

Canadian Plastics

CANADA'S ONLY PLASTICS MAGAZINE

REACH THE DECISION MAKERS IN CANADA'S PLASTICS INDUSTRY!

87% of Canadian Plastics Readers are involved in the purchase of plastics materials, equipment and services.*

*Plastics Industry Readership Survey, G. Bramm & Associates, March 2010



TYPICAL READERS INCLUDE PLASTICS PROFESSIONALS LIKE:

1. Jean Marois, R&D director, Royal Products
PROFILE EXTRUDERS
2. Ian Ferguson, vice president, Grant Ferguson, vice president sales
and marketing, Chantler Packaging Inc.
FLEXIBLE PACKAGERS
3. Arthur Kupracz, tooling & mold design, Mega Brands
INJECTION MOLDERS
4. Jim Ellies, president and COO, Gracious Living Innovations Inc.
EXTRUDERS
5. Brian Bendig, president, Cavalier Tool & Manufacturing Ltd.
MOLDMAKERS
6. Alan Crossley, president, Rotovac Group Inc.
ROTATIONAL MOLDERS

2016 MEDIA KIT

YOUR BEST VALUE

to REACH the Canadian plastics market whether in print or electronically

Since 1943, we've set the standard in plastics journalism in Canada – providing decision makers from coast to coast with the information they need to effectively run their businesses.

Canadian Plastics celebrated its 70th anniversary in 2013. It's the oldest print magazine in North America serving the plastics industry. But we've kept up with the times and also offer a full suite of electronic advertising options as well as print. Our web site gets over 10,000 unique visitors a month. Plus, we send more than 100 e-newsletters to approximately 8,000 opt-in subscribers (all CASL compliant).



CANADIAN PLASTICS

offers an unbeatable editorial package

- High quality, on-target content provides you with direct and meaningful connections to over 10,000 decision makers in Canada's plastics industry
- Credible and trusted source of information
 - Published 6x a year, plus an annual Buyers' Guide

OUR READERS BUY WHAT YOU SELL

CANADIAN PLASTICS READERS RESPOND TO YOUR ADVERTISING



Every year, we survey our readers and offer our advertisers a report on the effectiveness of their advertising. Here are the results from the survey done on ads in our October 2015 issue:

What actions will you take as a result of seeing this ad?

Keep the ad for future reference	69%
Visit the advertiser's web site	34%
Discuss the ad or call it to someone else's attention	19%
Use the ad to recommend a purchase	12%
Telephone the advertiser	10%

Were you already aware of this advertiser and their products/services before you saw this ad?

Yes – 58% No – 42%

Purchasing influence of Canadian Plastics readers

Resins & compounds	59%
Auxiliary equipment	47%
Testing equipment	45%
Additives, fillers, colorants	43%
Extruders	35%
Other primary processing machines	33%
Equipment parts & components	32%
Controls & monitoring instruments	31%
Injection molding machines	30%
Production consumables (e.g. purging compound, mold release spray, etc.)	30%
Moldmaking components & supplies	26%
Hot runners	17%
Other materials/equipment/services	34%

(Source: Plastics Industry Reader Survey, G. Brann & Associates, Mar 2010)

CIRCULATION

Advertising with us in print and online allows you to reach and influence the key decision makers at Canadian plastics processors, moldmakers and end-users. Total qualified circulation: 10,150 (June 2014 Alliance for Audited Media statement)

By job title, the circulation of Canadian Plastics is:

Senior Management 50%	Purchasing 5%
Production & Plant Operation 21%	Sales & Marketing 6%
Engineering (including Design) 10%	Other Qualified Personnel 3%
R&D, Technology 6%	

EDITORIAL

The editorial mission of Canadian Plastics is to report on and interpret developments in plastics markets and technology worldwide for plastics processors, moldmakers and end-users in Canada.

READERSHIP

Canadian Plastics readers spend an average of 32 minutes with each issue. Plastiques et moules readers spend an average of 27 minutes with each issue. The Canadian Plastics Buyers Guide is used an average of 17 times a year.

(Source: Plastics Industry Readership Study, G. Brann & Associates, March 2010)

Our web site, www.canplastics.com gets over 10,000 unique visitors a month. Our twice weekly newsletter is sent to approximately 8,000 subscribers and gets an average open rate of 20%.

A FULL SPECTRUM OF MARKETING TOOLS

BE PART OF ALL THE ON-LINE ACTION.

