Brands Still Matter

How many Facebook followers do you have? Have you made contact with the right social media followers to help promote your product? How long has it been since you updated your YouTube channel with a new video? Did you ever get around to creating that Pinterest page, the one for your company, not the one for your pie recipes?

If you are involved in even some of these activities, you know it can be quite the commitment. The rise of the internet and social media has democratized information dissemination, but it hasn't necessarily made it easier. Back in the day, a few gatekeepers, trade journals and professional associations, had the keys to unlock the door to valuable audiences; today anyone can start building their own list using a website and associated digital channels. But if you go it alone, you better be committed to continuous content development. The internet doesn't rest, and its users have a voracious appetite for new and interesting content.

Fortunately for those that don’t have the time or resources to maintain a consistent commitment to digital marketing efforts, Canadian Fabricating & Welding can help through not only its publication and associated website, but also through our association with FABTECH®, FABTECH Canada, and our regional Metalworking Manufacturing & Production (MMP) Expos.

Canadian Fabricating & Welding is entering its fifth year of providing readers with key metal fabricating and welding information as a stand-alone publication, but it is the culmination of industry input for more than 100 years under the Canadian Metalworking brand. Add to that our association with The FABRICATOR® and you have a brand powerhouse with a rich history in the North American market, and the reach to help ensure you get your message to the right people.

Canadian Fabricating & Welding reaches more than 30,000 qualified* and BPA-audited subscribers every month, and once they finish reading each issue they usually pass it along to a co-worker or a decision-maker. In fact, on average, each issue is passed along to 2.1 additional readers for a total potential reading audience of 93,043 people every month**.

But as mentioned, Canadian Fabricating & Welding is more than just a magazine or a website. As the official sponsor and show guide partner for FABTECH Canada, we give you an opportunity to lay the groundwork for booth visits ahead of the show through targeted advertising. Our regional MMP Expos create opportunities to reach out in person to potential customers in Winnipeg, Abbotsford, and other destinations in eastern Canada. And as the Canadian publication associated with FABTECH Las Vegas, we can help you target the many Canadians who attend the U.S. show to expand their fabricating technology knowledge. We can tailor a plan for you that gives you a chance to reach decision-makers on the page, online and in person.

Quality editorial content has helped build our qualified list of subscribers. These are owners, executives, and managers of manufacturing businesses that want to stay updated on the latest technology, business practices, and industry trends. They are the people who walk the tradeshow floors, but they also are the people who can’t make it to the shows. For them, our brands are their link to what’s happening in metal fabrication.

So let us help you reach them. We’ve done all the hard work. Our many channels can help you to connect with manufacturers hungry for your products and services:

- **The Power of Print**—No organization has the reach FMACC does into all aspects of the Canadian marketplace. We can find the right audience for your message.
- **Unrivaled Online Properties**—Our website is unmatched in Canada in terms of archived technical content, with fresh features and blogs being added weekly.
- **Impactful Digital Offerings**—Product newsletters, whitepaper mailings, and customized e-blasts have emerged as valuable tools for harvesting actionable leads. These tools are favourites for marketers looking for an instant impact in this marketplace.
- **Customized Content**—Want to post a whitepaper on our website? Interested in developing a video to be shared via e-newsletter and our social media channels? Have you thought about a research paper that could be included in one of our print publications and also shared digitally with a targeted email list? Remember, we have the audience. If you have an idea, we can help to create a unique marketing plan to maximize reach.

Don’t be fooled by the idea that you can build sustained brand recognition overnight. Work with the industry’s No. 1 influencer in the fabricating and welding space. Brands still matter. If you want to be the best, you need to be associated with the best.

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.

He can be reached at 905-235-0471 and rcolman@canadianfabweld.com.
REACH THE DECISION-MAKERS AT YOUR TARGET BUYING COMPANIES.

66% of subscribers are either a corporate executive, manufacturing engineer, manufacturing production supervisor, in production design/R&D, or purchasing.

CURRENT READERS ARE BUYING...AND SOON.

Almost 50% of subscribers plan on making a capital equipment purchase within the next year and a half.

