

Canadian

MANUFACTURING
.com

DAILY INDUSTRIAL NEWS, CAREERS AND CONNECTIONS

2014

Media Planning Kit



Discover new leads and grow your business in
Canada's industrial marketplace

DIGITAL • EMAIL • CONTENT MARKETING
• EVENTS • RESEARCH • WEBINARS

Canadian
MANUFACTURING
.com

For complete information on advertising and directory listings, contact:

Derek Morrison: (905) 409-6976 or dmorrison@canadianmanufacturing.com or

go to www.CanadianManufacturing.com and click on the [advertise](#) link at the bottom of any page.

Business
Information
Group

Your next customer is one of our readers

100,000+
 circulation

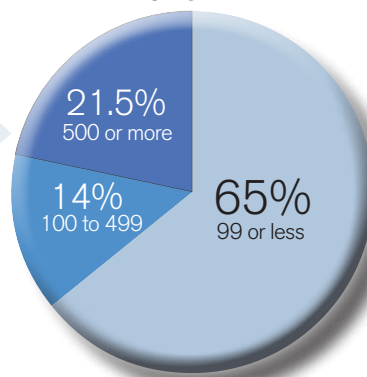
Who we are

CanadianManufacturing.com is one of Canada's top sources of daily industrial, manufacturing and economic news. Its award-winning editorial team delivers breaking news and analysis to more than 100,000 industrial readers—every day.

EFFECTIVE REACH

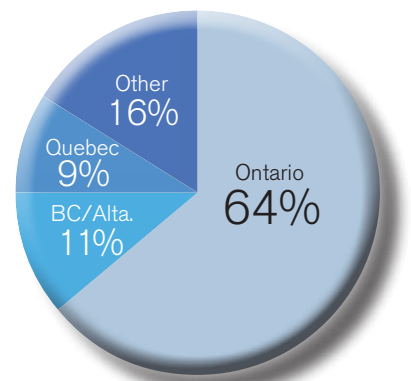
- 80% of CanadianManufacturing.com readers **influence buying decisions** at their companies, and 32% are the final decision makers.
- 54% of readers cited information about new products as their top content need.
- 63% of CanadianManufacturing.com readers use the Internet to find new products, and 71% use it to find suppliers and partners.

Audience by number of employees



99 or less: 65%
 100 to 499: 14%
 500 or more: 21.5%

Audience by location



Ontario: 64%
 BC/ Alberta: 11%
 Quebec: 9%
 Rest of Canada/ US/ other: 16%

*Audience data gathered from CanadianManufacturing.com's 2011 online reader survey

KEY AUDIENCES

- Machinery & equipment
- Fabricated metal
- Automotive/ transportation
- Energy/ oil & gas
- Food & beverage
- Mining & resources
- Electronic/ electrical equipment
- Aerospace
- Packaging
- Government
- Primary metals
- Clean technology
- Research/ design engineering
- Medical & healthcare devices
- Chemicals & pharmaceuticals
- Consumer packaged goods
- Industrial controls
- Maintenance & repair

THE BEST MARKETING CAMPAIGNS USE MULTIPLE PLATFORMS AND CHANNELS.

CanadianManufacturing.com connects you with new prospects through web, print, email and face-to-face events.



WEB SITE

- Nearly 150,000 unique visitors per month



ENEWSLETTER

- Daily service to more than 100,000 qualified industrial leaders across Canada



EDIRECTS

- Select the targeted audience of your choice



CONTENT MARKETING

- Hosted company press releases
- Sponsored articles
- Custom eNewsletters
- Partner success centres



WEBINARS

- Full turnkey program from concept to post-event report



EVENTS

- Industry-leading conferences
- Sponsorship and speaking opportunities



RESEARCH

- Lead the conversation by sponsoring a survey on a top industrial issue
- Test your ad campaign

Web site: 150,000 monthly visitors

The screenshot shows the Canadian Manufacturing website homepage. At the top, there is a navigation menu with categories like Management, Operations, Technology, Supply Chain, and FRASERS. A search bar is located below the menu. The main content area features a large banner for EXAIR Air Amplifiers with the text 'Vent, exhaust, cool and dry! Move air, smoke, fumes and light materials - with no moving parts!'. Below the banner, there are several news articles and advertisements. One article is titled '\$300M Vents du Kempt wind farm project secures financing' and another is 'Westport Innovations teams with Volvo to launch new bi-fuel car'. There is also an advertisement for 'Need a better way to handle parts?' and another for '12 Million+ Emails Available'. The website footer includes social media links and a 'Follow us on Twitter' button.

