

# 2010 Media Kit



*"Canadian Industrial Machinery is a great resource for metalworking and fabricating industries, allowing us access to reach important decision-makers each and every month. CIM provides Havlik International with a coast-to-coast presence in Canada's manufacturing sector and is an integral part of our company's national marketing strategy."*

*Camilla Havlik-Patten  
Marketing Manager - Havlik International Machinery Inc.  
Cambridge, Ontario*

As an interested industry observer for more than 20 years, *Canadian Industrial Machinery (CIM)* has been witness to many trends over the years, from lean manufacturing to the rise of automation. Now many of these lessons learned are being used to meet the challenges that the manufacturing sector in this country has had to confront in recent months.

From coast to coast the Canadian manufacturing base is in flux as structural changes, new ownership, stimulus money, and a recession touch upon nearly every sector from steel production to automotive parts manufacturing and assembly.

It is important to keep on top of industry trends and news perhaps now more than ever, and *CIM* remains committed to giving our readership the best of the best.

### Editorial Overview

As the only Canadian magazine of its kind to reach readers each and every month, *CIM* puts information into the hands of those who need it the most. *CIM* also covers the entire spectrum of metal manufacturing in this country.

**Metalworking.** From turning and milling to the art that is grinding and the magic that is EDM, each issue of *CIM* features new product news, technology advice, and stories from the innovative shops that dot the landscape. Regular “Industry Updates” are designed to keep you up-to-date on the emerging trends both here and worldwide.

**Tooling.** The Tooling section of *CIM* is home to information about the consumables of our industry—insert coatings and geometries, saw blades, punching tools, and press brake dies.

**Fabricating.** Already seen as one of our strengths, the Fabricating section of the magazine has just gotten stronger. A new energy has been created in this section following our acquisition by the Fabricators & Manufacturers Association in 2009, the undisputed leader in fabrication news. In this section we will continue to examine the topics that are of importance to Canada’s sheet metal fabricators: cutting, forming, fabricating, and the latest in welding.

### What to Expect in 2010

As 2010 rolls around you will notice a relaunched and redesigned *CIM* Web site that is more than just an archive. Our site will be your portal to the manufacturing world thanks to daily news updates, *CIM* articles, and a manufacturer and distributor showroom.

Expect my comments and thoughts to continue to appear on a regular basis, both in the magazine and online.



Joe Thompson  
Editor - *Canadian Industrial Machinery*



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, his writing has been published worldwide in a variety of industries from manufacturing to pharmaceutical, medical, and entertainment.

# Canadian Industrial Machinery – Circulation

Founded in 1986, *Canadian Industrial Machinery* is Canada's only national monthly magazine dedicated to the metalworking and fabricating industry, reaching more than 23,000 industry professionals each and every month.

*CIM's* top-notch 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.

## Testimonials:\*

"Great publication with excellent content!"

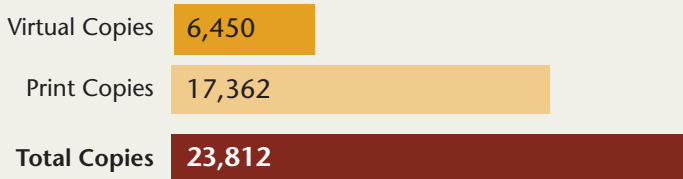
"A welcome reflection of current technology and different ways of doing things than we use ... keeps me current."

"Good method of reaching my Canadian tooling customers."

"Solid source of current activity."