PLUS 20% additional subscribers haven’t ruled out the possibility.

Nearly 70% of subscribers are potential buyers for your newest products and services in 2020/21.

CANADIAN FABRICATING & WELDING HAS A HIGHLY ENGAGED AUDIENCE.

77% of subscribers spend at least 15 minutes engaging with each issue. (est. 23,112)

All subscribers spend an average of 33.7 minutes reading each issue.

Average of 1.7 pass-along readers per issue copy. Total potential reading audience of 81,041.

CANADIAN FABRICATING & WELDING LEADS THE PACK BY A MARGIN OF OVER 3-1!

Canadian Fabricating & Welding is considered the “most useful in making purchasing decisions” over closest competitor publication.

CFW ADVERTISEMENTS RESULT IN ACTION.

89% of all respondents reported having taken one or more actions as a result of reading advertisements in Canadian Fabricating & Welding.

20% requested additional information from an advertiser.

74% visited advertiser’s website.

12% bought products or services advertised.

23% referred an ad to co-worker or decision-maker.

16% recommended the purchase of advertised products or services.

10% connected with an advertiser via social media site (Facebook, Twitter, etc.).

92% of subscribers have purchasing influence in one or more categories at their companies.

All data presented here was collected through a survey conducted by Harvey Research Inc., January 2019 issue. Base: 260 subscribers surveyed via the internet (3 studies).
### 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
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| Ad Close: 12-5-19  
Ad Material: 12-12-19 | Ad Close: 1-9-20  
Ad Material: 1-16-20 | Ad Close: 2-6-20  
Ad Material: 2-13-20 | Ad Close: 3-12-20  
Ad Material: 3-19-20 |
| **BENDING & FORMING**  
Bending Automation | **BENDING & FORMING**  
Press brake tooling | **BENDING & FORMING**  
Roll Forming | **BENDING & FORMING**  
Lean Press Brake Strategies |
| **CUTTING**  
Fibre Laser Cutting | **CUTTING**  
Nesting | **CUTTING**  
Plasma cutting | **CUTTING**  
Punch Press Advancements |
| **ASSEMBLY, FINISHING & JOINING**  
Collaborative Robots | **ASSEMBLY, FINISHING & JOINING**  
Welding Throughput | **ASSEMBLY, FINISHING & JOINING**  
Welding Helmet Improvements | **ASSEMBLY, FINISHING & JOINING**  
Lean Assembly Strategies |
| **WELDING TECH**  
SMAW Strategies | **WELDING TECH**  
Welding Shielding Gases | **WELDING TECH**  
Structural Steel Welding | **WELDING TECH**  
Submerged Arc Welding |
| **TUBE & PIPE/HEAVY FAB**  
Saws | **TUBE & PIPE/HEAVY FAB**  
Tube Bending | **TUBE & PIPE/HEAVY FAB**  
Finding Efficiencies in Plate Cutting | **TUBE & PIPE/HEAVY FAB**  
Oxyfuel Cutting/Material Handling |
| **THE SMART FACTORY/ MANAGEMENT**  
Automation safety | **THE SMART FACTORY/ MANAGEMENT**  
Prepping for Smart Factory Automation | **THE SMART FACTORY/ MANAGEMENT**  
Lean Management | **THE SMART FACTORY/ MANAGEMENT**  
Connecting the Office and the Shop Floor |
| **FOCUS**  
FABTECH Recap | **FOCUS**  
Energy | **FOCUS**  
Robotics | **FOCUS**  
Automotive |

