



AUTO **PLANT**

DESIGN, SOURCE, BUILD

2018 MEDIA KIT

Published by:

PLANT | ADVANCING
CANADIAN
MANUFACTURING

The automotive manufacturing industry in Canada is stronger than it has been in more than a decade.



PLANT magazine, serving Canadian industry for 77 years, IS LAUNCHING

AUTOPLANT
DESIGN, SOURCE, BUILD

a bi-yearly publication dedicated to serving the *resurging automotive sector* in Canada.



Significant capital investments within the industry have resulted in an inflow of billions of dollars. In 2016 close to **2.5 million units** were manufactured in Canada accounting for over **\$65 billion** in exports.



Automakers directly employ more than **125,000 workers**, while over 600 parts manufacturers provide an additional **360,000 jobs**. The automotive industry invests more than **\$1.5 billion yearly** in capital spending, construction and machinery and equipment. Investments from Ford, GM and Fiat Chrysler exceed more than **\$2 billion**.



AutoPLANT is the perfect choice to reach all aspects of plant operations — designers/specifiers, plant managers, engineers, production, maintenance, facilities, purchasers.

(Recent news)

March 30, 2017

In addition to the previously announced \$700 million investment, Ford is also investing \$500 million to build on its connectivity leadership with 400 software and hardware engineers and plans to establish a new Ottawa Research and Engineering Centre.

“This investment demonstrates how Ford is transforming to be both an auto and mobility company. With strategic partnerships, Canada can compete and win in the global auto industry.”

— *Mark Buzzell, president and CEO, Ford Motor Company of Canada, Ltd.*

Editorial Mission

AUTOPLANT • 2018
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“To provide our readers who represent all links in the automotive manufacturing supply chain with valuable content that energizes their businesses and encourages growth in the Canadian auto industry.”



AutoPLANT, Canada’s comprehensive magazine for automotive and automotive parts manufacturers, celebrates the sector’s importance to the Canadian economy. Record vehicles sales, significant investment in Canadian operations and innovative technologies represent opportunities to tout the value of the Canadian automotive brand.

This supplement to PLANT, Canada’s publication for manufacturers, blends industry insights, trends, and market opportunities with management strategies, technology and innovation, sustainability and sustainable practices, advances in production processes and how to leverage government assistance.

AutoPLANT provides an ideal environment twice a year for players in Canada’s automotive supply chain to deliver key messages to customers, emphasize the operational and cost benefits of products and services, present innovative new technologies, and heighten brand awareness.

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EACH ISSUE COVERS:

- Industry trends
- Trade issues
- Globetrotting (industry news from around the world)
- Company profiles
- Labour relations
- AutoPulse (Economic updates)
- Tips on government funding, programs
- Best practices
- Sustainable manufacturing and green technology
- Backseat Driver
- Auto innovators

RATES:

Standard page	\$4,000
Half page	\$2,500
Quarter page	\$1,500

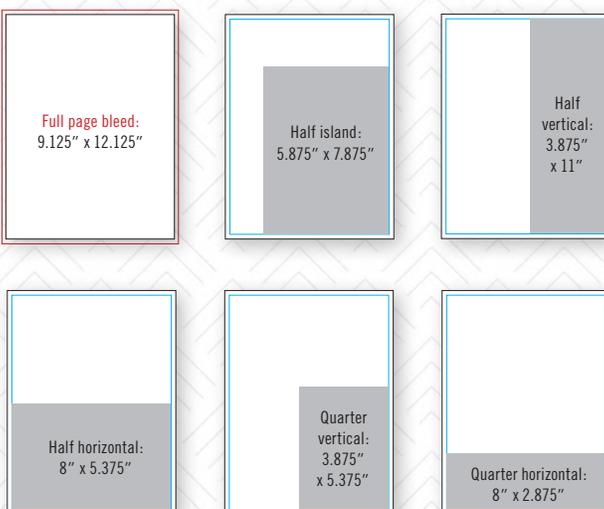
PRINT ISSUE DEADLINE:

Spring issue close	April 6
Fall issue close	October 5



AD SIZES: (Publication trim size 9" x 12")

	WIDTH	HEIGHT
Full page (bleed)	9.125"	12.125"
Half page island	5.875"	7.875"
Half page vertical	3.875"	11"
Half page horizontal	8"	5.375"
Quarter page vertical	3.875"	5.375"
Quarter page horizontal	8"	2.875"



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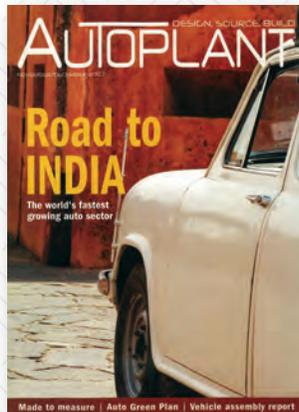
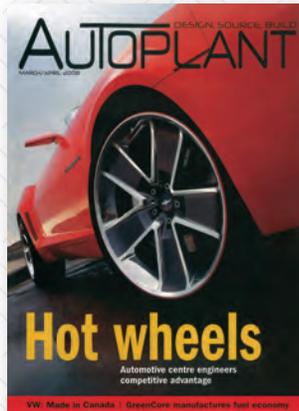
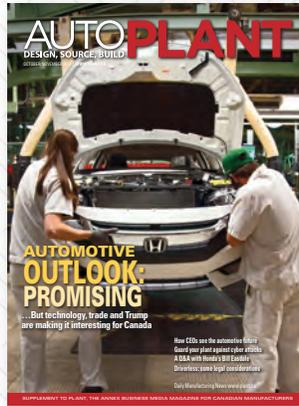
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