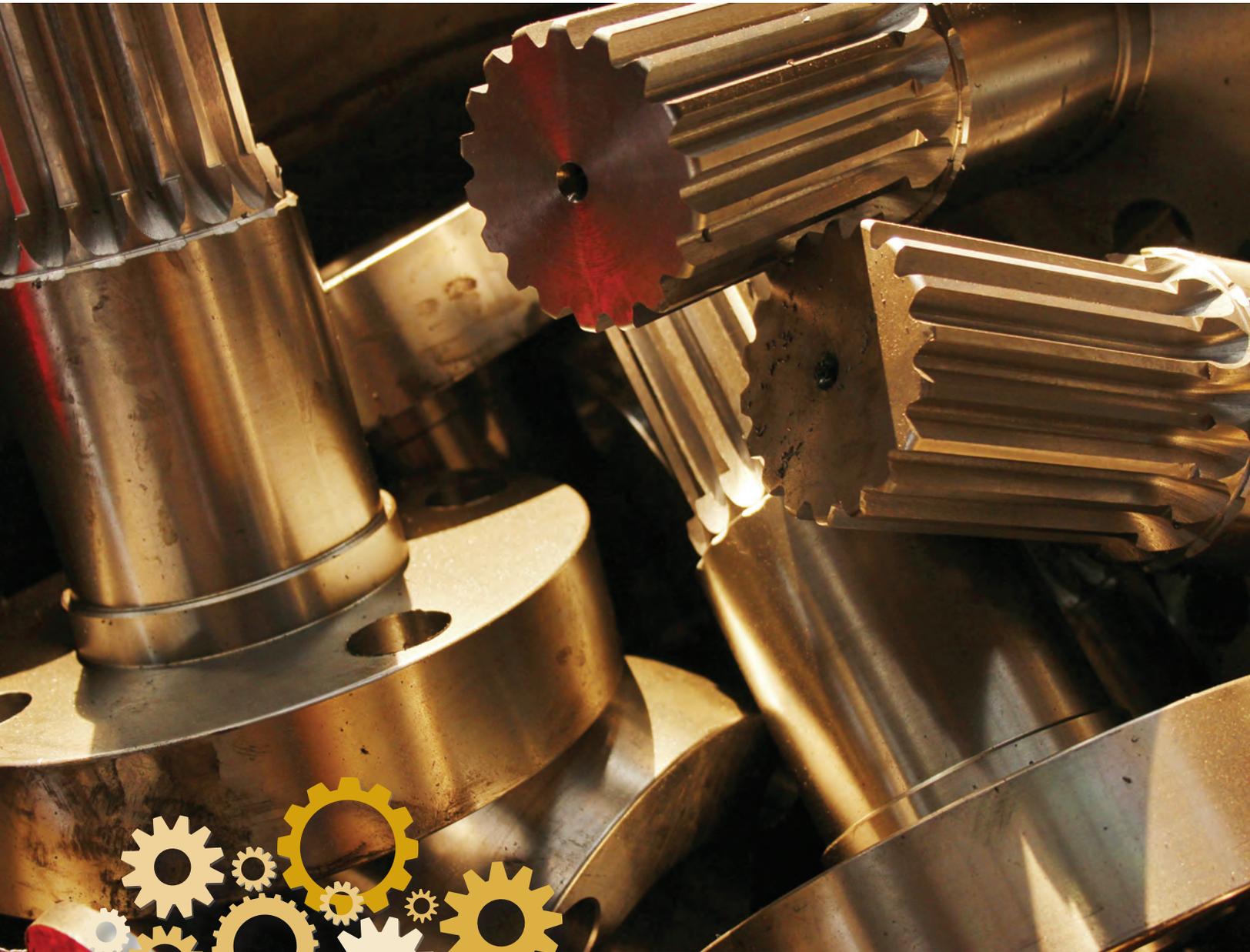


PLANT

ADVANCING
CANADIAN
MANUFACTURING



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

2018

**MEDIA
PLANNER**

PUBLISHER'S MESSAGE

Since 1941 **PLANT** has been the voice of manufacturing in Canada providing tens of thousands of readers with the most in-depth stories about Canadian manufacturing and innovation, quickly becoming the nation's leading source for industrial news.