*\*Source: 2009 Readership Survey*

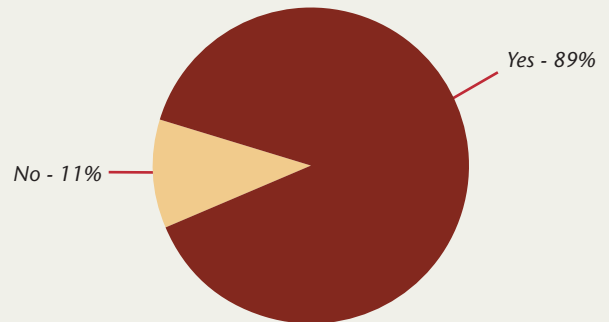
## Breakdown of *CIM's* circulation



*Source: Publisher's own data*

## *CIM's* readers are kept up-to-date on industry trends

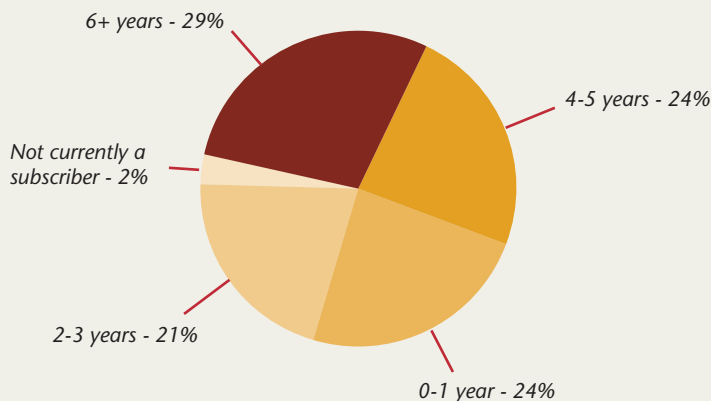
"Does *Canadian Industrial Machinery* keep you up-to-date on current trends in the industry?"



*Source: 2009 Readership Survey*

## 75% of respondents have received the magazine for 2+ years

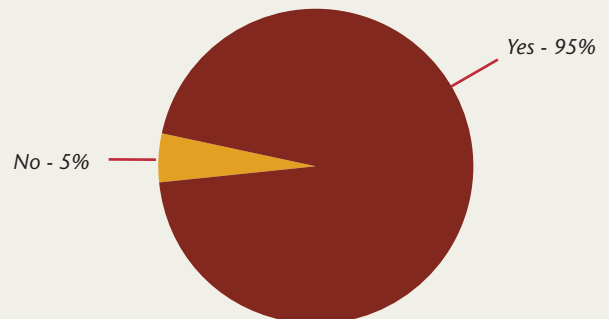
"If you receive your copy personally addressed, how long have you been a subscriber to *Canadian Industrial Machinery*?"



*Source: 2009 Readership Survey*

## *CIM's* articles are a trusted resource

"Do you trust the articles you find in *Canadian Industrial Machinery*?"



*Source: 2009 Readership Survey*

## Canadian Industrial Machinery – Editorial Calendar

	<b>Metalworking</b>	<b>Metalworking</b>	<b>Metalworking</b>
<b>January</b> <i>Ad Close: 12-22-09</i> <i>Ad Material: 12-29-09</i>	Industry Update: Automotive	Grinding	Milling
<b>February</b> <i>Ad Close: 1-21-10</i> <i>Ad Material: 1-28-10</i>	Industry Update: Power Generation	Turning	DROs
<b>March</b> <i>Ad Close: 2-18-10</i> <i>Ad Material: 2-25-10</i>	Multitasking	Measurement	EDM
<b>April</b> <i>Ad Close: 3-15-10</i> <i>Ad Material: 3-22-10</i>	Industry Update: Aerospace	Milling	Drilling
<b>May</b> <i>Ad Close: 4-14-10</i> <i>Ad Material: 4-21-10</i>	Industry Update: Government	Turning	Software
<b>June</b> <i>Ad Close: 5-21-10</i> <i>Ad Material: 5-28-10</i>	Industry Update: Medical	EDM	Controls
<b>July</b> <i>Ad Close: 6-22-10</i> <i>Ad Material: 6-29-10</i>	<i>Special Canada Day Edition: A coast-to-coast look at manufacturing shops</i>		
<b>August</b> <i>Ad Close: 7-22-10</i> <i>Ad Material: 7-29-10</i>	Industry Update: Education	Grinding	CAD/CAM
<b>September</b> <i>Ad Close: 8-23-10</i> <i>Ad Material: 8-30-10</i>	Industry Update: Automotive	Turning	Machine Accessories
<b>October</b> <i>Ad Close: 9-22-10</i> <i>Ad Material: 9-29-10</i>	Industry Update: Die/Mold	Milling	Measurement
<b>November</b> <i>Ad Close: 10-21-10</i> <i>Ad Material: 10-28-10</i>	Industry Update: Power Generation	Multitasking	Software
<b>December</b> <i>Ad Close: 11-22-10</i> <i>Ad Material: 11-29-10</i>	Industry Update: Aerospace	Turnkey Setups	Boring

