When the story of the early days of 21st century manufacturing is told, it will be the story of emerging technologies.

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.

Like it or not, Industry 4.0 and the tools of the fourth industrial revolution now affect nearly every part of the manufacturing process. Advanced sensor technology, smart tools, cloud technology, and Big Data are here to stay. This brings another major challenge to the fore: cybersecurity.

Cybersecurity protocols must be in place at all manufacturing facilities—even small and medium-sized shops—to fight off denial-of-service attacks, hacks, ransomware, and intellectual property theft.

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 modernized to meet the long-term challenges that lie ahead. This modernizing 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.

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 2022

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.

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www.canadianmetalworking.com
## Circulation

**Province** | **Total Circulation**
---|---
Newfoundland and Labrador | 138
Prince Edward Island | 63
Nova Scotia | 270
New Brunswick | 340
Quebec | 4,411
Ontario | 11,218
Newfoundland and Labrador | 138
Prince Edward Island | 63
Nova Scotia | 270
New Brunswick | 340
Quebec | 4,411
Ontario | 11,218
Manitoba | 768
Saskatchewan | 482
Alberta | 1,821
B.C., Yukon, and Northwest Territories | 1,970
USA and other International | 3,530

Total Qualified Circulation: 25,011

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93% agree that the advertising educates and is an important part of the publication.

82% agree they are more likely to trust a company that advertises its products/services in Canadian Metalworking.

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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  
- **METALWORKING FOCUS**  
  - State-of-the-art Milling  
- **TOOLING FOCUS**  
  - Identifying Insert Wear  
- **ADVANCED MANUFACTURING FOCUS**  
  - Designing for AM  
- **MANAGEMENT FOCUS**  
  - Manufacturing Cybersecurity Explained  
- **INDUSTRY FOCUS**  
  - Power Generation Manufacturing  

### FEBRUARY
- **Ad Close:** 1-6-22  
- **Ad Material:** 1-13-22  
- **METALWORKING FOCUS**  
  - Creating Better Finishes  
- **TOOLING FOCUS**  
  - Improving Turning Productivity  
- **ADVANCED MANUFACTURING FOCUS**  
  - Understanding Digital Manufacturing  
- **MANAGEMENT FOCUS**  
  - Creating Clear Work Instructions  
- **INDUSTRY FOCUS**  
  - Aerospace Manufacturing  

### MARCH
- **Ad Close:** 2-3-22  
- **Ad Material:** 2-10-22  
- **METALWORKING FOCUS**  
  - Turning Difficult Materials  
- **TOOLING FOCUS**  
  - Advanced Milling Tool Tips  
- **ADVANCED MANUFACTURING FOCUS**  
  - Implementing an IIoT Strategy  
- **MANAGEMENT FOCUS**  
  - Skilled Trades Training  
- **INDUSTRY FOCUS**  
  - Naval and Marine Manufacturing  

### APRIL
- **Ad Close:** 3-3-22  
- **Ad Material:** 3-10-22  
- **METALWORKING FOCUS**  
  - Improving Grinding Productivity  
- **TOOLING FOCUS**  
  - Solving Holemaking Challenges  
- **ADVANCED MANUFACTURING FOCUS**  
  - Improving Measurement Work Flow  
- **MANAGEMENT FOCUS**  
  - Installing Shop Software  
- **INDUSTRY FOCUS**  
  - Transportation Equipment Manufacturing  

### MAY
- **Ad Close:** 4-7-22  
- **Ad Material:** 4-14-22  
- **METALWORKING FOCUS**  
  - Improving Hole Quality  
- **TOOLING FOCUS**  
  - Managing Metalworking Fluids  
- **ADVANCED MANUFACTURING FOCUS**  
  - Simple Shop Automation Strategies  
- **MANAGEMENT FOCUS**  
  - Implementing Lean Strategies  
- **INDUSTRY FOCUS**  
  - Automotive Manufacturing  

### JUNE
- **Ad Close:** 5-5-22  
- **Ad Material:** 5-12-22  
- **METALWORKING FOCUS**  
  - Increasing Milling Material Removal Rates  
- **TOOLING FOCUS**  
  - Creating Better Threads  
- **ADVANCED MANUFACTURING FOCUS**  
  - Examining Modern CNCs  
- **MANAGEMENT FOCUS**  
  - Managing Your Supply Chain  
- **INDUSTRY FOCUS**  
  - Job Shop Outlook  

### JULY
- **Ad Close:** 6-2-22  
- **Ad Material:** 6-9-22  
- **METALWORKING FOCUS**  
  - Enabling Lights-out EDM Manufacturing  
- **TOOLING FOCUS**  
  - Selecting the Right Milling Tool  
- **ADVANCED MANUFACTURING FOCUS**  
  - Installing a CAD/CAM System  
- **MANAGEMENT FOCUS**  
  - Improving Customer Service  
- **INDUSTRY FOCUS**  
  - Oil and Gas Manufacturing  

### AUGUST
- **Ad Close:** 7-7-22  
- **Ad Material:** 7-14-22  
- **METALWORKING FOCUS**  
  - Turning Large Parts  
- **TOOLING FOCUS**  
  - Coatings Explained  
- **ADVANCED MANUFACTURING FOCUS**  
  - Reducing Errors with On-machine Measurement  
- **MANAGEMENT FOCUS**  
  - Gaining New Clients and Contracts  
- **INDUSTRY FOCUS**  
  - Medical Equipment Manufacturing  

