

A photograph of a space station in orbit above the Earth. The station's complex structure, including solar panels and various modules, is visible against the blackness of space. The Earth's horizon is visible at the bottom, showing a thin blue atmosphere and a dark blue ocean with some white clouds.

Design

ENGINEERING

SERVING CANADA'S OEM & IN-PLANT DESIGN LEADERS

2010

MEDIA PLANNER

THE YEAR YOU MAKE CONTACT

Motion Control CAD/CAM Fluid Power PLM/PDM Power Transmission
Automation Electronics Materials Industrial Design Rapid Prototyping

2 Why Advertise With DE?

- 1 87% of DE's readers recommend or specify products for purchase
- 2 100% qualified subscribers*
- 3 80% qualified within 1 year*
- 4 93% manufacturers*
- 5 85% original equipment manufacturers*
- 6 Award-winning editorial
- 7 Proven leads generating platforms
- 8 Publishes Canada's only Fluid Power & Motion Control Buyers' Guide supplements
- 9 16,500 e-newsletter subscribers
- 10 In publication since 1955

*Source: June '09 ABC

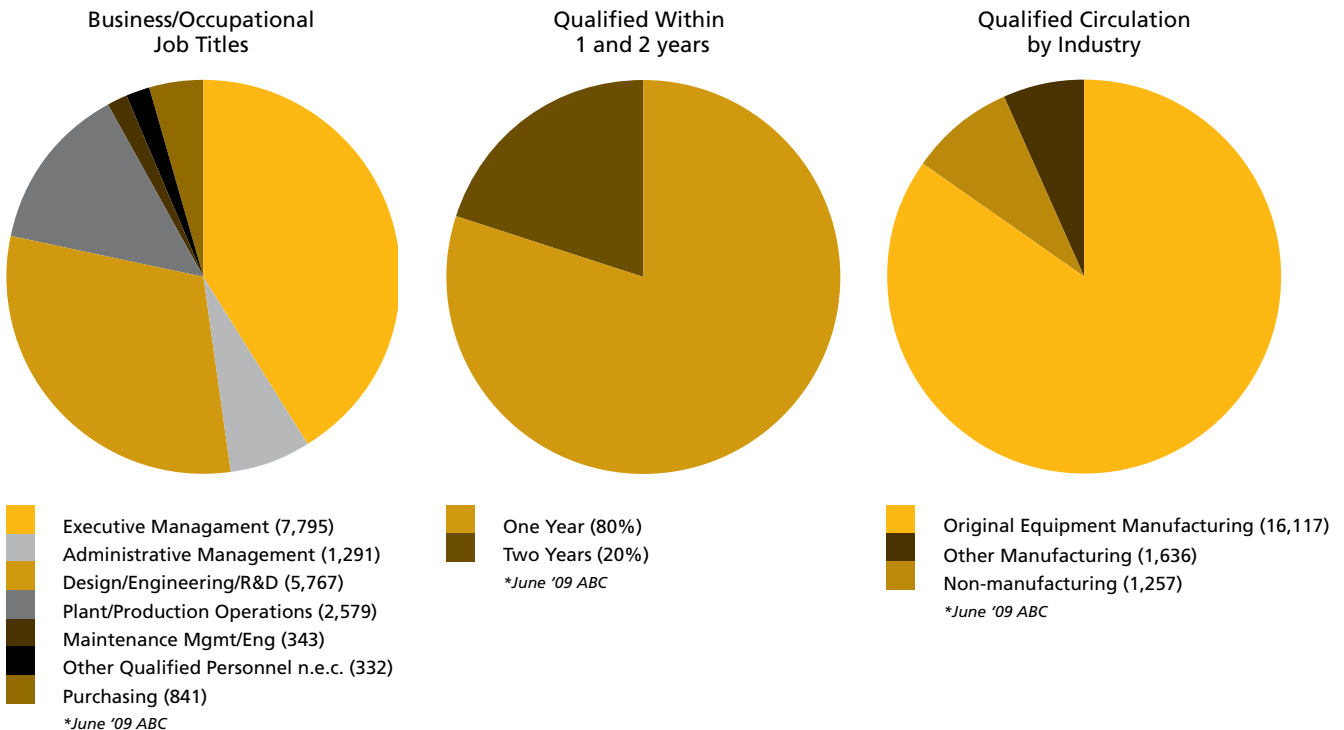
2009 Readership Study Highlights

- Average number of readers per copy: 3.6
- Total readers per copy: 66,000
- Average time spent reading: 27 minutes
- Read publication: 98%
- Read all or most of it: 62%
- Read 3 out of 4 issues: 82%
- Both read and visit website: 71%
- Took action as a result of reading: 98%
- Visited website of advertiser or supplier mentioned in the publication: 80%
- Average business spend per reader: \$238K per annum
- Average company revenue: \$28.2 million per annum
- Average number of employees: 340

"Design Engineering continues to be an important part of our marketing strategy. As a long time advertiser, it's important to Festo to partner with a strong and innovative voice in tune with Canada's OEM market."