*Dates subject to change*

### **Tradeshows to remember:**

**Montreal Manufacturing Technology Show** - Montreal, May 17-19

**IMTS** - Chicago, September 13-18

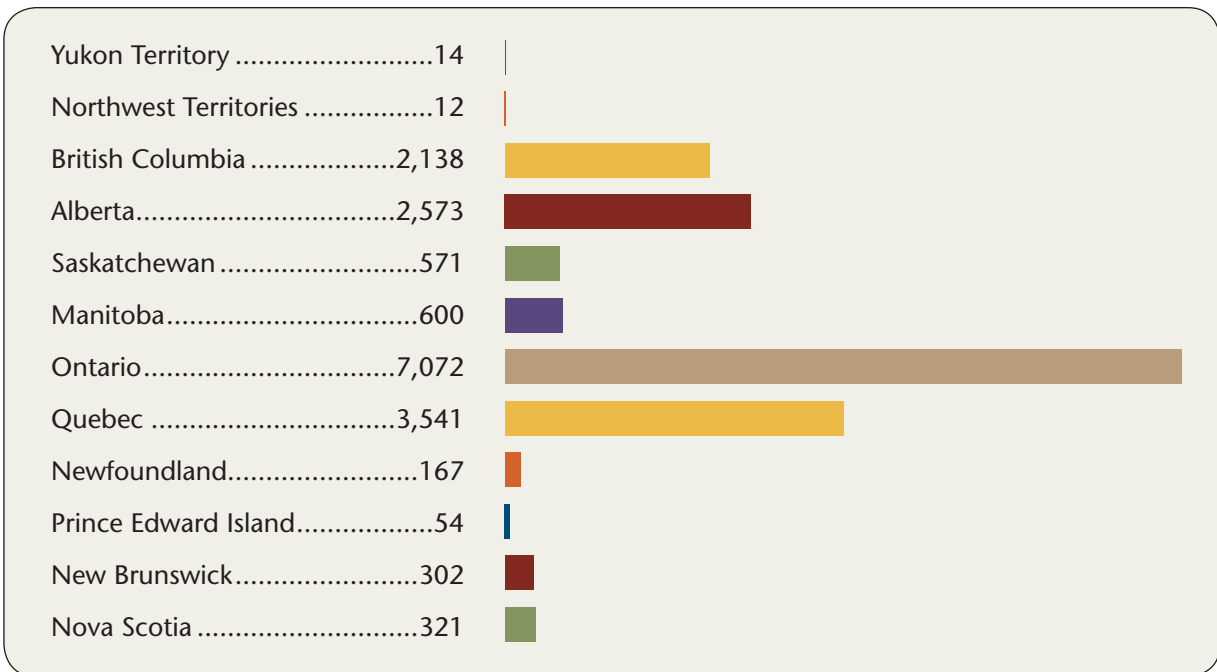
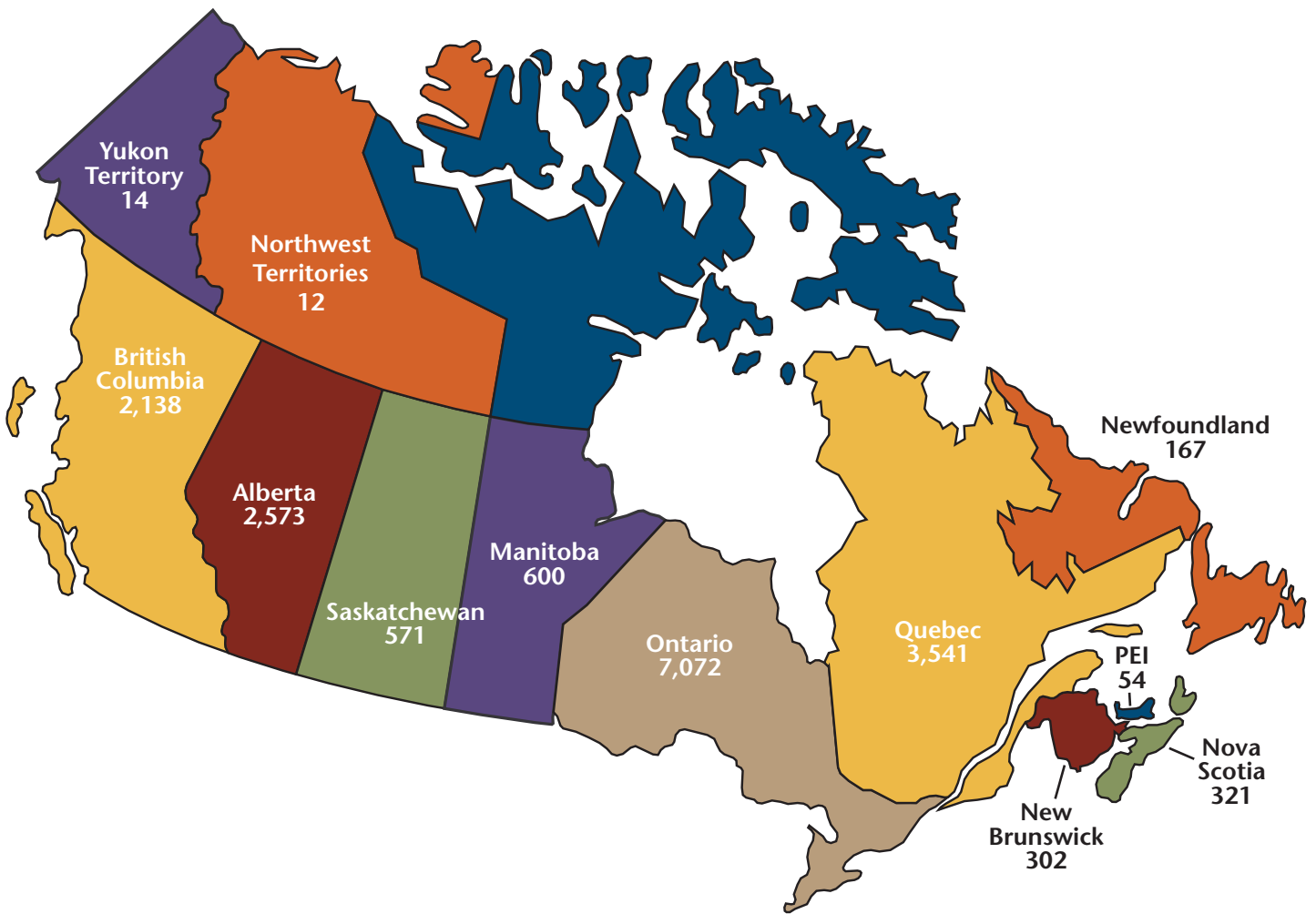
**FABTECH® International & AWS Welding Show including METALFORM** - Atlanta, November 2-4

