tips

MANAGEMENT FOCUS

Installing a CAD/CAM system

ADVANCED MANUFACTURING FOCUS

Creating parts using DFM techniques

INDUSTRY FOCUS

Medical



SEPTEMBER

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

METALWORKING FOCUS
Turning difficult materials

TOOLING FOCUS
Solving holemaking challenges

MANAGEMENT FOCUS
Attracting manufacturing talent

ADVANCED MANUFACTURING FOCUS
Choosing an AM machine

INDUSTRY FOCUS
Dental

BONUS DISTRIBUTION

Canadian Manufacturing
Technology Show (CMTS)
Toronto, Oct. 4-7



OCTOBER

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

METALWORKING FOCUS
Grinding strategies explained

TOOLING FOCUS
Managing metalworking fluids

MANAGEMENT FOCUS
Creating an automated workcell

ADVANCED MANUFACTURING FOCUS
Understanding Industry 4.0

INDUSTRY FOCUS
Heavy equipment



NOVEMBER

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

METALWORKING FOCUS
Improving hole quality

TOOLING FOCUS
Selecting the right milling tool

MANAGEMENT FOCUS
Reducing shop waste

ADVANCED MANUFACTURING FOCUS
Installing next-level automation

INDUSTRY FOCUS
Aerospace



DECEMBER

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

METALWORKING FOCUS
Increasing milling metal removal rates

TOOLING FOCUS
Advanced turning tips

MANAGEMENT FOCUS
Creating a continuous improvement environment

ADVANCED MANUFACTURING FOCUS
Large-part additive manufacturing

INDUSTRY FOCUS
Next-Generation leaders

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

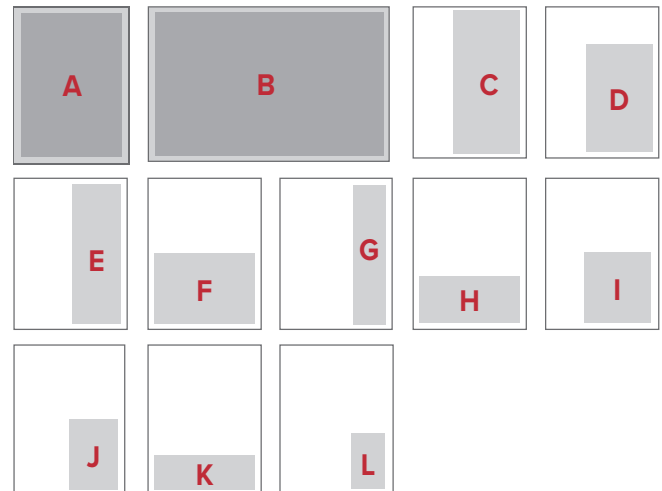
All rates are for four-colour advertising.

UPLOADING AD FILES

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

ADVERTISING SIZES

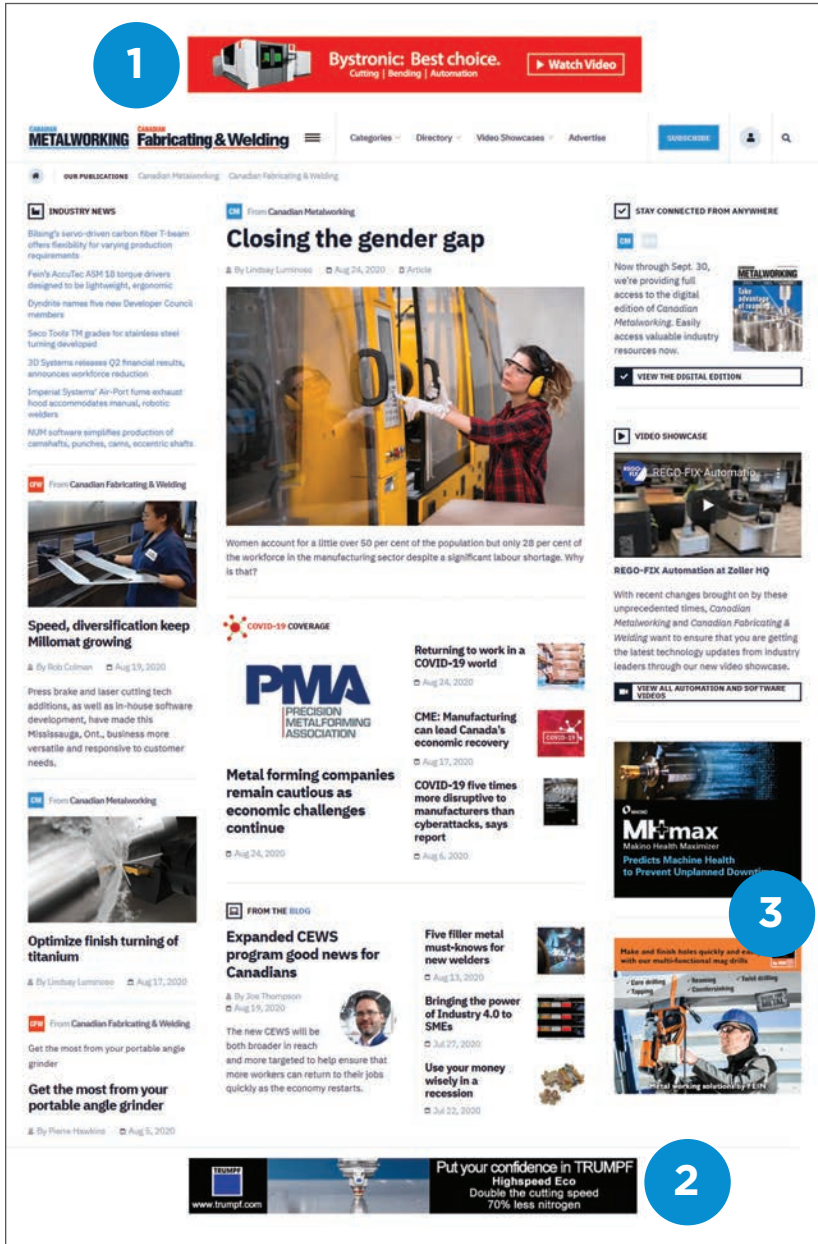
SIZE	WIDTH	HEIGHT	With Bleed	
			WIDTH	HEIGHT
A Full Page (trim size)	8.125"	10.75"	8.375"	11"
Type Safety	7"	10"		
B Double Page (trim size)	16.25"	10.75"	16.5"	11"
C 2/3 page vertical	4.5"	10"		
D 1/2 island	4.5"	7.5"		
E 1/2 page vertical	3.375"	10"		
F 1/2 page horizontal	7"	4.875"		
G 1/3 page vertical	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"		