Manufacturing continues to be the single most important sector of the Canadian economy comprising over 12% 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 2018 that will deliver your message to **PLANT**'s important and receptive audience.

Jeff Brownlee
Associate Publisher
416-277-8428
jbrownlee@annexbusinessmedia.com



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.



WHAT OUR READERS HAVE TO SAY ...

"'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."

"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."

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

"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."

ADVERTISE WITH THE MARKET LEADER

- Total market share
- Manufacturing units
- Locations & quality

PLANT is #1 FOR AUDIENCE

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

- ✓ Over 67,000 total pass-along readership each issue
- ✓ 100% of readers rate the magazine Good to Excellent
- ✓ Over 77% of readers have direct purchasing influence
- ✓ Almost 75% of readers read through each issue more than once

EDITORIAL MISSION



Information that will energize Canadian manufacturers.

PLANT Magazine provides Canada's most comprehensive editorial package for company owners, senior executives, administrators and senior managers who are in the business of manufacturing. Our comprehensive content includes industry insights, trends and lucrative market opportunities; management strategies; how-to articles; case studies that demonstrate process improvements; and a revamped technology section that provides details on transformative technologies, disruptors and innovative industrial products for professionals operating on the plant floor.

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

In 2018, **PLANT** will be publishing **AutoPLANT**, a supplement that focuses on Canada's automotive industry. It will look at what the parts makers and OEMs are up

to; report on developments in technologies and process improvements; and discuss important management issues.

We like to stay in touch with readers and manufacturing leaders and find out what they're thinking. Our annual Manufacturers' Outlook survey examines the executive view of the future and it's the focus of a leadership roundtable that is packaged as a separate, published report. Are manufacturing executives paid what they're worth? We help answer that question with a compensation study, published in the summer. The data is also used in the salary calculator (www.plant.ca), which allows readers to compare what they make to an industry average.

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*

jterrett@plant.ca; 416-442-5600, ext. 3219

2018 EDITORIAL HIGHLIGHTS

JANUARY/ FEBRUARY	Industry 4.0 progress report	Manufacturer profile	Innovations in automation	Maintenance: lubrication	New technology: software, machinery, equipment
MARCH	Food industry report	Manufacturer profile	Energy management best practices	Fabrication: Machinery and machine tools	New technology: software, machinery, equipment
APRIL	Safe workplace report	Manufacturer profile	Production: smart devices	Maintenance: reliability focus	New technology: software, machinery, equipment
MAY/JUNE	Opening new export markets	Manufacturer profile	Cyber security update	Materials handling: lift equipment	New technology: software, machinery, equipment
JULY/ AUGUST	2018 Salary Survey Report	Material handling: sustainable practices	Automation: What's new in robotics	Production: cost reduction tips	New technology: software, machinery, equipment
SEPTEMBER	Automotive: APMA conference coverage	Manufacturer profile	Automation: wireless infrastructure	Management: new hiring strategies	New technology: software, machinery, equipment
OCTOBER	Energy industry update	Manufacturer profile	Management: lean practices	Maintenance: Troubleshooting machines and equipment	New technology: software, machinery, equipment
NOVEMBER/ DECEMBER	Manufacturers' Outlook 2019	Manufacturer profile	Digitizing production: what's involved	Developments in 3D printing	New technology: software, machinery, equipment