### BONUS DISTRIBUTION
- **Metalworking & Manufacturing Expo**  
  - Winnipeg  
  - April 20  
- **Metalworking & Manufacturing Expo**  
  - Abbotsford, B.C.  
  - March 29  
- **Montreal Manufacturing Technology Show (MMTS/STFM)**  
  - Montreal, May 2022  
- **Metalworking & Manufacturing Expo**  
  - Moncton, N.B., May 31  
- **IMTS,**  
  - Chicago  
  - Sept. 12-17

### SPECIAL FEATURE
- **2022 CMTDA Source Guide**  
  - See page 12

### ADVERTISER BONUS
- **Free Harvey Readership Study**  
  - ($2,500 value)
2022 Advertising Rates & Ad Sizes

**ADVERTISING RATES**

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<th>4-6x</th>
<th>7-9x</th>
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<td>785</td>
<td>704</td>
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All rates are for four-colour advertising.

**UPLOADING AD FILES**


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**ADVERTISING SIZES**

<table>
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<th>Width</th>
<th>Height</th>
<th>With Bleed</th>
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<td>10.75&quot;</td>
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<td>16.5&quot; 11&quot;</td>
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<tr>
<td>C 2/3 page vertical</td>
<td>4.5&quot;</td>
<td>10&quot;</td>
<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>
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<td></td>
</tr>
<tr>
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</tr>
<tr>
<td>J 1/4 page vertical</td>
<td>3.375&quot;</td>
<td>4.875&quot;</td>
<td></td>
</tr>
<tr>
<td>K 1/4 page horizontal</td>
<td>7&quot;</td>
<td>2.375&quot;</td>
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</tr>
<tr>
<td>L 1/9 page vertical</td>
<td>2.5&quot;</td>
<td>3.375&quot;</td>
<td></td>
</tr>
</tbody>
</table>

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**DATES**

- **SEPTEMBER**
  - Ad Close: 8-4-22
  - Ad Material: 8-11-22
- **OCTOBER**
  - Ad Close: 9-8-22
  - Ad Material: 9-15-22
- **NOVEMBER**
  - Ad Close: 10-6-22
  - Ad Material: 10-13-22
- **DECEMBER**
  - Ad Close: 11-3-22
  - Ad Material: 11-10-22

**FOCUS**

- **MACHINERY REPORTS**
  - Metalworking Focus - Making Better Holes
  - Tooling Focus - Parting and Grooving Strategies
  - Advanced Manufacturing Focus - Choosing an AM machine
  - Management Focus - Attracting Manufacturing Talent
  - Industry Focus - Die/Mould Manufacturing
- **TECHNOLOGY REPORTS**
  - Metalworking Focus - Grinding Strategies Explained
  - Tooling Focus - Improving Drilling Productivity
  - Advanced Manufacturing Focus - Understanding Industry 4.0
  - Management Focus - Installing CRM Software
  - Industry Focus - Heavy Equipment Manufacturing

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**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.**
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.

41% 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 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.

1 LEADERBOARD BANNER AD
650 x 80 pixels*
1 issue / $1,025
6 issues / $5,670
12 issues / $10,500
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 240 x 160 px
• Short Headline
• Up to 30 words of text + link
1 issue / $1,025
6 issues / $5,670
12 issues / $10,500
We do not accept animated banners.

Canadian Metalworking E-newsletter Schedule

<table>
<thead>
<tr>
<th>Month</th>
<th>Ad Close Date</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>1-5-22</td>
<td>1-12-22</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>2-2-22</td>
<td>2-9-22</td>
</tr>
<tr>
<td>MARCH</td>
<td>3-2-22</td>
<td>3-9-22</td>
</tr>
<tr>
<td>APRIL</td>
<td>4-6-22</td>
<td>4-13-22</td>
</tr>
<tr>
<td>MAY</td>
<td>5-4-22</td>
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<td>JUNE</td>
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<td>JULY</td>
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<td>AUGUST</td>
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<td>SEPTEMBER</td>
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<td>NOVEMBER</td>
<td>11-9-22</td>
<td>11-16-22</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>11-30-22</td>
<td>12-7-22</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**

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 22 May 10 July 26 October 18

**White Papers**

Canadianmetalworking.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.

**PACKAGE OPTIONS**

- 1 white paper on site, 1 white paper mailing / $1,500
- 2 white papers on site, 2 white papers mailings / $2,500
- 3 white papers on site, 3 white papers mailings / $3,200

**MAIL DATE**

Ad Close is two weeks prior to mail date

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

**Invoices**

1 issue / $755
6 issues / $3,900
12 issues / $6,480

** MAIL DATE**

Ad Close is two weeks prior to mail date

January 27 August 25 IMTS
February 17 September 1 IMTS
March 17 September 8 IMTS
April 28 October 6
May 5 November 10
June 23 December 1
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.

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

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

- 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 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 Metalworking 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 Metalworking e-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.

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.
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 | April 20, 2022 | May 31, 2022
TRADEX | Victoria Inn Hotel & Convention Centre | Moncton Coliseum Complex
Abbotsford, BC | Winnipeg, MB | Moncton, NB

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

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

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

www.metalworkingexpo.com