

PLANT

ADVANCING
CANADIAN
MANUFACTURING

THE NATIONAL MAGAZINE FOR MANAGERS AND SENIOR EXECUTIVES IN CANADIAN MANUFACTURING



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

2019 **MEDIA
PLANNER**
PLANT ADVANCING
CANADIAN
MANUFACTURING

Effective January 2019

PUBLISHER'S MESSAGE



Since 1941, **PLANT** has been the voice of manufacturing in Canada. By providing the industry with the most in-depth stories about Canadian manufacturing and innovation, it has evolved as the nation's leading source for industrial news.

Manufacturing continues to be the single most important sector of the Canadian economy comprising of more than 10% 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**.

Combined with Canada's only industrial daily e-newsletter, CanadianManufacturing.com, the two form Canada's Industrial Network (CIN) – the nation's largest business-to-business industrial network, with more than 65,000 subscribers.

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 through the creation and deployment of effective custom-media solutions. We have the industry covered whether it be through targeted broad campaigns, or tapping into vertical and niche markets through comprehensive print and online marketing options.

We know our industry and we know our readers. Let's work together and help Canada's most innovative sector become more successful in 2019. We can put a customized marketing campaign together for your company that will fit any budget and deliver your message to **PLANT**'s important and receptive audience.

Jeff Brownlee

Publisher

Plant, CanadianManufacturing.com,

Cleantech Canada, ExportEdge

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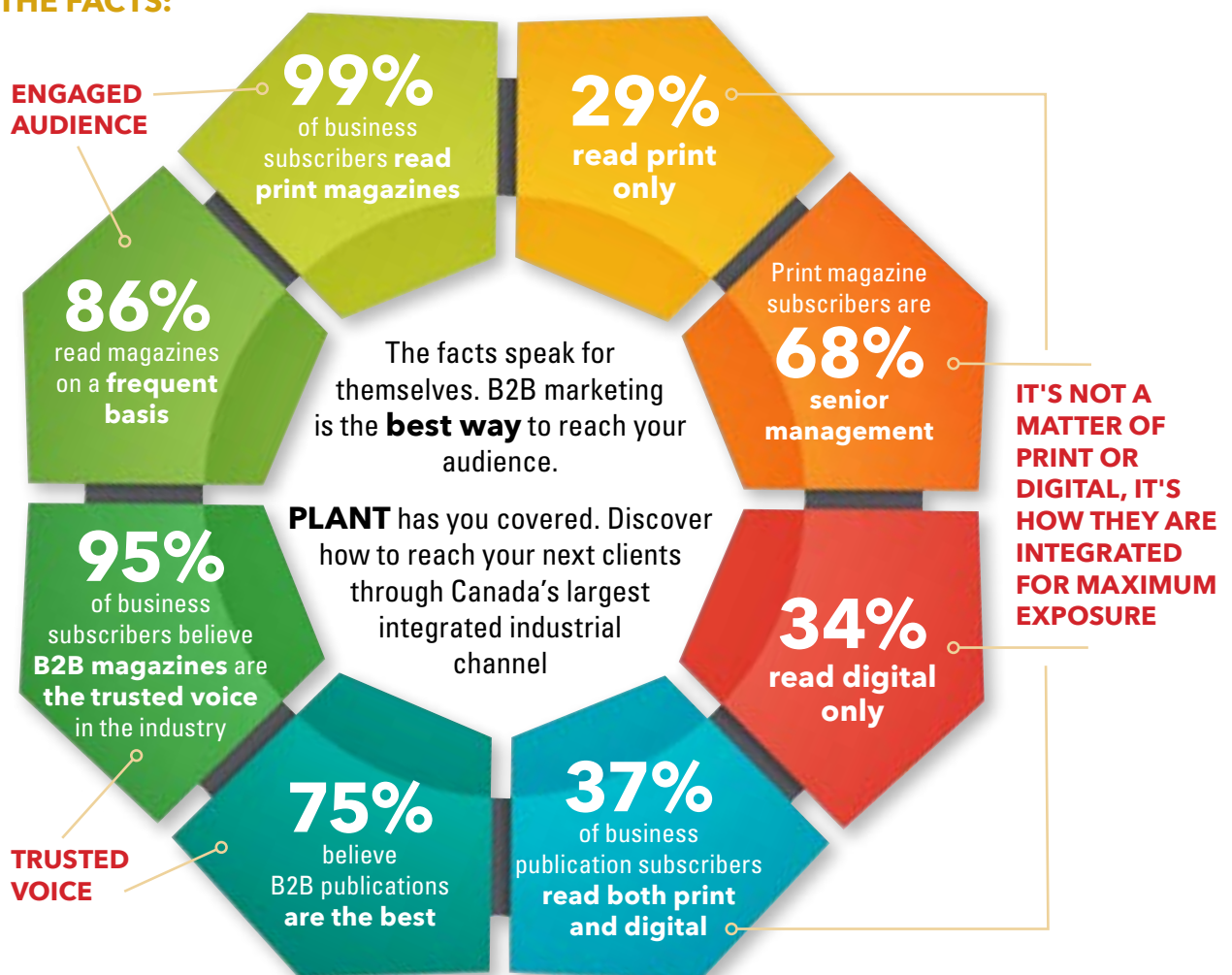