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<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
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Ad Material: 6-18-20 | Ad Close: 7-9-20  
Ad Material: 7-16-20 | Ad Close: 8-6-20  
Ad Material: 8-13-20 | Ad Close: 9-3-20  
Ad Material: 9-10-20 |
| **BENDING & FORMING**  
Press Brake Safety | **BENDING & FORMING**  
Panel Bending | **BENDING & FORMING**  
Press Brake Management Strategies | **BENDING & FORMING**  
Stamping |
| **CUTTING**  
High-powered Laser Cutting | **CUTTING**  
Smart Cutting Automation | **CUTTING**  
Punching Tooling Organization | **CUTTING**  
Laser Marking/Part Identification |
| **ASSEMBLY, FINISHING & JOINING**  
Grinding and Polishing Techniques | **ASSEMBLY, FINISHING & JOINING**  
Deburring | **ASSEMBLY, FINISHING & JOINING**  
Hand Tools | **ASSEMBLY, FINISHING & JOINING**  
Weld Process Monitoring |
| **WELDING TECH**  
Robotic Welding in the Job Shop | **WELDING TECH**  
GMAW Strategies | **WELDING TECH**  
Welding Consumables Review | **WELDING TECH**  
Welding Power Sources Review |
| **TUBE & PIPE/HEAVY FAB**  
Handling Large Weldments | **TUBE & PIPE/HEAVY FAB**  
Fume Management | **TUBE & PIPE/HEAVY FAB**  
Tube Welding | **TUBE & PIPE/HEAVY FAB**  
Material Handling |
| **THE SMART FACTORY/ MANAGEMENT**  
Planning Capital Equipment Investment for Small Shops | **THE SMART FACTORY/ MANAGEMENT**  
Shop Software/Training | **THE SMART FACTORY/ MANAGEMENT**  
Welding Management Technology | **THE SMART FACTORY/ MANAGEMENT**  
The Paperless Shop Floor |
| **FOCUS**  
Job Shops in Canada | **SHOW COVERAGE**  
IMTS Preview | **FOCUS**  
Furniture | **SHOW COVERAGE**  
FABTECH Preview |

**BONUS DISTRIBUTION**  
Metalworking Manufacturing & Production Expo  
Abbotsford, B.C., April 2  
**BONUS DISTRIBUTION**  
Metalworking Manufacturing & Production Expo  
Winnipeg, May 27  
**BONUS DISTRIBUTION**  
IMTS Chicago, Sept. 14-19  
**BONUS DISTRIBUTION**  
FABTECH Las Vegas, Nov. 18-20  

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.
## 2020 Advertising Rates & Ad Sizes

### ADVERTISING RATES

Rates are in Canadian dollars.

<table>
<thead>
<tr>
<th>Size</th>
<th>1-3x</th>
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<th>7-9x</th>
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<td>2,272</td>
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<td>948</td>
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<td>785</td>
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All rates are for four-colour advertising.

### UPLOADING AD FILES


### ADVERTISING SIZES

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<td></td>
</tr>
<tr>
<td>D 1/2 island</td>
<td>4.5&quot;</td>
<td>7.5&quot;</td>
<td></td>
</tr>
<tr>
<td>E 1/2 page vertical</td>
<td>3.375&quot;</td>
<td>10&quot;</td>
<td></td>
</tr>
<tr>
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<td>G 1/3 page vertical</td>
<td>2.125&quot;</td>
<td>10&quot;</td>
<td></td>
</tr>
<tr>
<td>H 1/3 page horizontal</td>
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<td></td>
</tr>
<tr>
<td>I 1/3 page square</td>
<td>4.5&quot;</td>
<td>4.875&quot;</td>
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<tr>
<td>J 1/4 page vertical</td>
<td>3.375&quot;</td>
<td>4.875&quot;</td>
<td></td>
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<tr>
<td>K 1/4 page horizontal</td>
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<td>2.375&quot;</td>
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<tr>
<td>L 1/9 page vertical</td>
<td>2.5&quot;</td>
<td>3.375&quot;</td>
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</tbody>
</table>

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**BONUS DISTRIBUTION**

- **FABTECH Canada**
  - Montreal, May 11-13
  - Winnipeg, May 27
- **FABTECH Canada Preview**
  - Toronto, June 16-18
- **OFFICIAL SHOW PUBLICATION**

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**MAY**

- **Ad Close:** 4-9-20
- **Ad Material:** 4-16-20
  - **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**
    - Protecting Against Repetitive Strain Injuries
  - **SHOW COVERAGE**
    - FABTECH Canada Preview