— Natasha Gosine, Marketing Manager
Festo Canada

Subscriber Demographics



Since 1955, Design Engineering has been an important news source for Canada's product designers, plant engineers and OEM manufacturers who need to stay up-to-date on engineering trends and technologies. Through the print publication, website and diverse digital offerings, DE fosters innovation by providing cutting-edge coverage on a broad range of engineering topics including MCAD, PLM, Fluid Power, Motion Control, Rapid Prototyping, Materials, Electronics and all products relevant to machine builders and product developers.

Editorial Board



Dr. Peter Frise, P.Eng., FCAE: Scientific Director and CEO of AUTO21, Canada's largest research network composed of more than 300 automotive researchers, 520 graduate students and 230 industry and public sector companies and organizations.



Arlene Gould: Strategic Director for the Design Industry Advisory Committee and the Association of Chartered Industrial Designers of Ontario. She is also an Adjunct Professor of design management at York University and has been championing the economic and social value of design for more than 20 years.



Victor Mahalec: Director of McMaster University's Centre for Engineering Design, a program that trains future leaders in design and development of industrial systems, products or software solutions across a wide spectrum of industries.



Paul Zepf, M.Eng. P.Eng., CPP: Co-founder and Director of Engineering for Zarpac Inc., an international production engineering and consulting firm specializing in the packaging machinery industry. He is also a sought after speaker and regularly gives seminars on analyzing packaging line performance.

"Design Engineering provides an impressive balance of indispensable Automation, Motion Control and Design content. If you are looking to promote leading edge technology while reaching key decision-makers in Canada's diverse engineering community, Design Engineering is a choice that is hard to beat!"

— Joe Ottenhof, Regional Manager
Beckhoff Automation Canada

Technical Field Editors



Ben Eadie: Aeronautical Engineering Technologist and owner operator of Calgary-based MountainWave 3D Design Services. Regarded as one of the top innovative mechanical 3D computer modeller/mechanical designers in North America, he regularly speaks at colleges, universities and conferences.



Pat Jones, P.Eng.: Owner of Dartmouth, N.S.-based Consolidated Fluid Power (CFP) Ltd., a private, vendor-neutral school dedicated to education in hydraulics, as well as an instructor and consultant with more than 20 years of hands-on experience in the fluid power industry.

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"Design Engineering has been a terrific publication for us to build our presence in the Canadian market. They provide a solid mix of marketing vehicles to increase awareness and promote our products."

— Bruce Bradshaw, Director of Marketing
Objet Geometries Inc.

4 Marketing Solutions: Print

An integrated marketing plan, that combines the best of print and digital media, reaches the widest audience and generates the best results. Design Engineering offers proven marketing solutions to help ensure you not only reach our readers, your customers and prospects, but successfully sell to them as well.

Special Issues

DE publishes Canada's only Fluid Power and Motion Control buyers' guide supplements. Published in our Mar/Apr and Jul/Aug issues respectively



these perennial reader favourites offer excellent reader utility and year-round exposure for advertisers. Additionally, the print listings are replicated and hosted on Canada's leading industrial search engine, www.CanadianManufacturing.com for even greater exposure.

Design Solutions

A low-cost, small-space platform to promote a new product, product catalogue, CAD download, industry event, web-cast or white paper. This is a proven leads generator.



Schedule: Every Issue

Ad Size: One-sixth page / horizontal

Rate/Unit: 1X: \$575, 3X: \$525, 6X: \$425

Corporate Profiles

This full-page advertorial platform offers advertisers an opportunity to tell our readers the 'whole' story. Post-publication, the profile can be used as a single-page reprint to complement a direct mail effort or to hand out at tradeshow and conferences.