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

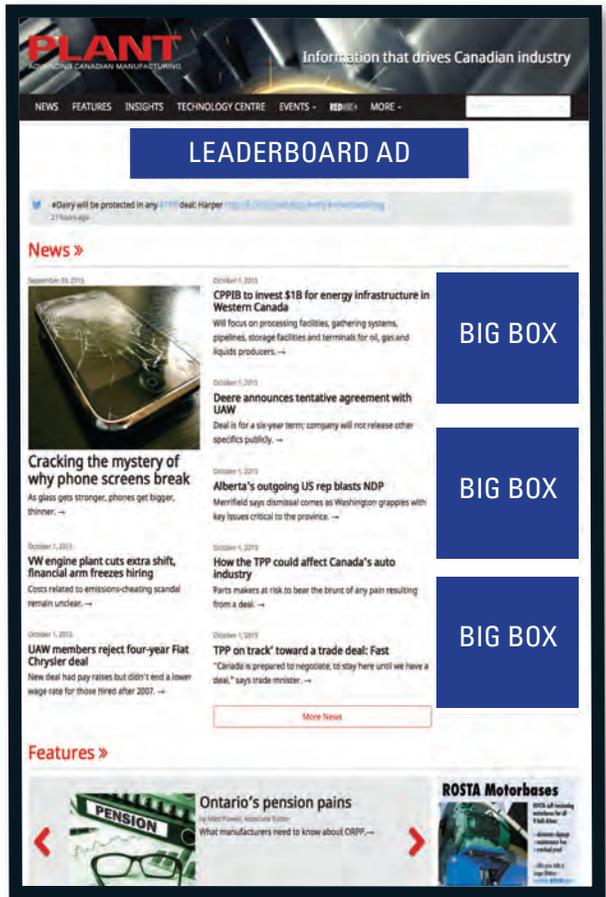
is Canada's **LEADING** source of Industrial/Manufacturing news and information

<p>Read by more than</p> <p>20,000</p> <p>visitors per month</p>	<p>More than</p> <p>55,000</p> <p>page views per month</p>
---	---

- 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

Position	Size	Price
Top	Leaderboard (728x90)	\$1,200
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



Jeff Brownlee
 (416) 277-8428
 jbrownlee@annexbusinessmedia.com

Ilana Fawcett
 (416) 829-1221
 ifawcett@annexbusinessmedia.com

eNewsletters and eDirect Mail

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.

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/week
Big Box (300x250)	\$750/week

Sponsored Spotlight: Text and Box Ad

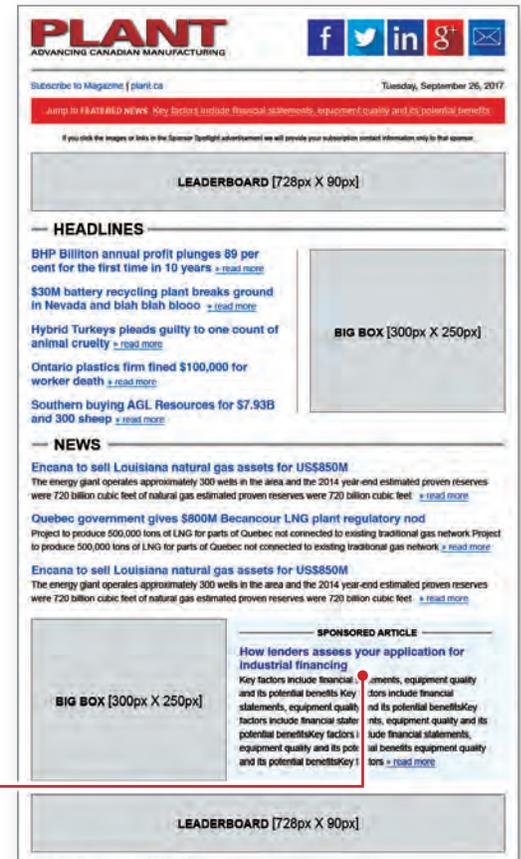
- Show your product and describe it in action
 - Link to case studies, white papers, special offers
 - Box ad supply files in GIF or JPG format (40K max file size)
 - 40 words + link
- \$1,250/week**

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 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.

