

PLANT

ADVANCING CANADIAN MANUFACTURING



2017

MEDIA
PLANNER

Publisher's Message

Since 1941 **PLANT** has become a familiar face to tens of thousands of readers providing the most in-depth stories about Canadian manufacturing innovation and becoming the nation's leading source for industrial news.

Manufacturing continues to be the single most important sector of the Canadian economy comprising over 11% of Canada's total GDP. The sector consists of a diverse range of readers from senior-level management to technical professionals operating on the plant floor. No single publication covers this entire market like **PLANT**.

Engaging editorial content provides industry leaders with perspectives and insights into what drives manufacturing, process improvements that increase operational efficiencies and management strategies that build their businesses.

With the widest and deepest market coverage, **PLANT** serves the unique and specific needs of advertisers in Canada's multi-billion dollar manufacturing sector with effective custom-media solutions. Target broad or specific vertical and niche markets through comprehensive print and online campaigns, custom research and market-specific face-to-face events.

Let us put a customized marketing campaign together for your company in 2017 that will deliver your message to **PLANT's** important and receptive audience.



Michael King

Publisher

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PLANT MAGAZINE IS THE ONLY PUBLICATION IN CANADA TO OFFER ACCESS TO EVERY LEVEL OF DECISION MAKER ACROSS ALL MANUFACTURING SECTORS.

PLANT has a long history of serving this market celebrating over **75 years** captivating the attention of loyal readers from executives to operations and engineering, plus the buyers, specifiers and users of your company's products and services.

PLANT has a diverse readership from executive managers and owners to plant managers, through to hands on end users on the plant floor ensuring your advertising message is being seen by decision makers across every level.

Executive Management • Plant Managers • Production/Operations
Engineering • Maintenance • Design Engineers • Purchasing

Our readers haven't stopped at print...

PLANT now offers the most extensive manufacturing e-news subscriber base in Canada. You can feel confident knowing that your message will reach key decision makers throughout the entire buying chain and with proven results!

PLANT is your single-source media supplier offering the most comprehensive market coverage linking advertisers to Canada's vital manufacturing markets.

A COMBINED
OPT-IN
SUBSCRIBER
BASE OF OVER
30,000

ADVERTISE WITH THE MARKET LEADER

#1

- TOTAL MARKET SHARE
- MANUFACTURING UNITS
- LOCATIONS & QUALITY

PLANT IS #1 FOR AUDIENCE

delivering more qualified readers than any other manufacturing publication in Canada!

- ✓ Over 68,000 total pass along readership each issue
- ✓ 100% of readers rate the magazine Good to Excellent
- ✓ 82% of PLANT readers have direct purchasing influence and spend 15 minutes to more than an hour reading each issue
- ✓ Readers spend 15 minutes up to more than an hour reading each issue.

WHAT OUR READERS HAVE TO SAY...

“Keep it up. The articles keep us up to date and ahead of the game with new ideas and products.”

“I appreciate the objective nature of the articles, especially the editorials. Also, there are articles that describe important events in Canadian manufacturing that are not covered by other print media.”

“The publication keeps current, addresses a wide range of issues, from economics to safety and the writing is high quality disciplined technical writing. Top marks on all categories.”

“‘PLANT’ is a high quality, professionally prepared and produced document. That adds greatly to the ‘readability’ and authority of the document. A well prepared, well written article in a well laid out, professional appearing document builds reader confidence.”

EDITORIAL MISSION:

To provide readers who represent all links in the manufacturing decision-making chain with information that will energize their businesses and make them more successful.

PLANT provides Canada's most comprehensive editorial package for manufacturers, blending insights on industry issues, trends and lucrative market opportunities; management strategies; how-to articles; and case studies that demonstrate process improvements that drive business success.

On the technology side, the **Canadian Industrial Equipment News (CIEN)** section brings more comprehensive new technology and industrial products information to professionals operating on the plant floor.

Print, online daily news, web-only features and twice weekly e-newsletters ensure this information is in decision makers' hands when they need it.

PLANT's editorial content provides an ideal environment for vendors to deliver key messages to customers, emphasize the operational and cost benefits of products and services, present innovative new technologies and create, then heighten brand awareness.

