Connection creates opportunities in 2022

The past two years have been a useful demonstration for me of the powerful reach trade magazines can have. When it was impossible to visit shops because of pandemic rules, I knew hard copies and digital editions of Canadian Fabricating & Welding were reaching our readers because shops featured in the magazine reached out to me to tell me what a great response they received from colleagues and customers, both old and new.

It seemed, through lockdowns and reopenings, that there was a keener appreciation of local connections and the ability to build better businesses by working with other local suppliers.

At the same time, these shops still depend on essential suppliers like you in the market, 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 2022 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.

The past two years have certainly made everyone that much more digitally savvy, but it also reinforces our readers’ enthusiasm for the printed word. This kind of direct connection is a welcome break from so much screen time.

We still have more than 25,000 subscribers¹ 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 building out the shop floor for a new era will be key.

Rob Colman
Editor

¹June 2021 BPA Brand Report, 25,011 Total Qualified (16,347 Print + 8,664 Digital)
### Circulation

<table>
<thead>
<tr>
<th>Province</th>
<th>Total Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newfoundland and Labrador</td>
<td>138</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>63</td>
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<tr>
<td>Nova Scotia</td>
<td>270</td>
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<tr>
<td>New Brunswick</td>
<td>340</td>
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<tr>
<td>Quebec</td>
<td>4,411</td>
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<tr>
<td>Ontario</td>
<td>11,218</td>
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<tr>
<td>Manitoba</td>
<td>768</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>482</td>
</tr>
<tr>
<td>Alberta</td>
<td>1,821</td>
</tr>
<tr>
<td>B.C., Yukon, and Northwest Territories</td>
<td>1,970</td>
</tr>
<tr>
<td>USA and other International</td>
<td>3,530</td>
</tr>
<tr>
<td><strong>Total Qualified Circulation</strong></td>
<td><strong>25,011</strong></td>
</tr>
</tbody>
</table>

June 2021 Brand Report, 25,011 Total Qualified (16,347 Print + 8,664 Digital)

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### REACH THE DECISION-MAKERS AT YOUR TARGET BUYING COMPANIES.

- **68%** of subscribers carry senior-level level/management titles.
- **93%** of subscribers have purchasing influence in one or more categories at their companies.
- **76%** of subscribers look to print/digital publications 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.

- **79%** of subscribers spend at least 15 minutes engaging with each issue.
- **Average of 2 additional pass-along readers per issue copy.**
  (77,531 Potential reading audience)

### CFW ADVERTISEMENTS RESULT IN ACTION.

- **94%** of all respondents reported having taken one or more actions as a result of reading advertisements and/or articles in Canadian Fabricating & Welding.
- **67%** visited advertiser’s website.
- **29%** bought or recommended the purchase of products or services advertised.

### REACH READERS WHO TRUST AND VALUE YOUR ADVERTISING

- **97%** agree that the advertising educates and is an important part of the publication.
- **84%** 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 2021 issue.
2022 Editorial Calendar

JANUARY
Ad Close: 12-2-21
Ad Material: 12-9-21
BENDING & FORMING
Bending Surface-sensitive Materials
CUTTING
Laser Cutting Head Advances
ASSEMBLY, FINISHING & JOINING
Collaborative Robot Advances
WELDING TECH
SMAW Strategies
TUBE & PIPE / HEAVY FAB
Saws
THE SMART FACTORY/ MANAGEMENT
Lean Management
FOCUS
Logistics Management
ADVERTISER BONUS
Free Harvey Readership Study ($2,500 value)

FEBRUARY
Ad Close: 1-6-22
Ad Material: 1-13-22
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
Shipbuilding

MARCH
Ad Close: 2-3-22
Ad Material: 2-10-22
BENDING & FORMING
Roll Forming
CUTTING
Plasma Cutting
ASSEMBLY, FINISHING & JOINING
Welding Helmet Improvements
WELDING TECH
Structural Steel Welding
TUBE & PIPE / HEAVY FAB
Angle Roll Operation
THE SMART FACTORY/ MANAGEMENT
Shop Software / Training
FOCUS
Robotics
BONUS DISTRIBUTION
Metalworking & Manufacturing Expo Winnipeg, April 20

APRIL
Ad Close: 3-3-22
Ad Material: 3-10-22
BENDING & FORMING
Lean Press Brake Strategies
CUTTING
Punch Press Advancements
ASSEMBLY, FINISHING & JOINING
Robotic Grinding
WELDING TECH
Submerged Arc Welding
TUBE & PIPE / HEAVY FAB
Pipe Welding
THE SMART FACTORY/ MANAGEMENT
Connecting the Office and the Shop Floor
FOCUS
Automotive / MMTS Preview
BONUS DISTRIBUTION
Montreal Manufacturing Technology Show (MMTS/STFM)
Montreal, May 2022
Metalworking & Manufacturing Expo Moncton, N.B., May 31

