

CANADIAN

METALWORKING

IN PRINT | ONLINE | IN PERSON



2022 MEDIA KIT

CANADA'S CHOICE

HOME FOR THE MACHINING INDUSTRY SINCE 1905



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.

He can be reached at jthompson@canadianmetalworking.com.



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Province	Total Circulation
Newfoundland and Labrador	138
Prince Edward Island	63
Nova Scotia	270
New Brunswick	340
Quebec	4,411
Ontario	11,218

Province	Total Circulation
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

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

REACH THE DECISION-MAKERS AT YOUR TARGET BUYING COMPANIES.

74%

of subscribers carry senior-level level/management titles.



82%

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



73%

of subscribers look to print/digital publications to help make purchasing decisions.

CANADIAN METALWORKING HAS THE HIGHEST-QUALITY CIRCULATION IN THE INDUSTRY



Canadian Metalworking reaches over **18,055** different companies across Canada.

Publisher's own data.



Canadian Metalworking only carries 1st and 2nd year qualified names

CANADIAN METALWORKING HAS A HIGHLY ENGAGED AUDIENCE.



79%

of subscribers spend at least 15 minutes engaging with each issue.



Average of 1.8 additional pass-along readers per issue copy. (Over 70,000 potential reading audience)

CM ADVERTISEMENTS RESULT IN ACTION.

93%

of all respondents reported having taken one or more actions as a result of reading advertisements in *Canadian Metalworking*.



63% visited advertiser's website.

30% bought or recommended the purchase of products or services advertised.

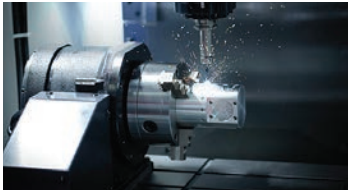


REACH READERS WHO TRUST AND VALUE YOUR ADVERTISING



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*.



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

ADVERTISER BONUS

Free Harvey Readership Study (\$2,500 value)



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

BONUS DISTRIBUTION

Metalworking & Manufacturing Expo
Abbotsford, B.C.
March 29



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

BONUS DISTRIBUTION

Metalworking & Manufacturing Expo
Winnipeg
April 20



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

SPECIAL FEATURE

2022 CMTDA Source Guide
See page 12

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

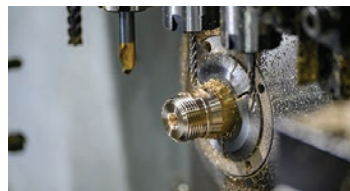
METALWORKING FOCUS
Improving Hole Quality

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

IMTS, Chicago
Sept. 12-17

ADVERTISING RATES

	1-3x	4-6x	7-9x	10-12x	13x +
Double Page Spread	\$8,116	\$7,683	\$7,358	\$7,034	\$6,709
Standard Page	5,411	4,978	4,545	4,220	3,896
2/3 Page	4,653	4,328	4,004	3,679	3,355
1/2 Island	3,977	3,636	3,296	2,954	2,613
1/2 Page	3,787	3,463	3,138	2,814	2,489
1/3 Page	2,705	2,489	2,272	2,056	1,840
1/4 Page	1,894	1,731	1,570	1,407	1,245
1/9 Page	948	866	785	704	623

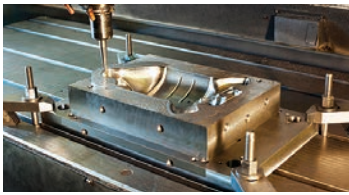
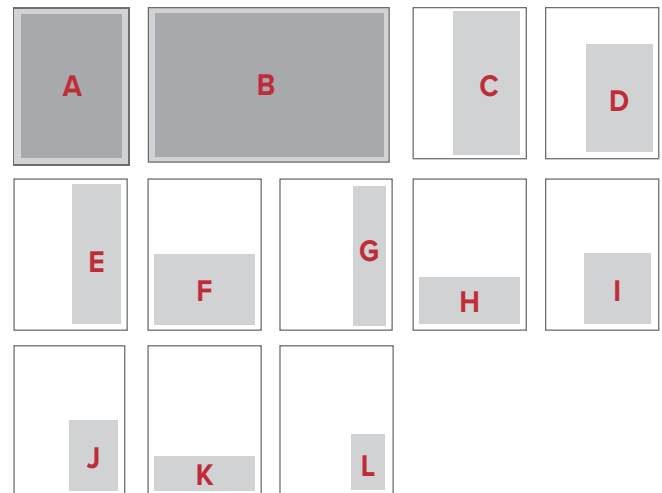
All rates are for four-colour advertising.

UPLOADING AD FILES

<http://canadianmetalworking.com/uploadmyad>.

