



Canadian Industrial Machinery®
Canada's Metalworking & Fabricating Technology Magazine

FMA A publication of the Fabricators & Manufacturers Association, Intl.®



Media Kit

The Smart Investment...



...the combination to reach your target customers

Expectations are high as we enter 2012.

Machine tool consumption is returning to prerecession levels, and Canadian manufacturers are once again preparing themselves to compete locally, regionally, and globally. The nation's manufacturing base also is shifting toward higher-value-added manufactured products that require customization, highly skilled labor, and the newest technologies.

At *CIM—Canadian Industrial Machinery* we are preserving our goal of reporting on the industries that matter to Canadians. The magazine's industry updates are designed to keep readers in the know about emerging trends both here at home and worldwide.

Over the past 25 years, *CIM* has been witness to many trends, such as the creation of lean strategies and the rise of automation. Increasingly complex equipment is the norm on the shop floors of today. This means that it has become more important than ever to keep on top of trends, news, and new-product information, and *CIM* remains committed to bringing its readers the best of the best.

***CIM* is:**

- Canada's only national, monthly print magazine covering the machine tool, tooling, and fabrication equipment marketplace.
- A member of a family of magazines dedicated to the metal manufacturing industry.
- Enhancing content delivery through a new Web site (www.cimindustry.com) and interactive electronic version of the print version.

Editorial Overview

At *CIM* we put information into the hands of those who need it the most. *CIM* also covers the entire spectrum of metal manufacturing in this country.

Metal Cutting. Each issue features new-product information, technology advice, and stories from the innovative shops that dot the Canadian landscape. During the year readers can expect in-depth coverage of milling, turning, grinding, and EDM equipment.

Tooling. The Tooling Section of *CIM* is home to information about the consumables of our industry—inserts and carbide tooling, as well as saw blades, punching tools, and press brake dies.

Fabricating. In this section we will continue to examine the topics that are of importance to Canada's sheet metal fabricators, from cutting, forming, and fabricating to the latest in welding technology.

What to Expect in 2012

For the seventh year *CIM*'s special Canada Day edition in July will take a look inside the shops and plants that form the backbone of Canada's manufacturing industry. Also, expect my comments and thoughts to continue to appear on a regular basis in the magazine, Web site, and Twitter.



Joe Thompson
Editor



Joe Thompson has been covering the Canadian manufacturing sector for *Canadian Industrial Machinery (CIM)* magazine for nearly a decade. 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.

Founded in 1986, *Canadian Industrial Machinery* is Canada's only national, monthly magazine dedicated to the metalworking and fabricating industry, reaching more than 18,000 industry professionals each and every month. In the ever-changing Canadian Market, that's stability you can count on.

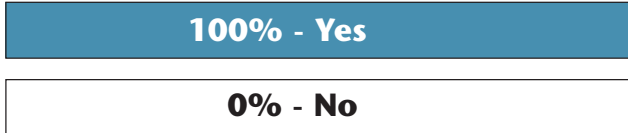
CIM's topnotch editorial addresses the needs of today's automotive, moldmaking, and aerospace manufacturers, as well as the country's fabrication OEMs and job shops. *CIM* reaches subscribers who need to know about the latest in chipmaking, cutting, forming, and joining technologies.

Market Coverage

(Publisher's Own Data - Based on August 2011 issue)

NAICS	Business & Industry	Total
213	Support Activities for Mining	16
221	Utilities	68
236	Construction of Buildings	43
237	Heavy & Civil Engineering Construction	1,177
238	Specialty Trade Contractors	336
331	Primary Metal Mfg	496
332	Fabricated Metal Product Mfg	6,675
333	Machinery Manufacturing	3,134
334	Computer & Electronic Product Mfg	234
335	Electrical Equip, Appliance & Component Mfg	516
336	Transportation Equipment Mfg	1,446
337	Furniture & Related Product Mfg	421
339	Miscellaneous Mfg	1,206
423	Merchant Wholesalers, Durable Goods	599
541	Professional, Scientific & Technical Services	132
611	Educational Services	69
811	Repair & Maintenance	347
999	Unclassified	1,430

"Does *Canadian Industrial Machinery* keep you up-to-date on current trends in the industry?"



"When you are going to purchase equipment, does *Canadian Industrial Machinery* help you make decisions?"