MAY
Ad Close: 4-7-22
Ad Material: 4-14-22
BENDING & FORMING
Electric Press Brakes
CUTTING
Material Handling in Laser Cutting
ASSEMBLY, FINISHING & JOINING
Paint Solutions
WELDING TECH
Mobile Welding Equipment
TUBE & PIPE / HEAVY FAB
Oxyfuel/Plasma Cutting
THE SMART FACTORY/ MANAGEMENT
Prepping for Smart Factory Automation
FOCUS
FABTECH Canada Preview
BONUS DISTRIBUTION
FABTECH Canada
Toronto, Canada, June 14-16

JUNE
Ad Close: 5-5-22
Ad Material: 5-12-22
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
Plate Bevelling
THE SMART FACTORY/ MANAGEMENT
Additive Manufacturing
FOCUS
Agriculture

JULY
Ad Close: 6-2-22
Ad Material: 6-9-22
BENDING & FORMING
Press Brake Setup
CUTTING
Laser Cutting Machine Maintenance
ASSEMBLY, FINISHING & JOINING
Specialty Surface Finishing
WELDING TECH
Robotic Welding in the Job Shop
TUBE & PIPE / HEAVY FAB
Boiler and Pressure Vessel Fabrication
THE SMART FACTORY/ MANAGEMENT
Planning Capital Equipment Investment
FOCUS
Job Shops in Canada

AUGUST
Ad Close: 7-7-22
Ad Material: 7-14-22
BENDING & FORMING
Panel Bending
CUTTING
3D Cutting
ASSEMBLY, FINISHING & JOINING
Weld Process Monitoring
WELDING TECH
Welding Power Sources
TUBE & PIPE / HEAVY FAB
Safe Handling of Heavy Plate
THE SMART FACTORY/ MANAGEMENT
The Paperless Shop Floor
FOCUS
Energy
BONUS DISTRIBUTION
Metalworking & Manufacturing Expo Abbotsford, B.C., March 29

2022 MEDIA KIT
www.canadianfabweld.com
2022 Advertising Rates & Ad Sizes

ADVERTISING RATES

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

All rates are for four-colour advertising.

UPLOADING AD FILES

ADVERTISING SIZES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>A  Full Page (trim size)</td>
<td>8.125&quot;</td>
<td>10.75&quot;</td>
<td>8.375&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>Type Safety</td>
<td>7&quot;</td>
<td>10&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B  Double Page (trim size)</td>
<td>16.25&quot;</td>
<td>10.75&quot;</td>
<td>16.5&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>C  2/3 page vertical</td>
<td>4.5&quot;</td>
<td>10&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D  1/2 island</td>
<td>4.5&quot;</td>
<td>7.5&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E  1/2 page vertical</td>
<td>3.375&quot;</td>
<td>10&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F  1/2 page horizontal</td>
<td>7&quot;</td>
<td>4.875&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G  1/3 page vertical</td>
<td>2.125&quot;</td>
<td>10&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H  1/3 page horizontal</td>
<td>7&quot;</td>
<td>3.25&quot;</td>
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</tr>
<tr>
<td>I  1/3 page square</td>
<td>4.5&quot;</td>
<td>4.875&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J  1/4 page vertical</td>
<td>3.375&quot;</td>
<td>4.875&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>K  1/4 page horizontal</td>
<td>7&quot;</td>
<td>2.375&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L  1/9 page vertical</td>
<td>2.5&quot;</td>
<td>3.375&quot;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

46% of subscribers said publication websites contribute to their purchasing decision-making process.†

69% 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 2021 issue.
MONTHLY E-NEWSLETTER

Reach more than 17,000 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>
<thead>
<tr>
<th>MONTHLY E-NEWSLETTER Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEADERBOARD BANNER AD</strong></td>
</tr>
<tr>
<td>650 x 80 pixels*</td>
</tr>
<tr>
<td>1 issue / $1,025</td>
</tr>
<tr>
<td>6 issues / $5,670</td>
</tr>
<tr>
<td>12 issues / $10,500</td>
</tr>
<tr>
<td>Net rates are in Canadian dollars.</td>
</tr>
<tr>
<td><strong>MEDIUM BANNER AD</strong></td>
</tr>
<tr>
<td>300 x 250 pixels</td>
</tr>
<tr>
<td>1 issue / $515</td>
</tr>
<tr>
<td>6 issues / $2,820</td>
</tr>
<tr>
<td>12 issues / $5,160</td>
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<tr>
<td><strong>TEXT AD</strong></td>
</tr>
<tr>
<td>• Image 240 x 160 px</td>
</tr>
<tr>
<td>• Short Headline</td>
</tr>
<tr>
<td>• Up to 30 words of text + link</td>
</tr>
<tr>
<td>1 issue / $1,025</td>
</tr>
<tr>
<td>6 issues / $5,670</td>
</tr>
<tr>
<td>12 issues / $10,500</td>
</tr>
<tr>
<td>We do not accept animated banners.</td>
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**Canadian Fabricating & Welding E-newsletter Schedule**

