

PLANT

ADVANCING CANADIAN MANUFACTURING



Serving **CANADIAN**
Industry for
years **75**

2016

**MEDIA
PLANNER**

Publisher's Message

PLANT Magazine will hit a huge milestone in 2016 celebrating **75** years serving the industrial and manufacturing markets in Canada. To celebrate this achievement, **PLANT** will be transitioning to an easier to read format. Our new 9x12 size will offer a fresh design and more pages full of insightful feature stories and unique industry news that make **PLANT** the top choice of Canadian manufacturing executives.

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 2016 that will deliver your message to **PLANT's** important and receptive audience.



Michael King
Publisher
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Media Planner

Readership Highlights

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 **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.



WHAT OUR READERS HAVE TO SAY...

“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.”

ADVERTISE WITH THE MARKET LEADER

#1

- TOTAL MARKET SHARE
- MANUFACTURING UNITS
- LOCATIONS & QUALITY

AND, PLANT IS #1 FOR AUDIENCE

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

- ✓ Over 84,400 total pass along readership each issue
- ✓ 98.7% of readers rate the magazine Good to Excellent
- ✓ 85% of readers spend 15 minutes to more than an hour reading each issue

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.

This is a big year: 2016 marks 75 years **PLANT** has provided 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.

And watch for 75th anniversary special features through the year!

Joe Terrett, Editor
jterrett@plant.ca • 416-442-5600 ext. 3219

JANUARY/FEBRUARY 2016

- Special Reports* Profitable sustainability
- Company Profile* A leading manufacturer
- Management* Strategies for managing energy
- Production* Automation Series: Trends to watch in 2016
Technology: 3D, additive manufacturing update
- Product Focus* Lubricants, lubrication systems

JULY/AUGUST

- Special Reports* Automotive sector (APMA conference coverage)
- Company Profile* A leading manufacturer
- Production* Automation Series: Getting best value from integrators
Management: Invest and innovate, financial options
- Product Focus* Pumps & valves

MARCH

- Special Report* Canada's manufacturing future
- Company Profile* A leading manufacturer
- Management* How's your cyber security?
- Production* Maintenance: Shutdown dos and don'ts; lubrication strategies
Materials handling: Advanced robotics
- Product Focus* Power transmission products

SEPTEMBER

- Special Reports* Addressing the skills gap
- Company Profile* A leading manufacturer
- Management* Getting the most out of Canada job grants
- Production* Maintenance: Troubleshooting machines and equipment; power transmission
Materials management: Autonomous vehicles
- Product Focus* Dust, fume and fans

APRIL

- Special Reports* Industry 4.0: IoT, big data, smart devices and the cloud
- Company Profile* A leading manufacturer
- Production* Automation Series: Tooling up for productivity gains
Materials handling: Data assessment and management
- Product Focus* Health & safety

OCTOBER

- Special Reports* Improving productivity
- Company Profile* A leading manufacturer
- Production* Automation Series: Smart devices
Energy conservation tools and programs
- Product Focus* Forklifts, lifting equipment

MAY/JUNE

- Special Reports* Salary survey: Benchmarking Report 6
- Company Profile* A leading manufacturer
- Management* Expanding export horizons
- Production* Maintenance: Best asset management practices; energy efficient machinery
Materials management: Improving safety and productivity
- Product Focus* Instruments, test, measurement

NOVEMBER/DECEMBER

- Special Reports* Manufacturing Outlook 2016
- Company Profile* A leading manufacturer
- Management* How to get the most out of SR&ED
- Production* Maintenance: Mining CMMS data; linear, motion control
Materials handling: Reducing energy costs in the plant, warehouse
- Product Focus* Motors