THINK PRINT IS YESTERDAY'S NEWS? THINK AGAIN

B2B Magazines are proven marketing vehicles that deliver ROI

ADOBESTOCK

CONSIDER THE FACTS:



ADOBESTOCK

*2018 Business Media Audience Survey
Magazines Canada/Research and Knowledge Insights

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PLANT Magazine is CANADA'S SOLE PUBLICATION offering access to every level of decision maker across all manufacturing sectors.

PLANT is Canada's manufacturing magazine, serving the industry for **more than 75 years** by captivating the attention of loyal and engaged readers — from the shop floor to the boardroom

PLANT delivers results and an ROI you can count on

We have you covered:

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

It's not a matter of print or digital,
but how you use both to your advantage

PLANT offers the most extensive manufacturing **e-news** subscriber base in Canada. Feel confident that your message will reach key decision makers throughout the entire value chain and with proven results.



PLANT is your single-source media supplier offering the most comprehensive market coverage and linking advertisers to companies in all markets.

“'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.”



**WHAT OUR READERS
HAVE TO SAY ...**

ADVERTISE WITH THE MARKET LEADER

- Best total market share
- Highest number of manufacturing units
- Most extensive national network

PLANT is #1 FOR AUDIENCE

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

- ✓ More than 2x 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

“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.”

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 e-newsletters ensure all this important information is in decision makers' hands when they need it.

In 2019, **PLANT** will be publishing special supplements that focus on issues critical to manufacturing.

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.

We also 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's packaged as a separate, published report.

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

2019 EDITORIAL HIGHLIGHTS

JANUARY/ FEBRUARY	Industry 4.0: Smart devices	Outlook 2019 pressure points: Managing trade issues	Automation: Integration challenges	Maintenance: lubrication	New technology: software, machinery, equipment
MARCH	Report: Skills	Outlook 2019 pressure points: Cybersecurity	Management: Growth strategies	Products: 3D printing, materials	New technology: software, machinery, equipment
APRIL	Report: Workplace safety	Outlook 2019 pressure points: Financing, accessing grants	Management: Sustainability, carbon costs	Maintenance: Shutdown prep	New technology: software, machinery, equipment
MAY/JUNE	Strategy: Diversifying exports	Outlook 2019 pressure points: Productivity improvement	Materials handling: Lifting, conveying	Management: Energy costs	New technology: software, machinery, equipment
JULY/ AUGUST	Report: 2019 Salary Survey	Industry 4.0: Big data, analytics	Automation: Robotics update	Maintenance: Managing assets	New technology: software, machinery, equipment
SEPTEMBER	Report: Automotive industry	Industry 4.0: Implementing IIoT	Automation: Building in flexibility	Material handling: AGVs	New technology: software, machinery, equipment
OCTOBER	Report: Food and beverage industry	Management: Hiring strategies	Fabrication: Machinery, machine tools	Maintenance: Troubleshooting	New technology: software, machinery, equipment
NOVEMBER/ DECEMBER	Report: Manufacturers' Outlook 2020	Industry 4.0: Digital twinning	Material handling: Sustainable practices	Production: Lean progress	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