Market your company online and keep in front of and connected to plastics professionals daily. A complete range of web site and newsletter marketing opportunities is available.

WEB SITE: www.canplastics.com gets over 10,000 unique visitors a month who use our site for breaking news, online buyers' guide, resin pricing updates, events, searchable article archives and more. This is the Canadian plastics industry's favorite web site and offers you cutting-edge on-line marketing opportunities.

ENEWSLETTER: Our popular free newsletter is sent to approximately 8,000 subscribers each Tuesday and Thursday and gets an average open rate of 20%.

Plastics Productivity Centre: new products newsletter, with hard sales leads: Will be emailed 9x/year (Feb, Mar, Apr, May, June, Aug, Sept, Oct, Nov.) to over 8,000 subscribers. Ad units consist of a product photo, 75 words of text, and a link to your web site. Advertisers get a weekly report with the full contact information on who clicked on their link. The average is 17 leads per ad.

EMAIL BLASTS: We'll email your marketing messages to key decision makers in Canada's plastics industry. Response is immediate and measurable.

CUSTOM EMAIL NEWSLETTER: Really connect with your audience by bringing them news and information they want in your own customized newsletter format.

VIDEOS: Be a sponsor of CanPlastics TV, the biweekly news video on our web site. Or have your own video posted in the Sponsored Video section of our web site. Use the services of our company's professional videographer to shoot and/or edit a video product demonstration, customer testimonial or interview with your key staff that engages and informs customers.

WEBCASTS: Sponsor a web seminar conducted by our editorial staff on a topic of your choice, or supply your own webcast. For details and rates, please click on the Media Kit tab on our web site, www.canplastics.com

In addition to advertising in print or electronically, we offer marketers a suite of creative tools that can capture the attention of their target audience with powerful effect:

LIST RENTALS: Business Information Group provides high quality prospect lists in over 20 industries for direct mail and telemarketing campaigns. Select names by job function, region, or business type.

REPRINTS: Get reprints of an article, either in PDF or paper format.

RESEARCH: We offer custom research services to help you identify customer preference, new product development opportunities and more. Please contact us for a free consultation and/or quote on any of the above.

Canadian Plastics supports important industry associations.

We are members of: **CAMM, CPIA, FEPAC, SPE**

We are members of key publishing associations: **AAM, CBP**

2016 EDITORIAL SCHEDULE

CANADIAN PLASTICS

FEBRUARY

Ad space close: January 7

Ad material: January 15

- Injection molding benchmark survey results
- Granulators & shredders
- Purging compounds
- Additive manufacturing/3-D printing

Special polybag offer to injection molders & extruders

APRIL

Ad space close: February 29

Ad material: March 10

- Rotational molding
- Pipe & profile extrusion
- Chillers
- Challenges of rising electricity prices

JUNE

Ad space close: April 21

Ad material: May 5

- Plastics recycling
- Dryers
- Profiles of leaders: Canadian Plastics Industry Association Leader of the Year, and other award-winners
- Moldmaking Report

Special polybag offer to injection molders & moldmakers

SEPTEMBER

Ad space close: August 5

Ad material: August 15

- Automotive
- Packaging Report
- Robots & automation
- K2016 preview

OCTOBER

Ad space close: September 7

Ad material: September 15

- Raw materials handling equipment
- Medical parts molding
- Colorants
- Hot runners

Special polybag offer to injection molders & extruders

NOVEMBER

Ad space close: October 6

Ad material: October 14

- Resin Outlook: Supply, demand and pricing forecasts for the major commodity and engineering resins
- Injection molding
- Pipe & profile extrusion benchmark survey results
- ExpoPlast preview

CANADIAN PLASTICS BUYERS' GUIDE

Published December 2016

Ad space close: September 30

Ad material: October 14

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Your best single advertising investment to cover the Canadian plastics market for a full year. Used an average of 17X a year, according to an independent readership survey.