CONTENT

CanadianManufacturing.com delivers breaking news and analysis on a range of manufacturing sectors, including automotive, aerospace, transportation, energy, food processing and supply chain

AUDIENCE

Presidents, Owners, Directors, Managers, Supervisors, Engineers and Technicians from all facets of the Canadian industrial sector

KEY ENGAGEMENT METRICS

- 150,000 unique visitors per month
- More than 65% of visitors are returning readers
- Nearly 350,000 page views per month

AD INVENTORY

- Leaderboard (728 x 90)
- Big box (300 x 250)

SPONSORSHIP OPPORTUNITY

- Partner success centres

ADDITIONAL ADVERTISING OPPORTUNITIES

- Hosted company press releases
- Branded custom articles (sponsored)

eNewsletter: 100,000 qualified readers

LASER World of **PHOTONICS** 40 YEARS

Having trouble reading this email? View it in your browser. Friday, February 24 2012

Canadian MANUFACTURING Daily FRASERS Advertise Contact Us Careers

IBM to open \$210-million Ontario research facility
IBM Canada is partnering with several leading Ontario universities to build a \$210 million virtual research and development center... 5/24/2012 | [read more](#)

Bombardier, WestJet ink deal for up to \$1.59-billion in aircraft

Fifth wheel parts DC opened

Campaign highlights key role of food science

Partnership promotes a global halal certification

CAE's 2012 military deals worth \$950M

New flame resistant jean fits over work boots for added comfort

Saab's saga ends after purchase by Chinese bio-energy tycoon

Innovation in Motion
Whatever your industry; whatever the situation, Tsubaki has a great part to play in moving it ahead. Tsubaki's relationship with OEMs over many years of manufacturing in Canada has led us to the many unique products and assemblies we make today... [read more](#)

We have something NEW FOR 2013
Guess what it is and you could WIN 1 of 3 great prizes.
[Enter](#)

KONE CRANES

Innovation in Motion
Whatever your industry; whatever the situation, Tsubaki has a great part to play in moving it ahead. Tsubaki's relationship with OEMs over many years of manufacturing in Canada has led us to the many unique products and assemblies we make today... [read more](#)

SPONSORED ARTICLE:

Smarter natural resource development paramount: Carney
Renewable energy could cost Ontario electricity users an extra \$18 billion over 20 years, according to a Fraser Institute report. The conservative think tank estimates Ontario consumers will pay \$285... 5/24/2012 | [read more](#)

CONTENT

- Exclusive articles written by award-winning editors
- Reports from industry's top events and conferences
- Paid newswire for breaking coverage world wide
- Best-of content from our print magazine partners

AUDIENCE

- 100,000 industrial readers across Canada
- More than 60% are small businesses
- Readers from sectors such as automotive, aerospace, food and beverage, energy, transportation, fabrication and supply chain

KEY ENGAGEMENT METRICS*

- 88% of readers have learned about new business opportunities or discovered a new supplier as a result of reading the Daily.
- 90% have or would recommend the Daily to a colleague or friend.
- 90% agree "CanadianManufacturing Daily eNewsletter is my most useful source for news and information about Canadian industry."
- 73% read the Daily every day or several times per week.

ADVERTISING OPPORTUNITIES

- Full-size leaderboard (728 x 90)
- Big box (300 x 250)
- Text ad (620 x 130)
- Sponsored article ad (white paper, custom content) (620 x 130)

* Key metrics from CanadianManufacturing.com's 2011 reader survey

EDirects:

Inbox
delivery to
a highly
targeted
audience

Having trouble reading this email? [View in a web browser.](#)

Canadian MANUFACTURING Hello Daniela Mancini,

As a subscriber to one of Canadian Manufacturing's publications, we thought you might be interested in the information below. None of your personal information has been shared with this supplier, and we continue to honour our strict privacy policy.

bsi. ...making excellence a habit.

BSI Excellence Exchange in Calgary.

bsi. excellence exchange
Join us and learn. Register Today.

Dear Sir/Madam,

BSI Canada invites you to an exciting evening of presentations on the theme of: Excellence and Management Systems. Network with colleagues, enjoy a glass of wine, and have fun learning about the latest developments in the ISO world, including the new **Management Systems 2.0**. Find out if your company is still following MS 1.0 or has upgraded to MS 2.0.

Tuesday April 23, 2013
5:30pm - 7:30pm MST
The Westin Calgary
320 4th Avenue S.W. Calgary
T2P 2S6
[Map]

> [Register here!](#)

> [Click here to download the Outlook iCal reminder.](#)

Pecha Kucha Format

Upcoming Training Schedule

Quality courses - ISO 9001 (TPECS)

City	Start date
Calgary, AB	Apr 22
Calgary, AB	July 29
Calgary, AB	Oct 21

Environmental courses - ISO 14001 (TPECS)

City	Start date
Calgary, AB	May 06
Calgary, AB	Sept 09

Occupational Health and Safety - ISO 18001 (TPECS)

City	Start date
Calgary, AB	Aug 19
Calgary, AB	Oct 21

> [Click here for more courses](#)

Free Webinar.