IN EVERY ISSUE

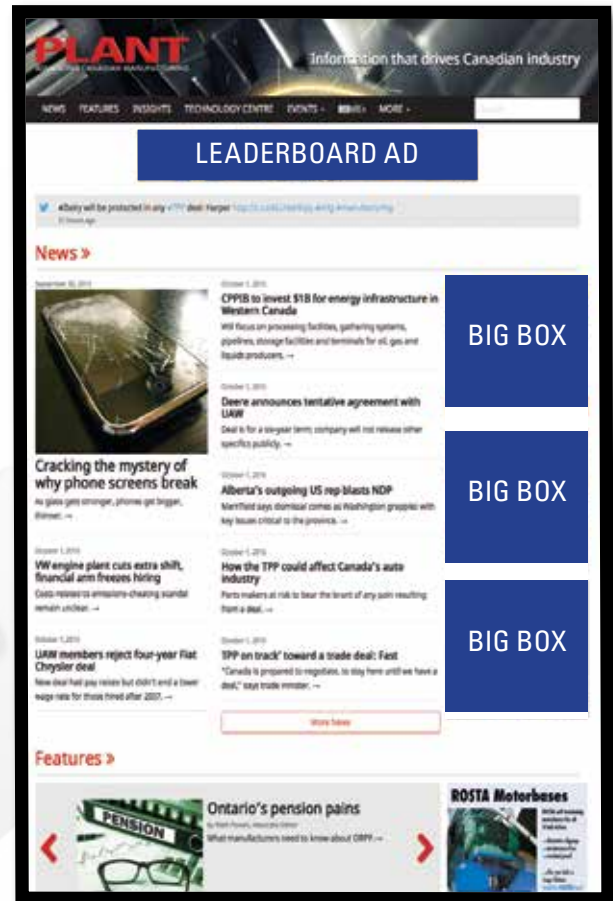
- Industry trends
- Production operations
- Lean tips
- Exporting strategies
- Sustainable manufacturing
- Best practices
- IT for industry
- New products
- New technologies
- Case studies
- Business news
- Career transitions
- Plant and product innovations
- Company profiles
- Economic analysis
- Events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

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

- Read by more than **20,000** visitors per month
- 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)	\$1200
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

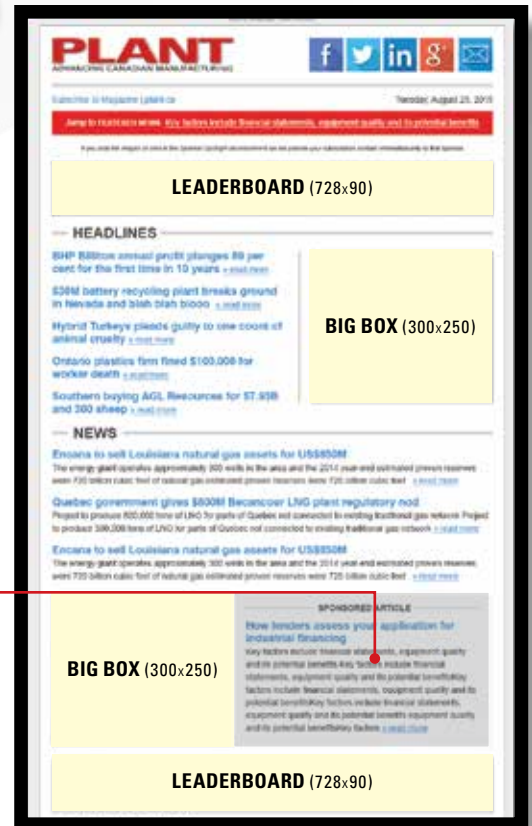
\$1,000/wk

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



Media Planner

2016 PLANT Product Profile

GENERATE **QUALITY** SALES LEADS EACH MONTH!

Designed to generate soft leads, **PLANT** Product Profiles reach out to over 25,000 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

PLANT
ADVANCING CANADIAN MANUFACTURING

Product Profile

SOURCE for Stainless Steel STANDARD and Custom Fabrications



PKM Material Handling is a supplier of several Standard designs of Rolling Ladder Stands with optional Fold Down Handrail, in order to pass under doorways. Also as per picture above we have developed several Custom modifications to suit Safety and Ergonomic requirements. A Lifting @Positioning mechanism can also be incorporated.