Joe Terrett, Editor

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JANUARY/FEBRUARY

<i>Special Report</i>	Entering export markets
<i>Company Profile</i>	A leading manufacturer
<i>Management</i>	How to make SR&ED work better for you
<i>Production</i>	Automation: Trends to watch
	Maintenance: 3D, additive manufacturing update
<i>Product Focus</i>	Power transmission (bearings, drives, gears, motors)

MARCH

<i>Special Report</i>	Energy management best practices
<i>Company Profile</i>	A leading manufacturer
<i>Management</i>	Assessing and managing risk
<i>Production</i>	Technology: 3D printing update
	Automation Series: Wireless infrastructure
<i>Product Focus</i>	Maintenance (lubricants and systems, measurement, monitoring)

APRIL

<i>Special Report</i>	Primer on IIoT, big data, smart devices and the cloud
<i>Company Profile</i>	A leading manufacturer
<i>Production</i>	Maintenance: Managing skills gaps
	Materials handling: Energy efficiency opportunities
<i>Product Focus</i>	Health and safety (personal gear, plant equipment)

MAY/JUNE

<i>Special Report</i>	Aging workforce and ergonomic systems
<i>Company Profile</i>	A leading manufacturer
<i>Management</i>	Cyber security update
<i>Production</i>	Materials handling: Sustainability strategies
<i>Product Focus</i>	Instruments, test, measurement

JULY/AUGUST

<i>Special Reports</i>	Salary survey: Benchmarking Report
	Automotive sector (APMA conference coverage)
<i>Company Profile</i>	A leading manufacturer
<i>Production</i>	Automation Series: Smart devices
	Energy management tools and programs
<i>Management</i>	Engaging millennials
<i>Product Focus</i>	Automation (machinery, equipment, software, integrated systems)

SEPTEMBER

<i>Special Report</i>	Addressing skills gaps: update
<i>Company Profile</i>	A leading manufacturer
<i>Management</i>	Big data and predictive analytics
<i>Production</i>	Maintenance: Troubleshooting machines and equipment
	Materials management: Robotics, automation
<i>Product Focus</i>	Material handling (equipment, machinery, systems, software)

OCTOBER

<i>Special Report</i>	Canadian innovations
<i>Company Profile</i>	A leading manufacturer
<i>Production</i>	Automation Series: Collaborative robots
<i>Product Focus</i>	Smart data (software, machinery, instruments)

NOVEMBER/DECEMBER

<i>Special Report</i>	Manufacturing Outlook 2018
<i>Company Profile</i>	A leading manufacturer
<i>Management</i>	Creating an effective digital presence
<i>Production</i>	Maintenance: Filling skills gaps
	Materials handling: Autonomous vehicles
<i>Product Focus</i>	Facilities (dust, fume, fans, air, docks)

IN EVERY ISSUE

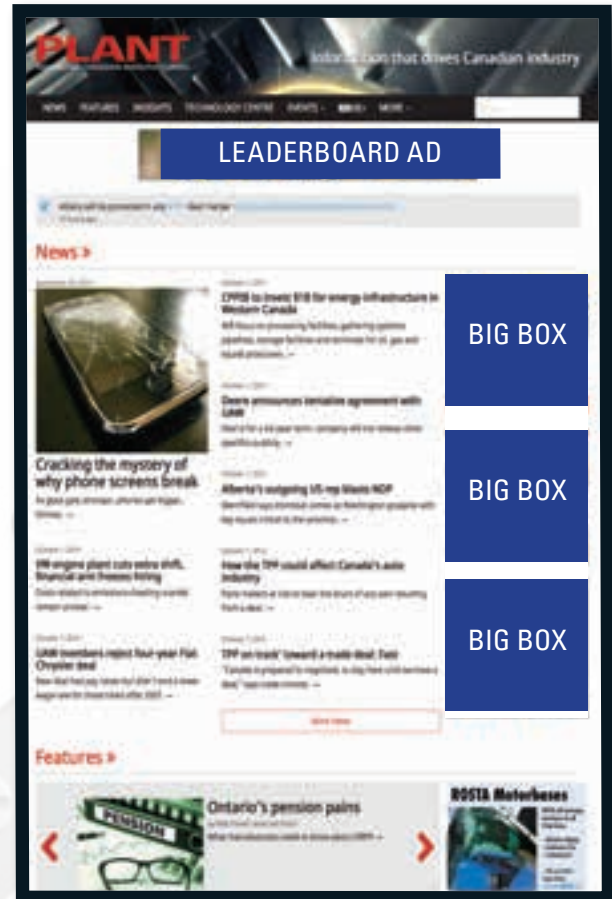
- Industry trends
- Sustainable manufacturing
- New technologies
- Plant and product innovations
- Management issues and ideas
- Production operations
- Best practices
- Case studies
- Company profiles
- Workplace safety
- Lean tips
- IT for industry
- Business news
- Economic analysis
- Labour relations
- Exporting strategies
- New products
- Career transitions
- Events planner

PLANT.CA is Canada's *LEADING* source of Industrial/Manufacturing News and Information

- Read by more than **20,000** unique visitors
- More than **55,000** page views per month
- The Latest Daily Industry News
- Feature Articles
- Informative Insight Columns
- Product Technology Centre
- Events Calendar

PLANT.CA captivates readers and keeps them informed meaning your advertising message is seen!

