

CANADA'S ONLY PLASTICS MAGAZINE

Canadian Plastics

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:



Amir Karim, chief operating officer
Polykar Industries
PE FILM MAKERS



Michael Gossack, president
MY3DAGENCY.COM
3D PRINTERS



Terry Elliott, president
Scepter Corporation
INJECTION MOLDERS & BLOW MOLDERS



Solenne Brouard Gaillot, CEO
Polystyvert Inc.
PLASTIC RECYCLERS



Normand Lamoureux, president and CEO
Lefko Plastic Products Inc.
BLOW MOLDERS



Michael Draga, director of sales
Universal Gravo-Plast Inc.
INJECTION MOLDERS & MOLDMAKERS

MEDIA KIT

2017

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 will be celebrating its 74th anniversary in 2017. 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).



CanadianPlastics

offers an unbeatable editorial package

- » High quality, on-target content provides you with direct and meaningful connections to over 10,000 decisions 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 2016 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%

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: 10,202
(June 2016 Alliance for Audited Media statement)

By job title, the circulation of Canadian Plastics is:

- Senior Management 55%
- Production & Plant Operation 19%
- Engineering (including Design) 9%
- R&D, Technology 6%
- Purchasing 5%
- Sales & Marketing 6%
- Other Qualified Personnel 1%

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. The Canadian Plastics Buyers Guide is used an average of 17 times a year.

(Source: Plastics Industry Readership Study, G. Bramm & 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 24%.

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. Bramm & Associates, Mar. 2010)

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 monthly 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: Annex Business Media 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**

2017 EDITORIAL SCHEDULE

Canadian Plastics

FEBRUARY

Ad space close: January 13

Ad material: January 20

- » Injection molding
- » Granulators & shredders
- » Purging compounds
- » Challenges of the cap-and-trade policy

Special polybag offer to injection molders and/or extruders

APRIL

Ad space close: March 3

Ad material: March 10

- » Pipe & profile extrusion
- » Hot runners — focus on new technologies
- » Chillers
- » Additive manufacturing/3D printing
- » Plast-Ex Preview

JUNE

Ad space close: May 5

Ad material: May 12

- » Blow molding — focus on new technologies
- » Plastics recycling
- » Dryers
- » Moldmaking

Special polybag offer to injection molders and/or moldmakers

SEPTEMBER

Ad space close: August 11

Ad material: August 18

- » Automotive
- » Packaging
- » Robots & automation
- » Hot runners — troubleshooting tips

OCTOBER

Ad space close: September 15

Ad material: September 22

- » Profiles of leaders: Canadian Plastics Industry Association Leader of the Year, and other award-winners
- » Raw materials handling equipment
- » Granulators & shredders — focus on best operating practices
- » Additives & colorants

Special polybag offer to injection molders and/or extruders

NOVEMBER

Ad space close: October 20

Ad material: October 27

- » Materials: Case studies of cutting-edge applications
- » Injection molding — troubleshooting tips
- » Pipe & profile extrusion
- » Moldmaking

CANADIAN PLASTICS BUYERS' GUIDE

Published December 2017

Ad space close: November 24

Ad material: December 1

Canadian Plastics

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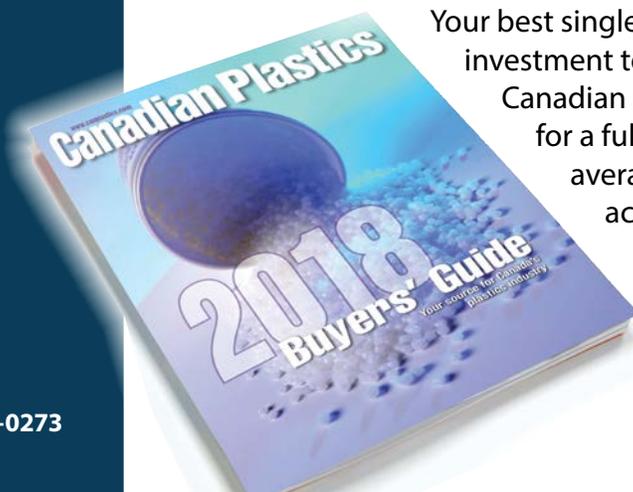
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Your best single advertising investment to cover the Canadian plastics market for a full year. Used an average of 17X a year, according to an independent readership survey.

2017 Advertising Rates & Dimensions (Canadian funds, gross)

CANADIAN PLASTICS MAGAZINE & BUYERS' GUIDE

(Rate Card 150, Effective Jan. 1, 2017)

BLACK & WHITE

Ad Size	1x	3x	6x
Page	\$5436	\$5273	\$4780
2/3 page	\$5130	\$4625	\$4210
1/2 island	\$4840	\$4376	\$3973
1/2 page	\$3901	\$3590	\$3310
1/3 page	\$2861	\$2657	\$2387
1/4 page	\$2234	\$2070	\$1872
1/6 page	\$1352	\$1260	\$1127

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, 1/8 th 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	1x	3x	6x
	\$155	\$145	\$130

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.

2018 Buyer's Guide Rates — printed in December 2017

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.

Inserts, Polybags, Business Reply Cards

— Rates available on request

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 Trina Dillon, 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

Website ad types:

Leaderboard (Super Banner)	728 x 90 pixels
Big Box	300 x 250 pixels
Tile	225 x 90 pixels
Label Banner	300 x 60 pixels
Smartphone	300 x 50 pixels

Enewsletter type ads:

Leaderboard	728 x 90 pixels
Sponsored Spotlight (Big Box)	300 x 250 pixels + Headline 5-10 words + Copy 75-100 words
Big Box	300 x 250 pixels
Smartphone	300 x 50 pixels

PLASTICS PRODUCTIVITY CENTRE EBLAST SCHEDULE

9x/year, on the Wednesday in the middle of the month
February 15, March 15, April 19, May 17, June 14, August 16,
September 13, October 11, November 15.

DISPLAY ADVERTISING MEASUREMENTS

Width x Depth in inches	Live area no bleed	Trim	Bleed
Full page	7"x10"	8" x 10.875"	8.25" x 11.125"
DPS	15" x 10"	16" x 10.875"	16.25" x 11.125"
2/3 vertical	4.625" x 10"	5.125" x 10.875"	5.25" x 11.125"
2/3 horizontal	7" x 6.75"	8" x 7.25"	8.25" x 7.375"
2/3 horizontal spread	15" x 6.75"	16" x 7.26"	16.25" x 7.375"
1/2 pg island	4.625" x 7.5"		
1/2 pg island spread	10.25" x 7.5"	10.25" x 8"	10.25" x 8.125"
1/2 pg horizontal	7" x 5"	8" x 5.5"	8.25" x 5.625"
1/2 pg horizontal spread	15" x 5"	16" x 5.5"	16.25" x 5.625"
1/2 pg vertical	3.375" x 10"	3.875" x 10.875"	4" x 11.125"
1/3 pg square	4.625" x 5"		
1/3 pg vertical	2.125" x 10"	2.625" x 10.875"	2.75" x 11.125"
1/3 pg horizontal	7" x 3.25"		
1/4 pg vertical	3.375" x 5"		
1/4 pg horizontal	7" x 2.25"		
1/6 pg vertical	2.125" x 5"		
1/6 pg horizontal	4.625" x 2.5"		

FOR ADVERTISING SPECS, PLEASE VISIT WWW.CANPLASTICS.COM,
AND CLICK ON THE MEDIA KIT LINK ON THE HOME PAGE