Transforming Quality Management through Technology.
BSI Day - Free Webinar,
April 17th 2.00PM EST.

AUDIENCE

- Canada's richest and most targeted industrial opt-in email list is aimed and ready to deliver your company message
- Select your target by region, industry, company size, and more
- Leverage our database of nearly two million manufacturing contacts
- Option to receive leads report
- Tap into other industries served by BIG—more than 11 million North American business contacts in construction, mining, industry, professional services and more!

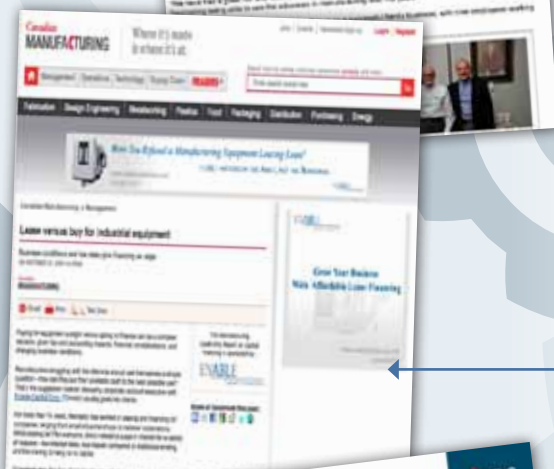
To view the list possibilities, visit <http://www.scottsdirectories.ca/verticals>

Content Marketing: An essential tool for sales



HOSTED PRESS RELEASES (COMPANYWIRE)

- We publish your press release to CanadianManufacturing.com as a sponsored message
- Include your logo and link to your web site and email
- Include up to two photos
- Headline included in five editions of the CMO eNewsletter



SPONSORED CONTENT

- Professional articles interviewing your experts
- Search engine optimized
- Topics are relevant and informative
- Include photos, URLs and email links
- Articles can be hosted on CanadianManufacturing.com and posted to your web site
- Articles are promoted via ads in the daily eNewsletter and on the web site



CUSTOM eNEWSLETTERS

- Customer-focused eNewsletters to an audience of your choice
- You have final approval of the design, logo, name and content
- Select from our database of nearly two million manufacturing business contacts
- Branch into other industries via BIG's database of 11 million business contacts in construction, mining, resources, supply chain, automotive and professional services

Additional platforms

WEBINARS

- Generate leads and start conversations
- Full hosted services mean less work for you
- Reporting, metrics and archiving provided
- Engage directly with buyers and influencers



EVENTS

- Hosted roundtables and panels (opportunity to nominate participants)
- Seminars and conferences
- Speaking, sponsorship and moderation opportunities
- Logo recognition on all event materials and reports



RESEARCH

- Sponsor an editorial survey on an important industry issue
- Opportunity to contribute questions to the survey
- Survey is distributed to CanadianManufacturing.com and partner audiences
- Test your marketing campaign and brand perceptions
- Establish subject matter leadership
- Exclusive access to the research findings (aggregate)



RATES

WEB DISPLAY ADS

Web site (one month): \$1,225 per unit
Leaderboard (728 x 90)
Big box (300 x 250)
Text and Sponsored article ads. \$1,225 per unit

ENEWSLETTER (Five days): \$1,225 per unit

Leaderboard (728 x 90)
Big box (300 x 250)
Bulletin (728 x 200)
Sponsored article (eg. white paper) (620 x 130): \$1,225
Text ad: \$1,225

EDIRECTS (Total names for manufacturing: 2.1 million)
CPM: \$410 (Minimum 1/3 of list = \$4,000)

CONTENT MARKETING

Hosted press releases: \$350
Single articles: \$3,000 for one; \$5,000 for two
Custom eNewsletters: \$5,000; \$9,500 for two;
\$12,000 for series of three
Partner centres: from \$10,000

PRINT

8-page themed supplement with sponsor welcome letter and logo recognition (exclusive: \$20,000; non-exclusive: \$5,000)

WEBINARS (Full turnkey service) from \$7,500

EVENTS

Hosted roundtables
(Opportunity to nominate two participants):
from \$15,000
Conference sponsorship: \$2,500 - \$20,000

RESEARCH SURVEYS

(Full turnkey service and branded sponsorship):
from \$12,000

FOR MORE INFORMATION contact

Derek Morrison: (905) 409-6976
or dmorrison@canadianmanufacturing.com
or your sales manager.