**JUNE**

- **Ad Close:** 5-7-20
- **Ad Material:** 5-14-20
  - **BENDING & FORMING**
    - Part Design for Efficient Bending
  - **CUTTING**
    - Waterjet Cutting
  - **ASSEMBLY, FINISHING & JOINING**
    - Laser Welding
  - **WELDING TECH**
    - Welding Safety
  - **TUBE & PIPE/HEAVY FAB**
    - Ironworkers/Bevelling Tube
  - **THE SMART FACTORY/ MANAGEMENT**
    - Additive Manufacturing
  - **FOCUS**
    - Agriculture

---

**NOVEMBER**

- **Ad Close:** 10-8-20
- **Ad Material:** 10-15-20
  - **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:** 11-5-20
- **Ad Material:** 11-12-20
  - **CUTTING**
    - Waterjet Cutting
  - **ASSEMBLY, FINISHING & JOINING**
    - Part ID/Marking
  - **WELDING TECH**
    - Advanced Joining Processes
  - **TUBE & PIPE/HEAVY FAB**
    - Plate Rolling
  - **THE SMART FACTORY/ MANAGEMENT**
    - NDT
  - **FOCUS**
    - Next Generation Manufacturing Leaders
ONLINE BANNER ADS

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. According to a 2019 Harvey Research Study, almost 88 percent of Canadian Fabricating & Welding subscribers use the internet when making purchasing decisions.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Homepage</th>
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<tbody>
<tr>
<td>Leaderboard in header 728 x 90*</td>
<td>$925</td>
<td>$925</td>
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<tr>
<td>Leaderboard in stream 728 x 90</td>
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<td>Medium Banner 300 x 250</td>
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<td>$705</td>
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<tr>
<td>Video</td>
<td>$875</td>
<td>$875</td>
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*Advertisers must also provide same art in 320 x 50 for mobile use. Net rates are in Canadian dollars.

E-NEWSLETTER BANNER ADS

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.

<table>
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<tr>
<td>Medium Banner 300 x 250</td>
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*Advertisers must also provide same art in 320 x 50 for mobile use.

Canadian Fabricating & Welding E-newsletter Schedule

<table>
<thead>
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<th>AD CLOSE</th>
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<td>FEBRUARY</td>
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<td>8/12/20</td>
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WEBCASTS
Webcasts offer a unique way to showcase your new products and services to an interactive audience. You receive the contact information for all registrants, as well as anyone who views the archived webcast on canadianfabweld.com for 12 months.

CUSTOM E-BLASTS
Choose from three customized templates that will be delivered to a specific group of names that you choose from our BPA-audited circulation. This way you know that your sales message is reaching its intended target. All clicks and their contact information will be sent to you at the end of the campaign.

EMAIL MARKETING
Our product newsletters and whitepapers can help generate leads by promoting your company’s unique products and knowledge to our circulation across Canada. You provide a high-resolution photo, up to 75 words of copy, and a clickable URL that leads to information on the product or your whitepaper. Within two weeks you will receive a detailed leads report of those who clicked on your product/whitepaper.

Product E-News

Whitepapers

**SITE SPONSOR ADVERTISING PACKAGE:**
Maximize your exposure with the package that offers you everything! Contact a rep today to learn more.
SHOWCASE PRODUCTS AND SERVICES  
CONNECT WITH BUYERS  
GROW YOUR BUSINESS

April 2, 2020  TRADEX — Abbotsford, BC
May 27, 2020  Victoria Inn & Convention Centre — Winnipeg, MB
October 29, 2020  Infinity Convention Centre — Ottawa, ON

Gain direct access to the Canadian manufacturing market.
By exhibiting at the Metalworking Manufacturing & Production Expo, your company will meet face-to-face with decision-makers and influencers from job shops, maintenance, tool room, automotive, aerospace, energy and resources, medical manufacturing, transporation, tool-die mouldmaking, and more.

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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rswan@canadianmetalworking.com

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

BROUGHT TO YOU BY

2020 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.

Along with our Official FABTECH Canada show preview, Canadian Fabricating & Welding will also be producing the Official FABTECH Canada Show Guide!
Let CFW help you with custom advertising packages to get you in front of your potential customers attending FABTECH Canada.