Reprints

Make your recent editorial coverage in DE really pay off with a high-quality reprint. Reprints offer significant post-publication value; as direct mailers, leave-behinds, product enclosures, website add-ons or distributed at trade-shows and other industry events.

Classifieds

Looking for a senior-level design engineer or interested in promoting an upcoming conference, seminar or industry roundtable? A small-space classified ad offers great visibility at a low price. Boost your response with an online classified in DE's bi-monthly e-newsletter.

List Rental

DE's list of 19,000 subscribers is available for rent. Lists are selectable by geography, industry classification or job function. For more information, contact Stephen Manson-Hing at Cornerstone: (416) 932-9555 Ext. 415 or smhing@cstonecanada.com

Contract Publishing

You've got something special to share with our readers, perhaps an anniversary or a new product line, but a standard display ad doesn't convey the message the way you want it to. DE can assist in the creation of stand-alone customized promotions tailored to your specific needs.

Other Options

Inserts • Outserts • Over-covers • Belly bands

"On a few occasions some of the feature articles have pointed our sales staff in some directions that immediately achieved increased sales in markets previously unknown to us."

— DE Reader

"I get some very good information out of each and every publication."

— DE Reader

"I take the time to read Design Engineering from my busy schedule because it's worth my time."

— DE Reader

DE's online offerings reach your target audience where they work – right at their desktops. Our partnerships with CanadianManufacturing.com and Frasers, Canada's leading industrial search engine, also extend the magazine's reach well beyond the traditional print audience and offer our advertisers targeted, time-sensitive and measurable marketing opportunities.

Leads Generators

Generating actionable leads has never been more important. DE's family of Design Generator e-promotions are proven leads generators. Use these platforms to promote new products, product catalogues, CAD downloads, industry events, web-casts, white papers and more. Advertisers receive detailed leads reports post-mailing.



Title	Schedule
Design Generator	Monthly
Design 4 Motion Control	Feb, May, Aug, Nov
Design 4 Fluid Power	March, June, Sept, Dec
Design Tools	Jan, April, July, Oct
Rate/Unit: 1X: \$675, 3X: \$600, 6X: \$525, 12X: \$425	

Double Your Exposure In Print: Duplicate your e-promotion in print and reach our 19,000+ print subscribers.

Rate/Unit: 1X: \$575, 3X: \$525, 6X: \$425

Single Sponsor e-Directs

An exclusive single-sponsored e-direct mailed over DE's subscriber list. This option offers advertisers a unique opportunity to stand out in the crowd and generate timely, meaningful results. This platform is a proven leads generator.

Rate: \$300 per thousand (min. mailing of 5,000)

Webinars

You've got valuable information/expertise to share, but need a qualified audience and a way to reach them directly. DE will coordinate, host and moderate your webinar and post it on our website for extended coverage post-presentation.

e-List Rental

Rent DE's opt-in subscriber list for third-party offers and distribute your message to our subscribers. For more information, contact Stephen Manson-Hing at Cornerstone: (416) 932-9555 Ext. 415 or smhing@cstonecanada.com

Website

DE's website delivers fresh, timely and relevant editorial content and new product information. It also provides the viewer unparalleled access to news and content provided by each of our sister publications within the www.CanadianManufacturing.com community.



Ad Size	Banner	Big Box	Half Box	Badge
	728x90	300x250	300x125	125x125

Rates/Month

Home page	\$500	\$500	\$350	\$175
News	\$200	\$200	\$150	\$100
Features	\$200	\$200	\$150	\$100
Products	\$200	\$200	\$150	\$100

Specs: Animated gif, jpg or flash (72 dpi)

e-Newsletter

Published bi-weekly, DE's e-Newsletter provides timely news, industry event updates and new product introductions to 16,500+ opted-in subscribers. It's an excellent platform to promote a new product, industry event, conference or webinar.



Ad Size	Leaderboard	Big Box	Half Box
	728x90	300x250	300x125

Rates/Issue	\$650	\$750	\$500
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Specs: Animated gif or jpg (72 dpi)

Market Research

With 27 years of senior market research experience and access to over 1 million people across the full spectrum of Rogers's BtoB markets, our research team can help you understand your current and potential markets better than any other research firm. The team is headed by Tricia Benn, who currently serves on the board for the B2B division of the Canadian Marketing Research and Intelligence Association.