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—CanadianMetalworking.com

Canadianmetalworking.com is dedicated to delivering the latest industry news and coverage of Canada's metal cutting industry, 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.

Almost **60%** of subscribers said publication websites and/or social media contribute to their purchasing decision-making process. †

70% 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 Metalworking* e-newsletter covering machine tools, cutting tools, metals, quality, and a wide range of industry sector news. It also includes new products, technology, and upcoming event previews.

[†]Publisher's own data.

The screenshot shows the top of the e-newsletter with the logo, social media icons, and the date July 8, 2020. Below the header is a subscription link. The main content area is divided into sections: 1. A 'YOUR ONLINE SERVICE MANAGER' banner for myDMGMORI.com. 2. A 'Virtual event designed to improve digital workflow' article featuring CAD MicroSolutions, Iscar, and Megatec. 3. A 'NEWS' section with an article titled 'Cleaning for COVID-19' and another titled 'Who will save Canada's skilled-trades jobs?'. 4. A 'FEATURED PRODUCT' section for the FARO Gage CMM. 5. Two large promotional banners: 'BACK IN BLACK' by Creaform and 'HYDROSTATIC TESTING COURSE' by CWB Group.

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**

47% 

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

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

Canadian Metalworking E-newsletter Schedule

JANUARY

Ad Close: 1-6-21
Mail Date: 1-13-21

MAY

Ad Close: 4-28-21
Mail Date: 5-5-21

SEPTEMBER

Ad Close: 9-8-21
Mail Date: 9-15-21

FEBRUARY Additive

Ad Close: 2-3-21
Mail Date: 2-10-21

JUNE Additive

Ad Close: 6-2-21
Mail Date: 6-9-21

SEPTEMBER CMTS

Ad Close: 9-22-21
Mail Date: 9-29-21

MARCH