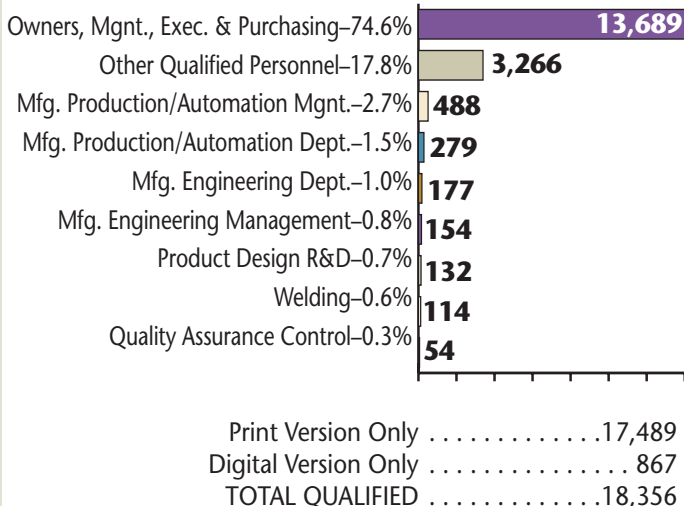
Geographic Breakdown

(Publisher's Own Data - Based on August 2011 issue)

Alberta	2,489
British Columbia	2,263
Manitoba	648
New Brunswick	315
Newfoundland	161
Nova Scotia	329
Northwest Territories	11
Ontario	7,552
Prince Edward Island	53
Quebec	3,446
Saskatchewan	556
Yukon Territory	14
United States	370
Other countries	138

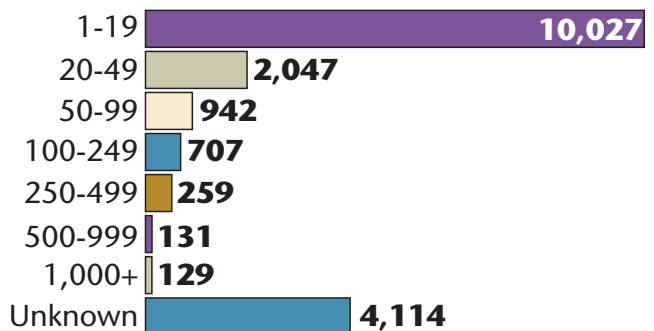
Circulation by Job Title

(Publisher's Own Data - Based on August 2011 issue)



Company Employee Size

(Publisher's Own Data - Based on August 2011 issue)



Canadian Industrial Machinery® – Planned Editorial Calendar

	Industry Update	Machining	Tooling	Fabricating	Special Notes
January <i>Ad Close: 12-9-11</i> <i>Ad Material: 12-19-11</i>	Automotive	EDM Software	Holemaking Tools	Laser Cutting Robotics	
February <i>Ad Close: 1-12-12</i> <i>Ad Material: 1-19-12</i>	Power Generation	Milling Automation	Saw Blades	Press Brakes Sawing	
March <i>Ad Close: 2-14-12</i> <i>Ad Material: 2-22-12</i>	Moldmaking	Turning Measurement	Turning Tools	Waterjet Cutting Stamping	
April <i>Ad Close: 3-14-12</i> <i>Ad Material: 3-21-12</i>	Structural Steel	Grinding DROs	Milling Tools	Punching Tube/Pipe Fabrications	Montreal Manufacturing Technology Show Preview Issue
May <i>Ad Close: 4-11-12</i> <i>Ad Material: 4-17-12</i>	Aerospace	Multitasking Boring Mills	Press Brake Tooling	Welding Ironworkers	
June <i>Ad Close: 5-14-12</i> <i>Ad Material: 5-22-12</i>	Medical	Micromachining CNCs	Tool/ Workholding	Laser Cutting Automation	
July <i>Ad Close: 6-13-12</i> <i>Ad Material: 6-20-12</i>	<i>Special Canada Day Edition: A coast-to-coast look at manufacturing shops</i>				
August <i>Ad Close: 7-16-12</i> <i>Ad Material: 7-23-12</i>	Automotive	Measurement Finishing	Punching Tools	Plasma Cutting Welding	IMTS Preview Issue
September <i>Ad Close: 8-13-12</i> <i>Ad Material: 8-20-12</i>	Education	Turning Machine Tool Accessories	Turning Tools	Combination Equipment Waterjet Cutting	
October <i>Ad Close: 9-12-12</i> <i>Ad Material: 9-19-12</i>	Aerospace	Holemaking EDM	Milling Tools	Sawing Plate Rolls	FABTECH Preview Issue
November <i>Ad Close: 10-15-12</i> <i>Ad Material: 10-22-12</i>	Welding	Software Milling	Tapping Tools	Laser Cutting Punching	
December <i>Ad Close: 11-13-12</i> <i>Ad Material: 11-20-12</i>	Safety	Multitasking Grinding	Tool Management	Press Brakes Shears	

Dates subject to change. Published monthly.