ADVERTISING SIZES

SIZE	WIDTH	HEIGHT	With Bleed	
			WIDTH	HEIGHT
A Full Page (trim size)	8.125"	10.75"	8.375"	11"
Type Safety	7"	10"		
B Double Page (trim size)	16.25"	10.75"	16.5"	11"
C 2/3 page vertical	4.5"	10"		
D 1/2 island	4.5"	7.5"		
E 1/2 page vertical	3.375"	10"		
F 1/2 page horizontal	7"	4.875"		
G 1/3 page vertical	2.125"	10"		
H 1/3 page horizontal	7"	3.25"		
I 1/3 page square	4.5"	4.875"		
J 1/4 page vertical	3.375"	4.875"		
K 1/4 page horizontal	7"	2.375"		
L 1/9 page vertical	2.5"	3.375"		



SEPTEMBER

Ad Close: 8-4-22
Ad Material: 8-11-22

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



OCTOBER

Ad Close: 9-8-22
Ad Material: 9-15-22

METALWORKING FOCUS

Grinding Strategies Explained

TOOLING FOCUS

Improving Drilling Productivity

ADVANCED MANUFACTURING FOCUS

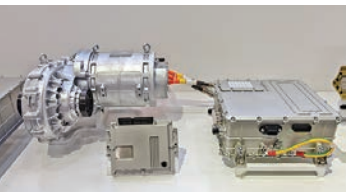
Understanding Industry 4.0

MANAGEMENT FOCUS

Installing CRM Software

INDUSTRY FOCUS

Heavy Equipment Manufacturing



NOVEMBER

Ad Close: 10-6-22
Ad Material: 10-13-22

METALWORKING FOCUS

Multitasking for Complete Part Creation

TOOLING FOCUS

Anatomy of a Toolholder

ADVANCED MANUFACTURING FOCUS

Preparing For Automation

MANAGEMENT FOCUS

Reducing Shop Waste

INDUSTRY FOCUS

EV Automotive Manufacturing



DECEMBER

Ad Close: 11-3-22
Ad Material: 11-10-22

METALWORKING FOCUS

Improving EDM Productivity

TOOLING FOCUS

Advanced Turning Tool Tips

ADVANCED MANUFACTURING FOCUS

Large-part Additive Manufacturing

MANAGEMENT FOCUS

Creating a Continuous Improvement Environment

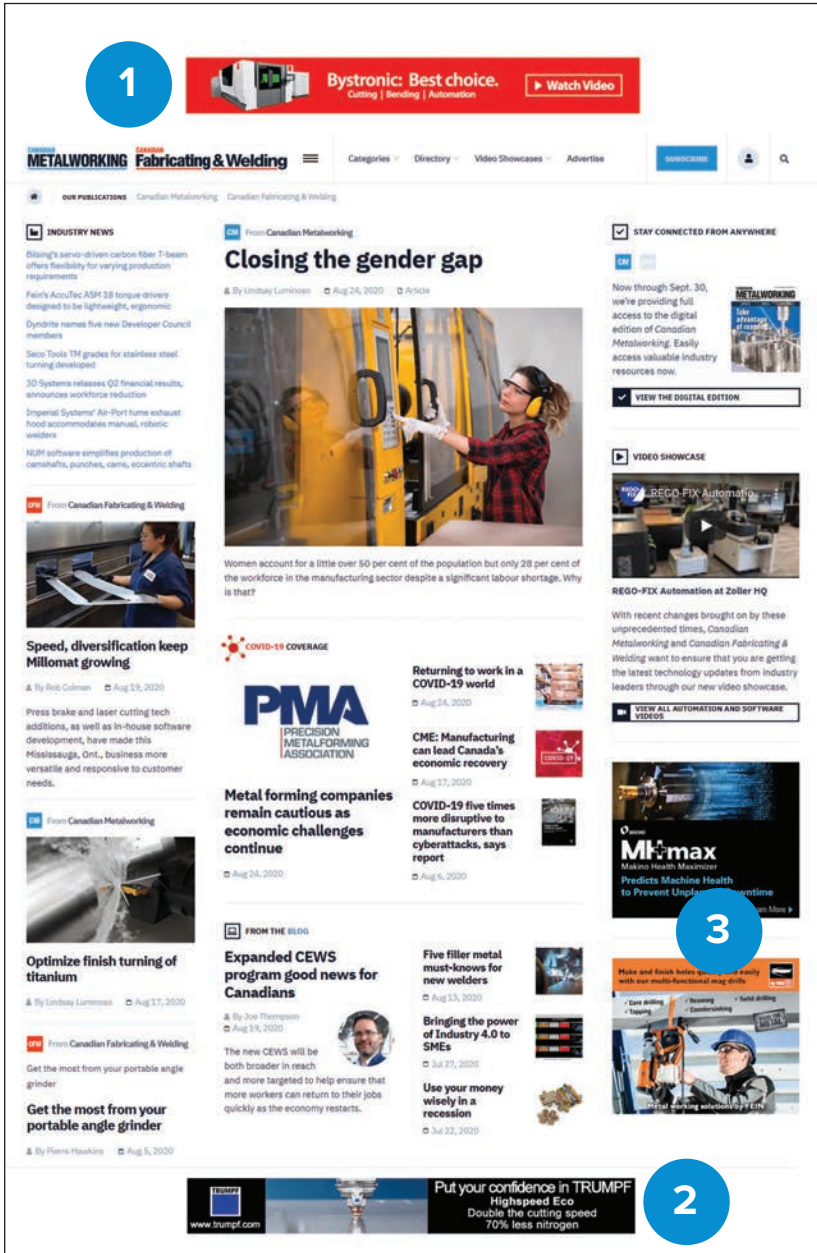
INDUSTRY FOCUS

Profiles in Manufacturing

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—Canadianmetalworking.com

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.