<table>
<thead>
<tr>
<th>MONTHLY E-NEWSLETTER Details</th>
</tr>
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<tbody>
<tr>
<td>JANUARY</td>
</tr>
<tr>
<td>Ad Close: 1-12-22</td>
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<tr>
<td>Mail Date: 1-19-22</td>
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<tr>
<td>MAY FABTECH Canada</td>
</tr>
<tr>
<td>Ad Close: 5-18-22</td>
</tr>
<tr>
<td>Mail Date: 5-25-22</td>
</tr>
<tr>
<td>SEPTEMBER</td>
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<tr>
<td>Ad Close: 9-14-22</td>
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<tr>
<td>Mail Date: 9-21-22</td>
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<tr>
<td>FEBRUARY</td>
</tr>
<tr>
<td>Ad Close: 2-16-22</td>
</tr>
<tr>
<td>Mail Date: 2-23-22</td>
</tr>
<tr>
<td>JUNE FABTECH Canada</td>
</tr>
<tr>
<td>Ad Close: 6-1-22</td>
</tr>
<tr>
<td>Mail Date: 6-8-22</td>
</tr>
<tr>
<td>JULY</td>
</tr>
<tr>
<td>Ad Close: 7-13-22</td>
</tr>
<tr>
<td>Mail Date: 7-20-22</td>
</tr>
<tr>
<td>FEBRUARY</td>
</tr>
<tr>
<td>Ad Close: 2-16-22</td>
</tr>
<tr>
<td>Mail Date: 2-23-22</td>
</tr>
<tr>
<td>JUNE FABTECH Canada</td>
</tr>
<tr>
<td>Ad Close: 6-1-22</td>
</tr>
<tr>
<td>Mail Date: 6-8-22</td>
</tr>
<tr>
<td>JULY</td>
</tr>
<tr>
<td>Ad Close: 7-13-22</td>
</tr>
<tr>
<td>Mail Date: 7-20-22</td>
</tr>
<tr>
<td>MARCH</td>
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<tr>
<td>Ad Close: 3-16-22</td>
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<tr>
<td>Mail Date: 3-23-22</td>
</tr>
<tr>
<td>AUGUST</td>
</tr>
<tr>
<td>Ad Close: 8-17-22</td>
</tr>
<tr>
<td>Mail Date: 8-24-22</td>
</tr>
<tr>
<td>APRIL</td>
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<tr>
<td>Ad Close: 4-20-22</td>
</tr>
<tr>
<td>Mail Date: 4-27-22</td>
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<tr>
<td>MAY FABTECH Canada</td>
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<td>Ad Close: 5-18-22</td>
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<tr>
<td>Mail Date: 5-25-22</td>
</tr>
<tr>
<td>SEPTEMBER</td>
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<tr>
<td>Ad Close: 9-14-22</td>
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<tr>
<td>Mail Date: 9-21-22</td>
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<td>OCTOBER FABTECH</td>
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<tr>
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<tr>
<td>DECEMBER</td>
</tr>
<tr>
<td>Ad Close: 12-7-22</td>
</tr>
<tr>
<td>Mail Date: 12-14-22</td>
</tr>
</tbody>
</table>
LEAD GENERATION PRODUCTS

Our product newsletters, white papers, 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 white paper. Receive a detailed leads report of those who clicked on your ad.

**Product Showcase**

<table>
<thead>
<tr>
<th>Package Options</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>1 issue</td>
<td>$755</td>
</tr>
<tr>
<td>6 issues</td>
<td>$3,900</td>
</tr>
<tr>
<td>12 issues</td>
<td>$6,480</td>
</tr>
</tbody>
</table>

**MAIL DATE**
Ad Close is two weeks prior to mail date

- February 3
- March 3
- April 7
- May 19
- June 2
- July 14
- August 11
- September 29
- November 3

**Canadianfabweld.com** will host your white paper, which will also be included in one of our white paper e-newsletters delivered to 18,000 recipients. You will receive lead info for each download.

**White Papers**

<table>
<thead>
<tr>
<th>Package Options</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 white paper on site</td>
<td>$1,500</td>
</tr>
<tr>
<td>2 white papers on site</td>
<td>$2,500</td>
</tr>
<tr>
<td>3 white papers on site</td>
<td>$3,200</td>
</tr>
</tbody>
</table>

**MAIL DATE**
Ad Close is two weeks prior to mail date

- February 24
- April 21
- June 30
- August 18
- October 27
- November 17

**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**

<table>
<thead>
<tr>
<th>Package Options</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 videos on site, 1 showcase mailing</td>
<td>$1,500</td>
</tr>
<tr>
<td>4 videos on site, 2 showcase mailings</td>
<td>$2,500</td>
</tr>
<tr>
<td>6 videos on site, 3 showcase mailings</td>
<td>$3,200</td>
</tr>
</tbody>
</table>

**MAIL DATE**
Ad Close is two weeks prior to mail date

- March 22
- May 10
- July 26
- October 18
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 Canadianfabweld.com, which attracts more than 40,000 unique visitors every month*.

*Publisher’s own data.

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 plus featured on the 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!

“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 Haines, Managing Director

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.
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 e-books, 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., white paper, case study, e-book).

- 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 e-blast 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 e-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 e-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.

35%

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.
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.

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

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.

March 29, 2022
TRADEX
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April 20, 2022
Victoria Inn Hotel & Convention Centre
Winnipeg, MB

May 31, 2022
Moncton Coliseum Complex
Moncton, NB

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