2018 RATES

Limited to 10 spots only

Frequency	Price
1 time	\$1,095
3 times	\$995
6 times	\$895
12 times	\$795



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-Pen Gen3Sys™. Ask about our Free Toolholder Training Seminar!

[Click Here For More Information](#)

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



Gould 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 1-800-481-6734 for a free trial.

[Click Here For More Information](#)

Solving Tough Pump Problems



York Fluid Controls specializes in solving tough pumping problems with their air operated double diaphragm pumps from VersaMatic. These reliable transfer pumps handle the most difficult applications in Chemical, Industrial, mining, Food Processing and other unique liquids. VersaMatic 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 Duty 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](#)

Copyright 2012, PLANT Magazine. All Rights Reserved. You are receiving this information because you subscribe to PLANT magazine. By clicking the link under each featured product you may receive information directly from the vendor. If you do not wish to receive further new products e-blasts, please send an email with "PLANT Product Profile" in the subject line. For customer service click here. If you have any concerns about this email, its contents or how it is to be used, please read our Privacy Policy 90 Valleybrook Drive, Toronto, Ontario M3B 2Z9.



Jeff Brownlee
(416) 277-8428
jbrownlee@annexbusinessmedia.com

Ilana Fawcett
(416) 829-1221
ifawcett@annexbusinessmedia.com

PLANT

ADVANCING
CANADIAN
MANUFACTURING

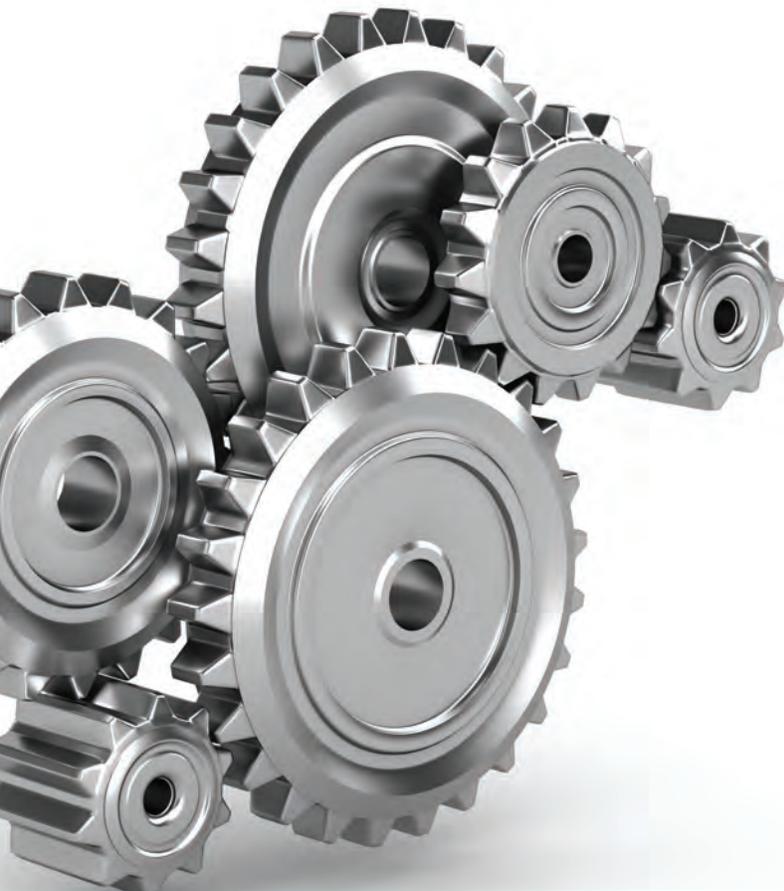


Your top source for daily industrial news

www.plant.ca

A case for Webinars

You've got valuable information/expertise to share with Canadian manufacturers but need a qualified audience and a way to reach it effectively. A targeted webinar, hosted and moderated by **plant.ca**, can be an important part of the solution.