Ad Close: 3-3-21
Mail Date: 3-10-21

JULY

Ad Close: 6-30-21
Mail Date: 7-7-21

NOVEMBER Additive

Ad Close: 10-27-21
Mail Date: 11-3-21

APRIL

Ad Close: 3-31-21
Mail Date: 4-7-21

AUGUST

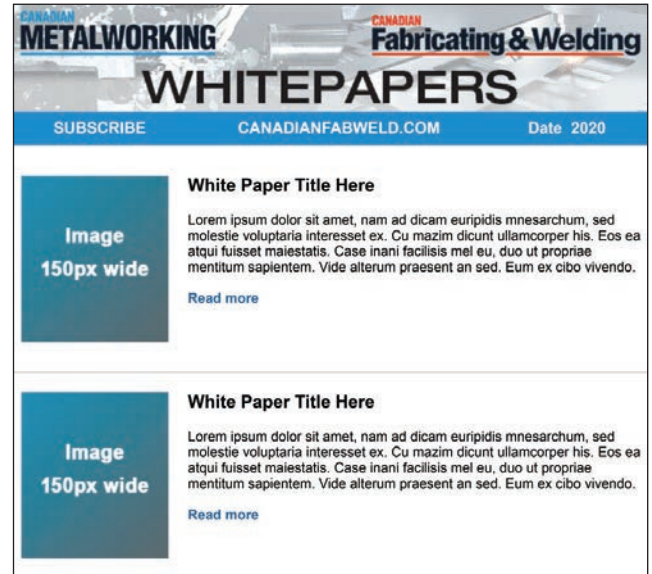
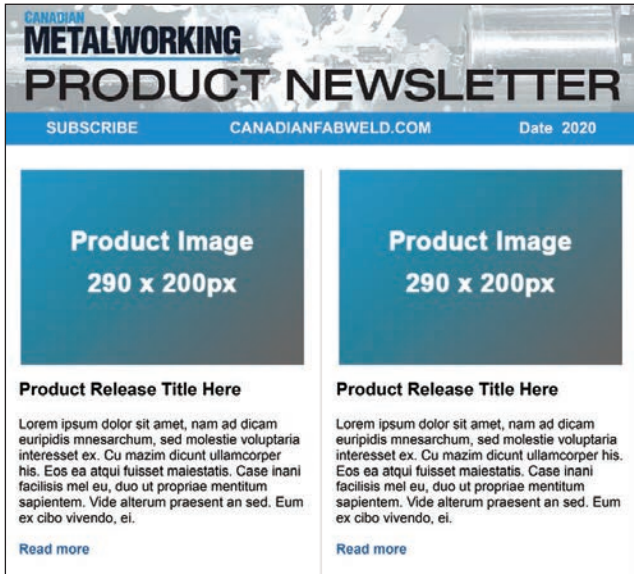
Ad Close: 8-4-21
Mail Date: 8-11-21

DECEMBER

Ad Close: 11-24-21
Mail Date: 12-1-21

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

January 28	August 19
February 18	September 9 CMTS
March 25	September 23 CMTS
April 22	October 21
May 27	November 9
June 17	December 9
July 15	

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 Metalworking 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

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 *CanadianMetalworking.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 Metalworking* 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.canadianmetalworking.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 Metalworking*. 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 Metalworking* 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 Metalworking* newsletters.
- To further promote the lead generation effort, the content is shared across *Canadian Metalworking'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



44%

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!

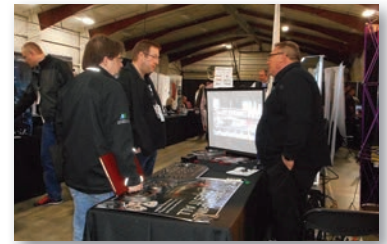
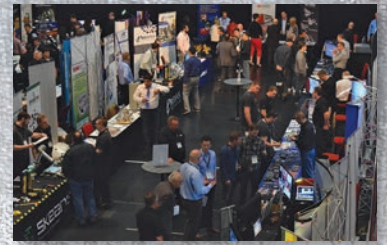
Exhibit Pricing: 1 city \$1,395 | 2 cities \$1,295 per city | 3 cities \$1,095 per city

Add a second table to any location for \$795

CONTACT

Rob Swan
Show Manager/Fabrication Sales
905-315-8342
rswan@canadianmetalworking.com

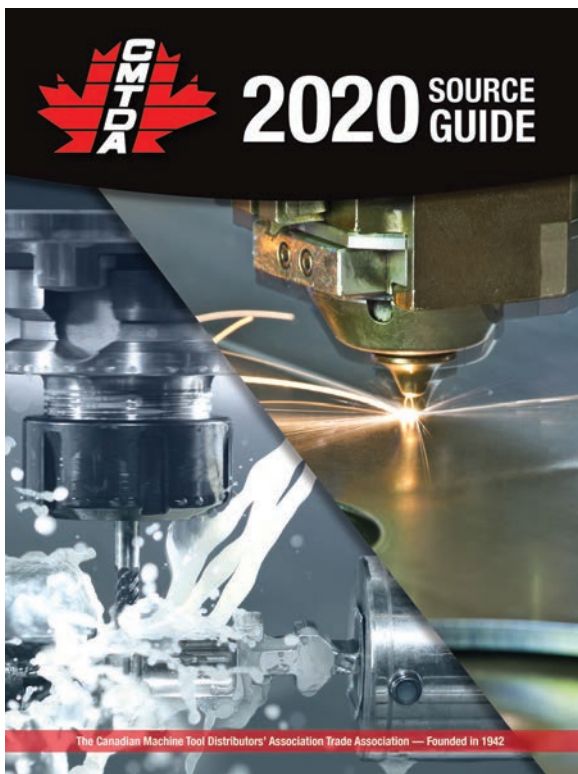
Kathleen Fitzgerald
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647-977-3329 | mobile 815-491-9910
kfitzgerald@canadianmetalworking.com



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.