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.

The publisher of CIM-Canadian Industrial Machinery® reserves the right to amend this schedule if necessary.

Tradeshows to remember:

FABTECH Canada - Toronto, March 20-22

Montreal Manufacturing Technology Show - Montreal, May 14-16

IMTS - Chicago, Sept. 10-15

FABTECH® - Las Vegas, Nov. 12-14

100%
of CIM's readers say
they trust the articles
they find in *Canadian
Industrial Machinery*

cimindustry.com's goal is to be the information tool of choice for Canada's machine tool and fabricating industries. cimindustry.com adheres to the same editorial standards as all publications from FMA Communications. In addition, cimindustry.com uses multiple software analytics firms to measure the effectiveness of our Web site. This software filters out all SPAM, spiders, and other robots that are programmed by search engines to "crawl" across Internet sites. The end result for you is numbers and statistics that reflect actual human beings that are interested in your products and services.

According to a 2011 Harvey Research Study, 90% of our subscribers utilize the Internet when making purchasing decisions.

Home page opportunities:

- Button Ad – 120 x 90 pixels
 \$350/month nonadvertiser \$250/month advertiser
 - Vertical Banner Ad – 120 x 240 pixels
 425/month nonadvertiser \$325/month advertiser
 - Horizontal Full Banner Ad – 468 x 60 pixels
 \$650/month nonadvertiser \$550/month advertiser
- All of these may rotate with up to 3 ads



CIM Supplier Directory

- "Big Box" Ad – 250 x 250 pixels
 \$750/month nonadvertiser \$650/month advertiser



Other opportunities

- "Zone-specific" Ads –
 \$500/month nonadvertiser \$400/month advertiser

- **Expanded** (Free to 12x print advertisers) – Includes all of the Advertiser Exclusive features, plus five deep links within the Showroom linked to the supplier's site, Supplier Directory and cimindustry.com slotted search results, a banner ad in the showroom, static product lineup and trade name lists, and location map.

- 3x advertiser rate: \$4,000 gross per year
- 6x advertiser rate: \$2,000 gross per year
- 9x advertiser rate: \$1,000 gross per year

- **Advertiser Exclusive** (Free to contracted advertisers) – Includes all the Basic Showroom features, plus company logo, profile (150-word writeup), and generic e-mail form to the Basic Showroom items. (\$3,000 value)

- **Basic Showroom** (Free to all relevant suppliers) – Includes linked listings of Supplier Directory categories, list of articles and releases the company appears in, company name, address, phone number, and home page URL. (\$2,000 value)



Are you looking for a unique way to showcase your new products?

Multimedia advertising is quickly becoming a required part of the overall marketing mix for companies today. Using an integrated approach to your marketing plan allows you to target prospects at different points in the buying cycle. Some prospects use trade magazines, some use the Internet, and some use word-of-mouth. By using various forms of media, you better position your products to reach buyers where and when they are looking for information. And, ultimately, when they are ready to buy.



Webcasts

Webcasts offer a unique way to showcase your new products and services to an interactive audience.

- **Exclusive Webcast** - \$5,000 gross



Video

The video medium has been taking off in recent years due partly to the popularity of Web sites like www.youtube.com. One important feature of using a video to promote a product or service is its viral marketing appeal, meaning viewers can e-mail or share the video with colleagues. Your company's video will appear both in your company's showroom and in the Multimedia Center.

- **Advertiser** - \$250 per month
- **Nonadvertiser** - \$450 per month

Note: Total length of video will determine monthly rate. Contact your regional sales representative for more information.



Podcasts

Podcasts are prerecorded audio files giving users the unique convenience to listen at their desktop or download and listen on the go using their MP3 player. Each publication's editor will be posting one new podcast each month. The content will vary, from various columns to open houses to tradeshow reviews.

- **Advertiser** - \$150 per month
- **Nonadvertiser** - \$250 per month

For custom podcasts, contact Jim Gorzek at 815-227-8269, or e-mail him at jimg@cimindustry.com.



White Paper

Promote your product or solution to your target audience.

- \$1,200 per year (includes leads)

54%

of respondents say
they have received *CIM*
for 2+ years.



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