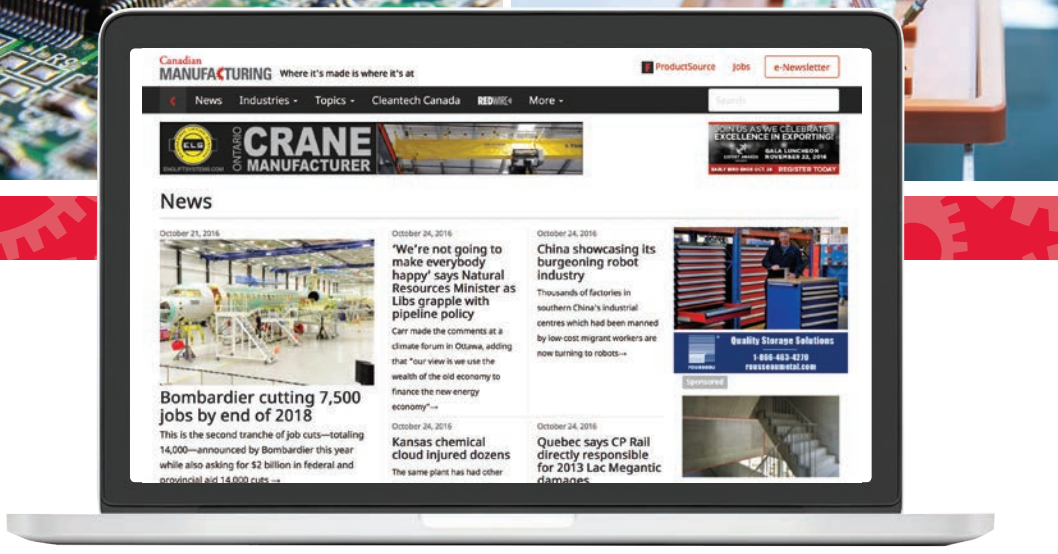
Canadian MANUFACTURING .com

REACH INDUSTRIAL BUYERS THROUGH CANADA'S SOURCE OF DAILY INDUSTRY & BUSINESS NEWS



2020 MEDIA KIT

DISCOVER NEW LEADS AND GROW YOUR BUSINESS IN CANADA'S INDUSTRIAL MARKETPLACE

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

CanadianManufacturing.com is owned by Annex Business Media, Canada's largest publisher of trade and specialty business magazines. www.canadianmanufacturing.com

Canadian MANUFACTURING .com

The buyers you want to reach

CanadianManufacturing.com is Canada's top source of daily industrial and business news. It connects with **70,000 senior-level manufacturing** contacts across Canada every day. Beyond award-winning editorial, our diverse offerings help advertisers discover and engage with buyers through content marketing, events, roundtables, webinars, research and more.

ONLINE ENGAGEMENT

- **CanadianManufacturing.com** is a digital-first media brand
- Our audience is primarily manufacturing executives and managers
- One of the only Canadian industrial media outlets with a daily eNewsletter, providing advertisers with unparalleled frequency

KEY AUDIENCES

AUTOMOTIVE

FOOD & BEVERAGE

METAL FABRICATION

TRANSPORTATION

BUILDING PRODUCTS

MINING SUPPLY

CHEMICALS & PHARMACEUTICALS

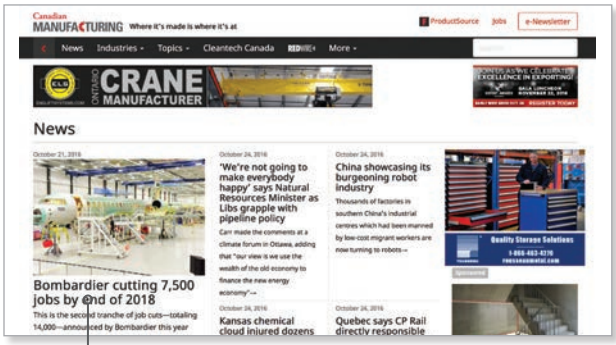
INDUSTRIAL MACHINERY

ELECTRONIC/ ELECTRICAL EQUIPMENT

CONSUMER PACKAGED GOODS

RESOURCES

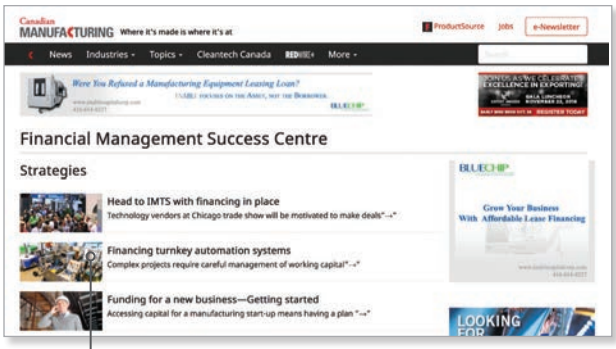
Diverse marketing platforms to get your message out