**Canadian Manufacturing Week & Advanced Manufacturing Expo** - Fall, TBD

Tooling	Fabricating	Fabricating	Special Notes
Punching Tools	Punching	Plasma	
Turning Tools	Press Brakes	Lasers	
Tool/Workholding	Industry Update: Welding	Marking	
Milling Tools	Waterjets	Stamping	MMTS Preview
Press Brake Tooling	Press Brakes	Sawing	MMTS Issue
Grinding Wheels	Lasers	Tube/Pipe	
<i>Special Canada Day Edition: A coast-to-coast look at manufacturing shops</i>			
Milling Tools	Combination Machines	Welding	IMTS Preview
Tooling R&D	Lasers	Plate Rolls	IMTS Issue FABTECH Preview
Holemaking	Ironworkers	Punching	FABTECH Issue
Turning Tools	Waterjets	Shearing	
Saw Blades	Sawing	Press Brakes	

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 *Canadian Industrial Machinery*® reserves the right to amend this schedule if necessary.

# Canadian Industrial Machinery – Qualified Circulation Geographic Breakdown



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**M. Reid Kennedy**  
Communication Specialist  
Phone: 519-856-2424  
E-mail: reidk@cimindustry.com



**Andrew Panchyshyn**  
Communication Specialist  
Phone: 815-315-0588  
E-mail: andrewp@cimindustry.com



**Jim Gorzek**  
Associate Publisher  
Phone: 815-227-8269  
E-mail: jimg@thefabricator.com



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**833 Featherstone Road • Rockford, IL 61107**