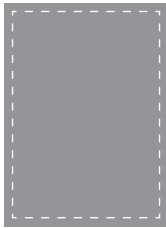
6 Editorial Calendar

Issue Dates	Industry Focus	Product Focus	Design Tools & Technologies	Special Features
January/ February Space Close: Jan 15 Matl. Close: Jan 19 Mail Date: Feb 16	Aerospace: The engineering behind Canada's Aerospace industry.	Idea Generator: Machine vision, fluid power, bearings, ball screws... Tech Spotlight: Sensors	MCAD: CAD Roundup Rapid Prototyping: Build Materials	Motion Control: Motors & Drives Power Transmission Fasteners & Adhesives
March/April Space Close: Mar 19 Matl. Close: Mar 23 Mail Date: Apr 19	Fluid Power Roundtable: Industry leaders discuss the trends and issues of the Canadian fluid power market.	Idea Generator: Motors, electronics, drives, encoders, PLCs... Plus: The Fluid Power Product Showcase	MCAD: Computational Fluid Dynamics Tech Spotlight: Fluid Power Research	Fluid Power & Controls Supplement: A perennial guide to fluid power products and sources of supply.
May/June Space Close: May 14 Matl. Close: May 18 Mail Date: June 14	Automotive: The tools, techniques and trends in Canada's automotive industry.	Idea Generator: Linear motion, controllers, switches, sensors... Tech Spotlight: Motors	MCAD: Product Data Management Hardware: Workstations	Motion Control: Industrial Networking Fluid Power Industrial Design
July/August Space Close: Jul 16 Matl. Close: Jul 20 Mail Date: Aug 16	Motion Control Roundtable: Industry leaders discuss the trends and issues of the Canadian motion control market.	Idea Generator: Actuators, cylinders, industrial networking... Plus: The Motion Control Product Showcase	MCAD: Virtual Machine Prototyping Tech Spotlight: Integrated motor/controllers	Motion Control Supplement: A perennial guide to Motion Control products and sources of supply.
September/ October Space Close: Sept 17 Matl. Close: Sept 21 Mail Date: Oct 18	Power Generation: The engineering behind Canada's electricity generation industry, from hydro and nuclear to wind and photovoltaic.	Idea Generator: Guides, fasteners, enclosures, PACs, HMIs... Tech Spotlight: Power Transmission	MCAD: Collaborative Design Hardware: Professional GPU Cards	Motion Control: Sensors Fluid Power Fasteners & Adhesives
November/ December Space Close: Nov 05 Matl. Close: Nov 09 Mail Date: Dec 6	Packaging: Trends in machine building for Canada's packaging market.	Idea Generator: Pumps, motion control, couplings, motors... Tech Spotlight: Automation	MCAD: Finite Element Analysis Rapid Prototyping: 3D Printing Hardware	Motion Control: Linear Motion Power Transmission Industrial Design

In each issue: **Up Front:** Mergers, award announcements and promotions; **Design News:** The latest in industry event coverage; **CAD Report:** In-depth coverage of the latest products, trends and issues related to computer aided design software including MCAD, PDM, CAE, etc.; **Design Applications:** Application stories focused on various industries; **Idea Generator:** An overview of the latest industrial products; **Canadian Innovator:** Profiles of inventive Canadian engineers and their projects



Mechanical Specifications



Full Page Bleed:
(8 1/8" x 11")

Live: (7" x 10")

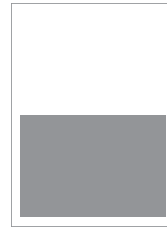
Trim: (7 7/8" x 10 3/4")



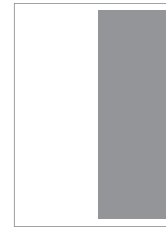
2/3 Page Vert.
(4 5/8" x 10")



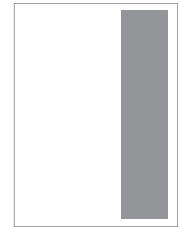
1/2 Page Island
(4 5/8" x 7 1/2")



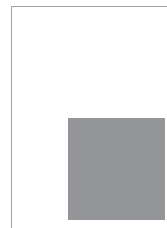
1/2 Page Hor.
(7" x 4 7/8")



1/2 Page Vert.
(3 3/8" x 10")



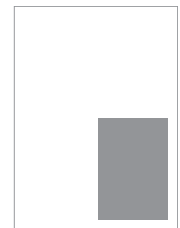
1/3 Page Vert.
(2 1/4" x 10")



1/3 Page Square
(4 5/8" x 4 7/8")