2016 Advertising Rates & Dimensions (Canadian funds, gross)

CANADIAN PLASTICS MAGAZINE & BUYERS' GUIDE

(Rate Card 148, Effective Jan. 1, 2016)

BLACK & WHITE

Ad Size	1x	3x	6x
Page	\$5330	\$5170	\$4685
2/3 page	\$5030	\$4535	\$4125
1/2 island	\$4745	\$4290	\$3895
1/2 page	\$3825	\$3520	\$3245
1/3 page	\$2805	\$2605	\$2340
1/4 page	\$2190	\$2030	\$1835
1/6 page	\$1325	\$1235	\$1105

Extra cost for color for display ads in Canadian Plastics magazine and Buyers' Guide

Four-color: \$1250; Matched (PMS color): \$835; Standard* color: \$705

*standard colors: cyan, yellow, magenta, red (100% yellow, 100% magenta), green (100% cyan, 100% yellow)

Literature Review ads, Magazine (four color only, 1/8th pg)	1x	3x	6x
	\$635	\$625	\$540

Business Card Classified

Single card (3-3/8" x 1-1/4")	\$350	\$335	\$295
Double card (3-3/8" x 2-1/2")	\$635	\$600	\$520

Classified Ads, per Column Inch	\$155	\$145	\$130
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The extra cost to add one standard color to business card and classified ads is \$65 for one standard color, \$100 for two standard colors.

2017 Buyer's Guide Rates:

Super Sales Builder ad (2-1/2" wide x 4" deep), B&W: \$795

Sales Builder ad (2-1/2" wide x 2" deep), B&W: \$450

Logo over listing (B&W): \$195

Enhanced Internet Listing: \$195/year

Position Charges, all publications

IFC, IBC: 15% premium on space and color;

OBC: 30% premium on space and color.

Divider tabs in Canadian Plastics Buyers'

Guide: 10% premium on space and color.

FILE SUBMISSION

Hi-res pdfs, with fonts embedded and crops included, are to be uploaded to the Annex loading dock at: annexnorth.loadingdock.ca

1. Enter your email address.
2. Write a brief description of the file. Be sure to include the publication name and month.
3. Under notifications select Debbie Smith, Production Coordinator
4. Select the number of files you are uploading and attach file/s.

COPY AND CONTRACT REGULATIONS

- Cancellation of print ads is not accepted after the ad space reservation date for that issue.
- If ad space contracted for is not used in full within 12 months of contract date, Advertiser will pay Publisher for all space used at prevailing rate card rate.
- Publisher is not bound by any condition, printed or otherwise, appearing on contracts or copy instructions, when such conflicts with policies covered by this rate card.
- Customs duties and sales taxes on imported inserts are chargeable to the Advertiser.
- Advertiser and Agency agree that the Publisher shall be under no liability for their failure for any cause to insert any advertisement.
- Publisher reserves the right to hold the Advertiser and/or its Advertising Agency jointly and severally liable for such monies as are due and payable to the Publisher.
- Invoice terms are net 30 days.

ELECTRONIC ADVERTISING

Ad types:

Leader Board (Super Banner) - 728 x 90 pixels

Big Box - 300 x 250 pixels

Tile - 225 x 90 pixels

Text Ad - Enewsletter - Approx. 620 x 130 pixels

Image: 140 x 105 pixels;

Max. characters (with spaces): headline-45, body-300

* Do not include any website addresses in the body of the ad.

For rates and details on ads on our **web site, enewsletter; email advertiser broadcasts**, other electronic advertising, see Electronic Ad information sheet in the Media Kit link on the home page at www.canplastics.com

PLASTICS PRODUCTIVITY CENTRE EBLAST SCHEDULE

9x/year, on the second Wednesday of the month

February 10, March 9, April 13, May 11, June 8, August 10,

September 14, October 12, November 9.

DISPLAY ADVERTISING MEASUREMENTS

	Width	Depth	Width	Depth
Full page	7"	10"	178mm	254mm
Bleed full page	8-3/8"	11"	213mm	279mm
Double page spread	15-1/4"	10"	388mm	254mm
2/3 vertical	4-1/2"	10"	114mm	254mm
2/3 horizontal	7"	6-1/2"	178mm	165mm
1/2 island	4-1/2"	7-1/2"	114mm	190 mm
1/2 vertical	3-3/8"	10"	86mm	254mm
1/2 horizontal	7"	4-7/8"	178mm	124mm
1/3 vertical	2-1/8"	10"	54mm	254mm
1/3 horizontal	7"	3-1/4"	178mm	83mm
1/3 square	4-1/2"	4-7/8"	114mm	124mm
1/4 vertical	3-3/8"	4-7/8"	86mm	124mm
1/4 horizontal	7"	2-1/4"	178mm	57mm
1/6 vertical	2-1/8"	4-7/8"	54mm	124mm
Publication trim size	8-1/8"	10-3/4"	206mm	273mm

FOR ADVERTISING SPECS, PLEASE VISIT

WWW.CANPLASTICS.COM, AND CLICK ON THE MEDIA KIT LINK ON THE HOME PAGE