The screenshot shows the top of the e-newsletter with the 'CANADIAN METALWORKING NEWSLETTER' header. Below the header is a featured article titled 'Design strategies to boost machine-tending productivity' with a 'LEARN MORE' button. To the right of the article is a medium banner ad for 'NEOLOGIO' with the headline 'The Best is Now BETTER'. Below the article is another medium banner ad for 'SECO' with the headline 'ACHIEVE ISO-S AND ISO-M MILLING PROCESS STABILITY'. At the bottom is a sponsored product ad for 'Dormer A012 HSS Jobber Drill' with an image of the drill bit.

1

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

2

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

3

We do not accept animated banners.

Canadian Metalworking E-newsletter Schedule

JANUARY

Ad Close: 1-5-22
Mail Date: 1-12-22

MAY MMTS

Ad Close: 5-4-22
Mail Date: 5-11-22

SEPTEMBER IMTS

Ad Close: 8-31-22
Mail Date: 9-7-22

FEBRUARY

Ad Close: 2-2-22
Mail Date: 2-9-22

JUNE

Ad Close: 5-25-22
Mail Date: 6-1-22

OCTOBER

Ad Close: 10-5-22
Mail Date: 10-12-22

MARCH

Ad Close: 3-2-22
Mail Date: 3-9-22

JULY

Ad Close: 6-29-22
Mail Date: 7-6-22

NOVEMBER

Ad Close: 11-9-22
Mail Date: 11-16-22

APRIL

Ad Close: 4-6-22
Mail Date: 4-13-22

AUGUST IMTS

Ad Close: 8-3-22
Mail Date: 8-10-22

DECEMBER

Ad Close: 11-30-22
Mail Date: 12-7-22

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.



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 MMTS	October 6
May 5 MMTS	November 10
June 23	December 1
July 21	



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.

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



VIDEO 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
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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.

"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

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!



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.

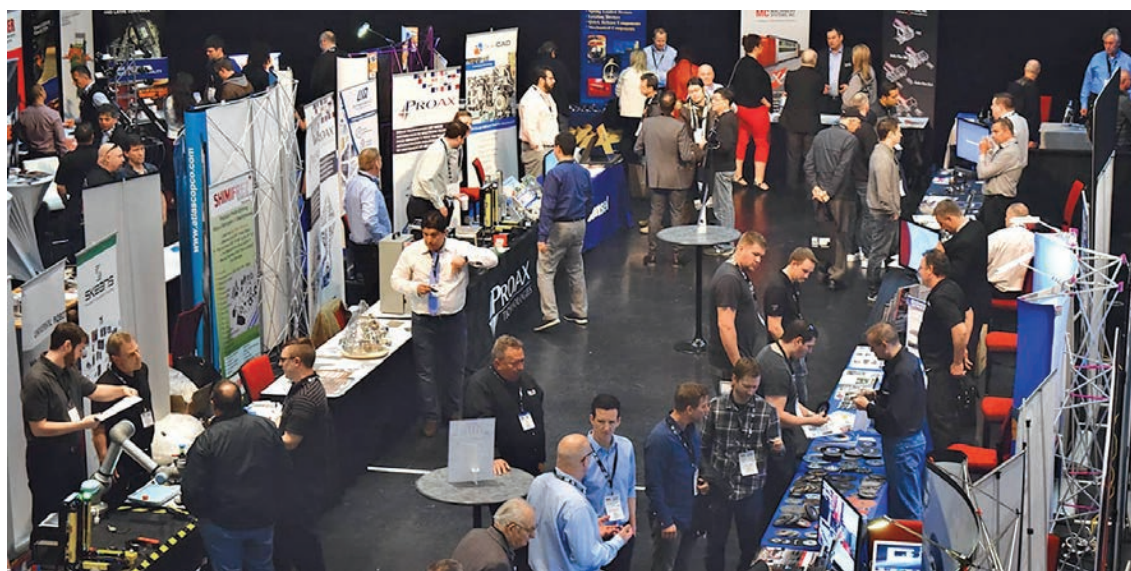


METALWORKING & MANUFACTURING EXPO

SHOWCASE PRODUCTS AND SERVICES

CONNECT WITH BUYERS

GROW YOUR BUSINESS



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

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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

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
Abbotsford, BC

April 20, 2022

Victoria Inn Hotel & Convention Centre
Winnipeg, MB

May 31, 2022

Moncton Coliseum Complex
Moncton, NB

BROUGHT TO YOU BY:



www.metalworkingexpo.com



2022 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 April, polybagged and mailed to our full circulation.

Deadline is February 15.

Special member rates apply.
Contact your representative for pricing.