1/4 Page Hor.
(7" x 2 1/4")



1/4 Page Square
(3 3/8" x 4 7/8")

Advertising Rates

Size of Ad	Frequency Rates		
	1-2x	3-4x	5-6x
Full page	\$3490	\$3290	\$3125
2/3 page	\$2790	\$2460	\$2205
1/2 Island	\$2790	\$2460	\$2205
1/2 page (hor/vert)	\$1960	\$1865	\$1634
1/3 page (hor/vert)	\$1475	\$1415	\$1300
1/4 page (hor/vert)	\$1065	\$990	\$940

Four Colour: \$1,200 • Standard Colour: \$575 •

Matched Colour: \$745

Advertising File Format

High-resolution PDF/X-1a:2001, or a generic PDF created to Rogers Publishing specifications. Convert all spot colours to CMYK. Embed all fonts. Minimum 300 dpi for all images and text. Maximum ink density for CMYK should be at 300%.

Advertising File Submission

Submit online using Magazines Canada AdDirect at <https://addirect.sendmyad.com>. Check www.rogersdigitalads.com for more information, or contact our Production Manager for details.

Every attempt is made to verify the supplied file to the supplied proof, however, Rogers Publishing does not accept responsibility for material content or colour trapping. Production charges apply for material not to spec or alterations.

"I find the entire magazine very informative and useful."

— DE Reader

Special Advertising Positions - Non cancelable

- Inside Front and Inside Back Covers - 20% premium
- Outside Back Cover - 25% premium
- Specified Positions - 10% premium

Rates & Agency Commission

- All print advertising rates are quoted in gross Canadian Dollars. Prices are subject to the addition of 5% Goods & Services Tax (GST) where applicable.
- Agency Commission: 15% of gross billing allowed on space, colour, position and charges for special insert stock to recognized agencies only. Commission is not allowed on other charges such as extra mechanical charges, reprints, literature reviews, classified advertising, etc.
- Accounts payable at office of publication in Canadian funds or equivalent funds at the rate of exchange prevailing at time of payment.

Need Assistance?

For all production related inquiries and mechanical specifications, please contact Natalie Chyrsky at (416) 764-1686 or by email at natalie.chyrsky@rci.rogers.com.

ACCURIDE INTERNATIONAL
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ADACONN / INSERTA
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API HEAT TRANSFER
ARGO-HYTOS INC.
ASCO VALVE CANADA
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AUTODESK CANADA INC.
AUTOMATION PRODUCTS
AUTOMATION DIRECT
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BAUMER INC.
BC BEARING ENGINEERS LTD.
BECKHOFF AUTOMATION
BELL MOBILITY
BELT TECHNOLOGIES INC.
BERENDSEN FLUID POWER LTD.
BRECOFLEX CORP LLC
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CHECKFLUID INC.
CLIPPARD INSTRUMENTS
COMPRESSOR VALVE ENGINEERING
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CREAFORM INC.
CROSS MFG INC.
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DASSAULT SYSTEMS AMERICAS
DAVLEY DARMEX PRECISION LUBRICANTS
DESIGN FUSION
DIMENSION 3D PRINTING
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EXAIR CORPORATION
FESTI/GTAA
FESTO INC.
FLARETITE INC.
FUTEK ADVANCED SENSOR TECH INC.
GENERAL MAGNAPLATE CORP LTD.
GLOBAL BEAR
GTC FALCON INC.
HELANDER PRODUCTS INC.
HERCULES BULLDOG SEALING
HEWLETT PACKARD (CANADA) LTD.
HIGGINSON EQUIPMENT SALES
HOSKIN SCIENTIFIC LTD.
HY - PRO FILTRATION
INDUSTRIAL ENCODER CORPORATION
KB ELECTRONICS
LINAK US INC
LONDON LIFE
MAGNA INTERNATIONAL INC.

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MATRIKON INC.
MAVERICK SOLUTIONS
MCKESSOCK ENGINEERING LTD.
MIRAI INTER-TECHNOLOGIES
MOELLER ELECTRIC
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OETIKER INC.
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OMRON CANADA INC.
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PHOENIX MECANO
PIONEER MAGNETICS INC.
PIVOT POINT
THE PRECISION ALLIANCE
PROTO LABS INC.
QUICKPARTS
REID TOOL SUPPLY COMPANY
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ROGERS CABLE SYSTEMS LTD.
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