[Click Here For More Information](#)

FEIN, the leader in finishing expertise



FEIN offers an extremely comprehensive stainless steel program; high performance polishers and finishing tools, complemented by a wide range of polishing accessories. FEIN polishers are the most powerful on the market and feature electronic speed control for constant speed and torque over the entire setting range. Whether inline finishing, stainless steel satin finishing, or mirror finish preparation, achieve excellent results in steel, stainless steel, sheet metal and other materials.

[Click Here For More Information](#)

TA, GEN2 or GEN3SYS™ Inserts and Free Toolholder and Training Seminar



Rotem is offering an unprecedented special for the month of March & April. Buy 10 Blades or 5 Inserts and get a free holder - either traditional TA™, Gen2™ or our new high-Perf Gen3Sys™. Ask about our Free Toolholder Training Seminar!

[Click Here For More Information](#)

Protect Push Button & Toggle and Latching Switches with Zago Boots.



Zago Fasteners sells Zago boots to protect all types of push button and toggle switches and latching switches from the elements. The boots come in custom and standard sizes, styles, and colours. Durable because they are high strength rubber bonded to metal. These re-usable boots meet military specifications and are vibration resistant.

[Click Here For More Information](#)

INCREASE PRODUCTIVITY & PREVENT INJURIES



One person moves 500 - 150,000lbs instead of relying on forklifts, cranes or manually. Push or pull carts, bins, dies, moulds, railcars, machinery, and much more. Call 1-800-451-5724 for a free trial.

[Click Here For More Information](#)

Solving Tough Pump Problems



Yort Fluid Controls specializes in solving tough pumping problems with their air operated double diaphragm pumps from Versalatic. These reliable transfer pumps handle the most difficult applications in Chemical, Industrial, mining, Food Processing and other unique liquids. Versalatic builds simple, self-priming, variable speed, solids handling for easy maintenance and operation.

[Click Here For More Information](#)

Complete Source for Hydraulic / Pneumatic Seals



When it comes to hydraulic / pneumatic seals and related products, Hercules Sealing Products is an industry-leading supplier that can provide solutions for all your sealing needs. In addition to stocking over 40,000 items, Hercules can supply a wide range of custom moulded and machined elastomeric / plastic products for almost any application. We also offer full technical support and design assistance services. Contact one of our experienced, knowledgeable sales people or visit our interactive website at www.HerculesCa.ca

[Click Here For More Information](#)

Reduce Exposure to Harmful Dusts



MDL650 Continuous Dust Vacuum. Uses a continuous bagging system and eliminates drum handling and gives the operator better control over dust. MDL650 comes equipped with a unique filter cleaning system that does not require compressed air and the filters can be cleaned without shutting the vacuum cleaner off. While the filters are being cleaned the discharge valve opens and automatically discharges the collected product into the continuous bagging system.

[Click Here For More Information](#)

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2016 Rates & Dates: Print

PLANT

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)	18.125"	12.125"
Full Page (Bleed)	9.125"	12.125"
(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.

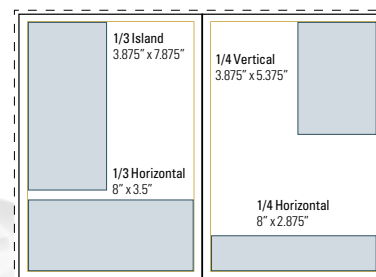
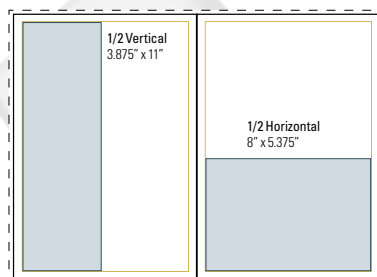
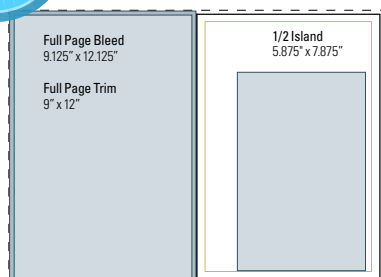
Your file should be named to allow for easy identification, i.e.: **Company_Name_Product_.pdf**

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 Debbie Smith, Production Coordinator
4. Select the number of files you are uploading and attach file/s

New sizes



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