*PLANT.CA links advertisers with readers through the **PLANT** digital editions (both current and back issues).*



RUN OF SITE		
TOP	Leaderboard (728x90)	\$1,250
RIGHT	Big Box (300x250)	\$800

ADDITIONAL SPECIFICATIONS

- Max file size for all spots 40 KB
- Ad campaigns are served via DART
- 3rd party ad serving available (excluding email / newsletter)
- All ad material due 5 days before posting date
- File types: animated GIF, static JPG, Flash SWF
- FLASH SWF ads are not used in email newsletters

THE MOST EFFICIENT TOOLS FOR DELIVERING YOUR MESSAGE TO DECISION MAKERS THAT MATTER. ENGAGING CANADA'S MANUFACTURING COMMUNITY HAS NEVER BEEN EASIER, FASTER OR MORE PRECISE.

PLANT eNewsletters

Canada's top industrial newsletters serve the manufacturing sector in ways no other news source can match:

- *Plant.ca Twice Weekly*: Breaking news plus the best of **Plant.ca** delivered directly to over 30,000 loyal subscribers

AD SIZE	PRICE
LEADERBOARD (TOP POSITION) (728x90)	\$1,250/Wk
BIG BOX (300x250)	\$750/Wk

Sponsored Spotlight: Text and Box Ad

- Show your product and describe it in action
- Link to case studies, white papers, special offers
- Box ad supply files in GIF or JPG format (40K max file size)
- 40 words + link

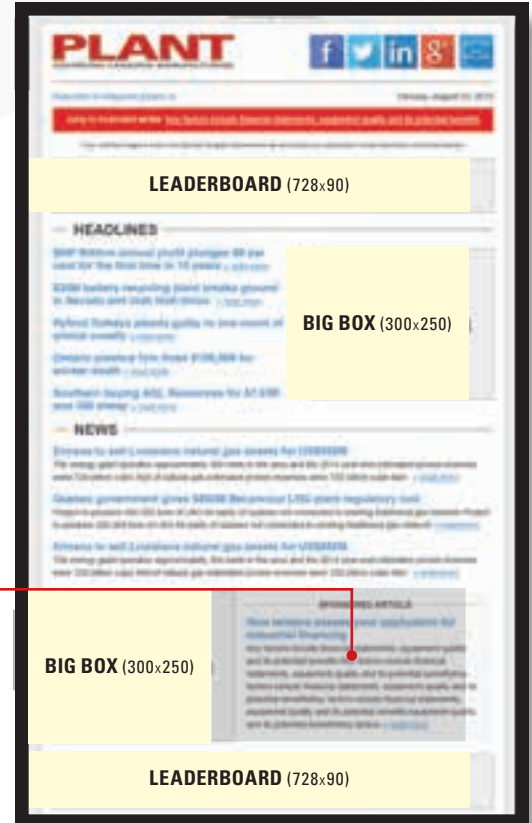
\$1,000/wk

eDirect Mail

Single sponsored Direct Message emails sent on behalf of your company to one or all industry sectors:

- Custom email message including brand, product, lead generation offers, downloads, etc.
- All content is sponsor-created and branded.
- Segment your custom list by SIC, job title, Geographical region, etc.

\$375 per thousand



GENERATE **QUALITY** SALES LEADS EACH MONTH!

Designed to generate soft leads, **PLANT** Product Profiles reach out to over 30,000 buyers each month.

Highlight new products, a product catalogue or your company services !

Simply provide a product image, 50 words of copy with a website link and we do the rest.

Within 5 days you will receive a detailed leads report identifying all those who clicked through to your website. Full contact information is included: Name, title, company address, phone and fax.