OPPORTUNITY

Develop a single or series of webinars around issues that are relevant to your business and *Plant.ca's* readers — your customers and prospects.

FORMAT

- **FREE** to participants
- 30 minute presentation with 10 minute Q&A
- *Plant.ca* assists with content development
- *Plant.ca* hosts and moderates
- *Plant.ca* promotes registration
- *Plant.ca* coordinates technical elements

ROLES AND RESPONSIBILITIES

- *Plant.ca* markets event online to drive registration (e-newsletters, direct email, banner/button advertising)
- *Plant.ca* coordinates logistics of conference call
- *Plant.ca* provides a list of all attendees post-event for follow up
- *Plant.ca* records event and hosts on website for 12 months
- Sponsor to provide speaker(s) and presentation content

RATE: \$7,500 PER WEBINAR

CONTACT

Associate Publisher

Jeff Brownlee • (416) 277-8428
jbrownlee@annexbusinessmedia.com

National Account Manager

Iana Fawcett • (416) 829-1221
ifawcett@annexbusinessmedia.com

PLANT

ADVANCING
CANADIAN
MANUFACTURING

www.plant.ca

SPONSORED CONTENT IS BECOMING ONE OF THE MOST EFFECTIVE WAYS to communicate your specific message to a captive audience. **PLANT.ca's** sponsored content portal provides access to over 30,000 manufacturing buyers focused on what your company has to offer!

WHY SPONSORED CONTENT?

Digital content users are **highly receptive to in-feed sponsored content** if it is relevant, authoritative, and trustworthy.

Sponsored content is viewed by nearly half of business audiences as **enhancing the value** of the overall website experience.

70%

of individuals **want to learn about products through content.**

People view
native ads

53%

more than banner ads.
(From Forbes)



↑ Sponsored content allows advertisers to get facetime with their audience within the context of a reader's on-site experience.

PRICING

1 unit:

\$10,000

Includes 1 print article and 3 digital articles, published over three consecutive months. Social media services included, such as Twitter, LinkedIn and Facebook (boosting fees built in).

3 units:

\$18,000

Includes 3 print articles and 6 digital articles. Print articles are published in consecutive issues of PLANT, or issues of the purchaser's choice. Digital articles are published consecutively over 6 months.

6 units:

\$25,000

Includes 6 print articles, 12 digital articles. Print articles are published in consecutive issues of PLANT, or issues of the purchaser's choice. Digital articles are published consecutively over 12 months.

ALL digital pieces will be housed on **PLANT's** homepage for a month post release. They will be archived for a year and listed among **PLANT's** existing taxonomy to ensure accurate search results and Google SEO requirements/placements to optimize exposure. Articles will be promoted regularly through the **PLANT E-Newsletter** and **PLANT** home page. Articles will be housed under **PLANT's** editorial umbrella including Operations, Management, Innovation, Sustainability, Technology and Industry.

CONTACT

Associate Publisher

Jeff Brownlee • (416) 277-8428

jbrownlee@annexbusinessmedia.com

National Account Manager

Ilana Fawcett • (416) 829-1221

ifawcett@annexbusinessmedia.com

PLANT EXPO

MANUFACTURING TABLETOP EXHIBIT

October 10, 2018
Bingemans Centre, Kitchener, Ontario

This one-day tabletop show will bring together buyers and specifiers from the industries your company is trying to reach...

Automotive • Food Processing • Plastics • Chemical Processing • Mining • Oil & Gas • Utilities
Aerospace • Custom Fabricators • And more...

Put your products in front of hundreds of potential buyers including...

Plant Managers • Engineers • Technologists Plant Operations • Production Managers
• Designers Maintenance Managers • Safety Managers Purchasing Managers • And more...

Don't miss out – Reserve your table today!