WEB SITE

- 190,500 monthly page views*
- 32,750 users per month

**12 month Avg. - Google Analytics*



CONTENT MARKETING

- Showcase your expertise

EVENTS

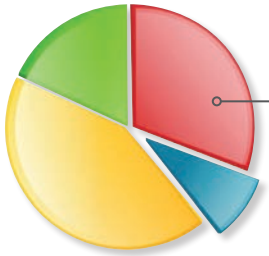
- Face-to-face networking and profile

DAILY ENEWSLETTER

- 70,000 subscribers

EDIRECTS

- Direct delivery to your target audience



RESEARCH

- Professional reader surveys of engaged audiences

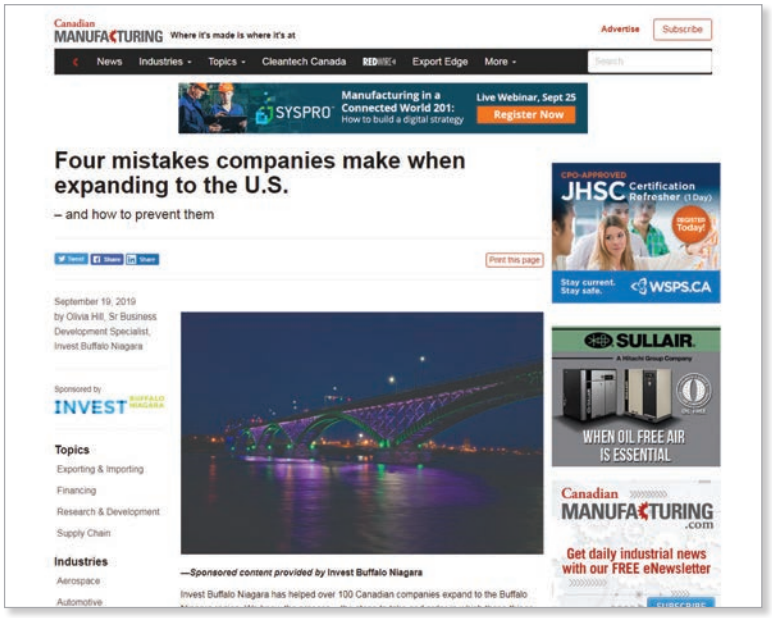
WEBINARS

- Fully turnkey service

Canadian MANUFACTURING .com

Content Marketing:

Share your expertise and nurture leads



- We host and promote your articles to our audiences
- Author bylines and email/ web links bring prospects to your door
- Establish thought leadership and educate your prospective customers
- Learn who is engaging with your content

Webinars:

Full turnkey service

- Our team organizes, hosts and promotes your webinar
- Reach new leads and prospects from our audiences
- Demonstrate your expertise and leadership

Web site:

190,500 monthly page views

ADVERTISING OPTIONS

Leaderboard: 728 x 90 px

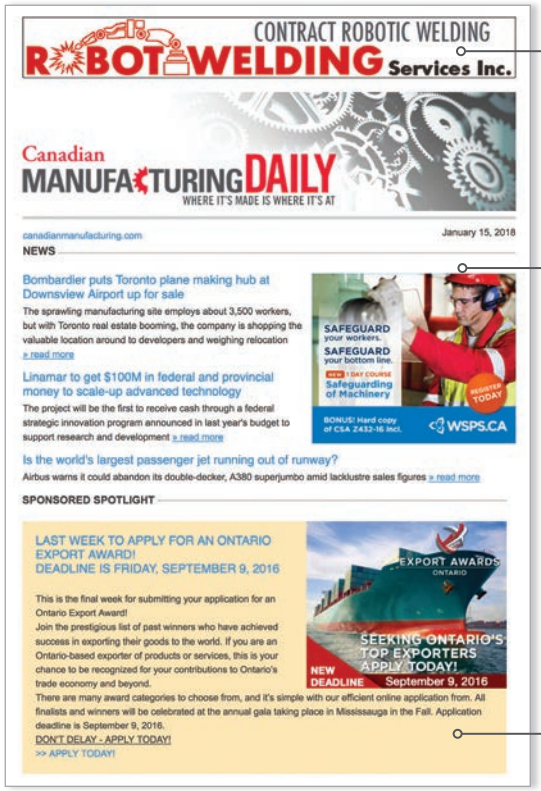
Earlug: 225 x 90 px

Big Box 300 x 250 px

Superbox: 300 x 600 px

Content Marketing *see page 6*

* (Ads are booked on a monthly basis).



eNewsletter:

70,000 qualified subscribers

ADVERTISING OPTIONS

Leaderboard: 728 x 90 px
Smartphone size: 300 x 50 px

Big box: 300 x 250 px

Sponsored Spotlight:
75-100 words with image

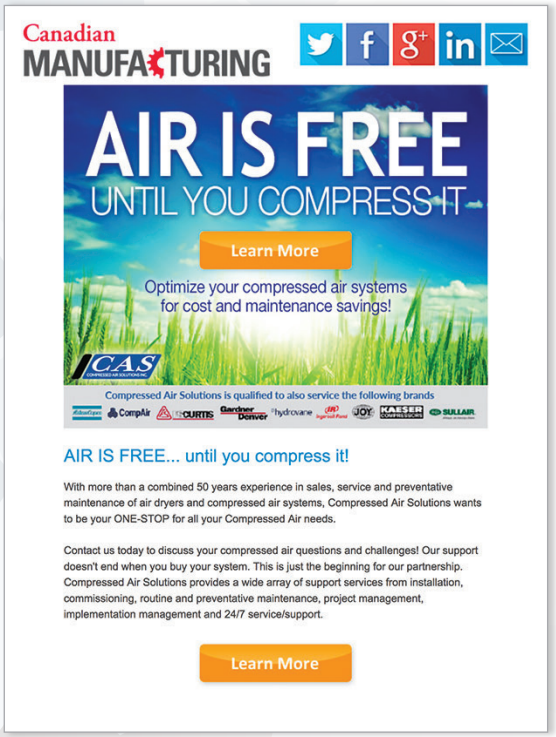
* (Ads are booked on a weekly basis).

Canadian MANUFACTURING .com

eDirects / Video Blasts:

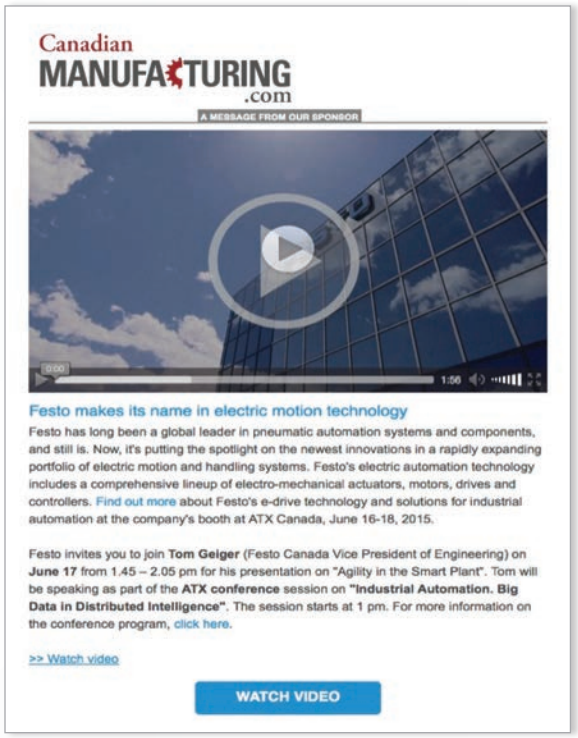
Inbox delivery of your exclusive 100% share of voice message or video to your target audience

eBlast



- Canada's richest and most targeted CASL-approved email list
- Build your list by industry, job title, province, NAICS code and company size
- Option to receive leads
- Effective calls to action

Video Blast



CASL COMPLIANT Alliance for Audited Media CERTIFIED BY AAM

Voluntary third-party CASL audit conducted by Alliance for Audited Media (AAM): www.auditedmedia.ca

Industry Innovation Awards & Ontario Export Awards

- Awards ceremony: October 2020, International Centre, Mississauga
- Recognizing Canada's most innovative manufacturers and Ontario's top exporting companies
- More than 200 delegates in attendance
- Present an award and address the audience
- Engage with manufacturing executives
- Be part of global event coverage

www.ontarioexportawards.com

Research surveys

- Sponsor an existing research project or suggest your own theme
- Opportunity to consult on key questions and content
- Option to include a follow-on roundtable of experts to discuss the findings (including your representatives).
- Full editorial report is distributed to our audiences and provided for your promotional use (print and online copies)

Canadian MANUFACTURING .com

Rates

Web Site: (booked monthly)
$1,750 Leaderboard (728 x 90 px)
$1,500 Superbox (300 x 600 px)
$1,200 Earlug (225 x 90 px)
$1000 Big Box (300 by 250 px)

eNewsletter: (booked weekly)
$1,850 Top leaderboard (728 x 90 px)
$1,500 Big box (300 x 250 px)
$1,500 Sponsored Spotlight (text and image)

eDirects: (On demand)
$400 per thousands contacts with leads

Content Marketing:
$2,000 per month
$18,000 annually - 25% discount

Webinars: (Live and on demand)
$9,500
Roundtables: (with video interviews and eight-page report)
$21,500

Research & Events:
Please contact Advertising

Contacts

Ilana Fawcett
National Account Manager
CanadianManufacturing.com | Plant |
Cleantech Canada & Annex Business Media East
(416) 829-1221
ifawcett@canadianmanufacturing.com

Scott Atkinson
Senior Publisher
Canadian Manufacturing / Plant /
Electronic Products & Technology / EPTECH Shows
Direct: (416) 510-5207
satkinson@annexbusinessmedia.com

Will Mazgay
Editor
CanadianManufacturing.com | Cleantech Canada
(416) 442 5600 x3222
wmazgay@canadianmanufacturing.com

For more advertising information see
www.canadianmanufacturing.com/advertise

MAIL: CanadianManufacturing.com | Annex Business Media | 111 Gordon Baker Rd, Ste 400 | Toronto, Ontario M2H 3R1