Limited to 10 spots only	
1x	\$1,095
3x	\$995
6x	\$895
12x	\$795

The screenshot displays the PLANT Product Profile website interface. At the top, it says 'ADVERTISING | CUSTOMER SERVICES | PLANT CO. | CONTACT US' and 'ISSUE: SEPTEMBER 2016'. The main header reads 'PLANT PRODUCT PROFILE' with a 'PLANT' logo. Below the header, there are several product feature articles, each with a title, a small image, a short text description, and a 'READ MORE' link. The articles include:

- ELEVATE YOUR MANUFACTURING PERFORMANCE WITH GORBEL:** Discusses ergonomically designed material handling solutions.
- FLIR D2124 IMAGING MULTIMETER:** Features a handheld infrared non-contact thermal imager.
- SELF-TENSIONING MOTOR BASES:** Highlights a leading manufacturer of dynamic rubber suspension elements.
- MAKE A CHANGE FOR THE BETTER WITH RITTAL:** Focuses on energy-efficient server racks.
- HOW CABLE SELECTION/INSTALLATION IMPACTS ROBOT PERFORMANCE:** Discusses the importance of proper cable selection and installation for industrial robots.
- SO2 | LUBRICATION - NEED TO KNOW:** Provides information on SO2 lubrication for industrial machinery.
- FEIN KBM 85 U UNIVERSAL TWO-SPEED REVERSIBLE CORE DRILL:** Describes a high-performance core drill.
- VAG-U-MAX INDUSTRIAL VACUUM CLEANERS:** Details industrial vacuum systems for various applications.

PLANT

2017 Rates & Dates: Print

Print Issue Deadlines *Dates subject to change at publishers' discretion.

Issue	Close	Creative Due
January/February	Jan 6	Jan 13
March	Feb 10	Feb 17
April	March 16	March 23
May/June	May 11	May 18
July/August	July 13	July 20
September	Aug 17	Aug 24
October	Sept 14	Sept 21
November/December	Nov 9	Nov 16

Black & white advertising: Subtract \$1,595
2-Colour Process: \$749 (add to B&W rate)
Preferred positions: Add 25 percent to space charge.

Colour Advertising Rates

	1x	2-4x	5-8x	
Full Page	7,295	6,995	6,695	
1/2 Page	5,095	4,895	4,695	
1/3 Page	4,195	4,095	3,995	
1/4 Page	3,495	3,395	3,295	
Literature Reviews	1x	2x	4x	8x
	\$795	\$775	\$755	\$725

Material requirements – JPG Image plus 30 words copy and website address

Call for a quotation on: Polybag outserts • In-bound inserts • Overcovers • Advertorials • Editorial sponsorships

Mechanical Requirements: Print

Page ad sizes

	Wide	Deep
Double Page (Bleed)	18.25"	12.25"
Full Page (Bleed)	9.25"	12.25"
(Trim)	9"	12"
(Live Area)	8"	11"
1/2 Page Island:	5.875"	7.875"
1/2 Page Vertical:	3.875"	11"
1/2 Page Horizontal:	8"	5.375"
1/3 Page Island:	3.875"	7.875"
1/3 Page Horizontal:	8"	3.5"
1/4 Page Vertical:	3.875"	5.375"
1/4 Page Horizontal:	8"	2.875"

Digital Print Ad Material Requirements

The preferred method for ad submission is **PDF**.

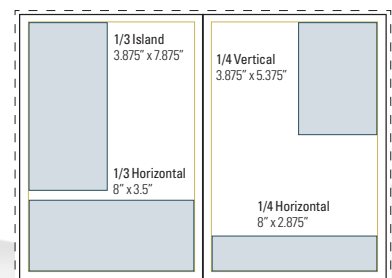
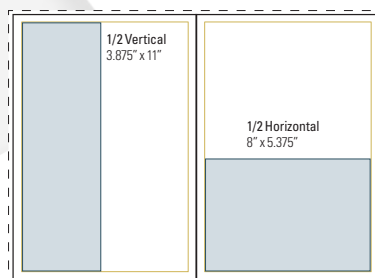
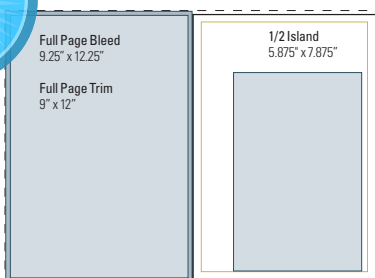
Please ensure your PDF is **Grayscale** or **CMYK, Acrobat 5 (PDF 1.4)** compatible, with images prepared at **300 DPI** minimum. Prepare your PDF with all fonts embedded, crop marks, and bleed if required.

Your file should be named to allow for easy identification, i.e.: **Company_Name_Product_.pdf**

File submission

All hi-res pdf files are to be uploaded to the loading dock. The Annex loading dock for all ads should be submitted via: annexnorth.loadingdock.ca

1. Enter your email address
2. Write a brief description of the file. Be sure to include the publication name and month
3. Under Notifications select Trina Dillon
4. Select the number of files you are uploading and attach file/s



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