Standard Tabletop

\$1,395

- Includes draped table and listing in all show participation correspondence

Branded Sponsor packages

\$5,000

- Two 8' x 2' skirted tables
- Logo on all outbound marketing communications
- Literature distribution at event
- Preferred table top location
- Logo on all event signage (print/online & Website)
- Inclusion in the PLANT EXPO show e-blast

Presenting Sponsor packages

\$10,000

- Two 8' x 2' skirted tables
- 30-minute presentation opportunity
- Logo on all event signage
- Inclusion in the PLANT EXPO show e-blast
- Preferred table top location
- Logo on all outbound marketing communications (print/online & Website)
- Literature distribution at event
- Dedicated post-event eBlast to all registrants and 10,000 additional manufacturing contacts

Optional Add-On

\$500

- OnSite Video: A high-quality three minute video shot and edited by our professional videographer.
- You own the video.



CONTACT

Associate Publisher

Jeff Brownlee • (416) 277-8428
jbrownlee@annexbusinessmedia.com

National Account Manager

Iilana Fawcett • (416) 829-1221
ifawcett@annexbusinessmedia.com



AUTOPLANT

DESIGN, SOURCE, BUILD



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 employ over **125,000 direct workers**, and an additional **360,000 related jobs** stem from over **600 parts manufacturers**. 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 amount to more than **\$2 billion**.



AutoPLANT is the perfect choice to reach those responsible for all aspects of Plant Operations... Designers/Specifiers, Plant Managers, Engineers, Production, Maintenance, Facilities, Purchasers.

PLANT magazine,
serving Canadian industry
for 77 years, now produces

AUTOPLANT
DESIGN, SOURCE, BUILD

a twice yearly publication
dedicated to serving the
resurging Automotive
sector in Canada.

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

EDITORIAL MISSION

“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.

CONTACT

Associate Publisher

Jeff Brownlee • (416) 277-8428
jbrownlee@annexbusinessmedia.com

National Account Manager

Iilana Fawcett • (416) 829-1221
ifawcett@annexbusinessmedia.com

2018 Dates & Rates

Print Issue Deadlines

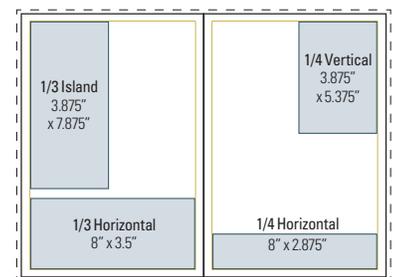
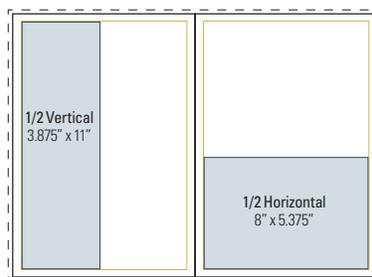
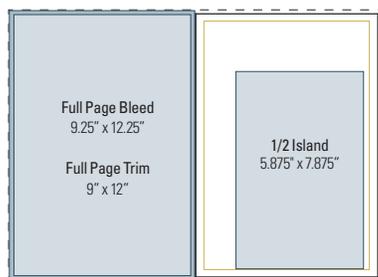
*Dates subject to change at publishers' discretion.

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

Preferred positions: Add 25 percent to space charge.

Mechanical Requirements: *Print*

Page ad sizes (inches)	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"



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

CALL FOR A QUOTATION ON:

- Polybag outserts • In-bound inserts • Overcovers
- Advertorials • Editorial sponsorships

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

CONTACT:

Jeff Brownlee
Associate Publisher
416-277-8428
jbrownlee@annexbusinessmedia.com

Ilana Fawcett
National Account Manager
416-829-1221
ifawcett@annexbusinessmedia.com

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

Debbie Smith
Account Coordinator
416-442-5600 Ext 3221
dsmith@annexbusinessmedia.com