Read
by more than
20,000
visitors
per month

More
than
55,000
page views
per month

The Latest Daily Industry News

Feature Articles

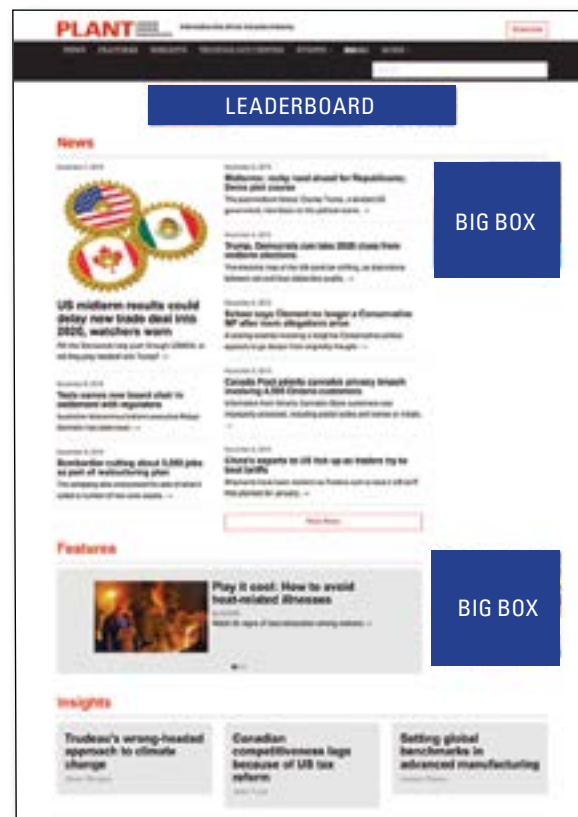
Informative Insight Columns

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

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

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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.

2019 RATES

Limited to 10 spots only

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



NEW! PLANT whitepapers & videos



Canada Industry Network – Business Intelligence and Business Broadcast

New this year are the **PLANT's** Whitepaper e-connect that will distribute whitepapers in addition to other value-added content to Canada's largest B2B industrial network.

PLANT is also featuring customized videos to be distributed through Canada's Industry Network.

Contact us for more info.

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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.



GETTY IMAGES

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: \$9,500 PER WEBINAR

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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.

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PLANT EXPO

MANUFACTURING TABLETOP EXHIBIT

A series of one-day tabletop shows highlighting leading-edge manufacturing technologies for the Canadian market. PlantExpo is an effective forum for face-to-face interaction between buyers and sellers.

The list of attendees includes manufacturing decision makers in these areas:

- C-suite executives • Maintenance and engineering • Purchasing • Plant operations • Plant and design engineering • Logistics/Transportation/Distribution • Research and Development • Transportation

CHOOSE FROM FOUR GREAT LOCATIONS IN 2019

April 3

Winnipeg, Manitoba,
Victoria Inn Hotel & Convention Centre

April 23

Mississauga, Ontario,
Mississauga Convention Centre

May 15

Abbotsford, British Columbia,
Tradex Centre

June 19

Sherbrooke, Québec,
Sherbrooke Exhibition Centre

Why YOU should exhibit...

- Meet face-to-face with YOUR customers
- Promote your products to an engaged audience
- **FREE** admission invitations to local professionals
- **FREE PARKING** for attendees
- Discounted rates for multiple tables or multiple cities
- Easy to set up; easy to take down
- Approachable, friendly atmosphere
- Convenient location and hours

Exhibitor Cost per table:

1 table - \$1,395 | 2 tables - \$1,295 | 3+ tables \$1,095

Includes one 8ft x 2ft skirted table and two chairs * Discounts apply to multiple locations

Double Your Exposure:

Buy a second table at each show for just \$795

Enhance Your Visibility With the Following Add-Ons:

PLANT Direct: \$500.00

A targeted post-event e-blast to 30,000 opt-in subscribers. An ideal platform to promote a PLANT featured product/solution and generate some full contact leads for your follow up.

PLANT Video: \$500.00

A high-quality two to three-minute video shot and edited by our videographer. Highlight your expertise, products and solutions to multiple digital audiences. You own the video.

Enhance your participation with sponsorship

- Two 8' x 2' skirted tables
- Preferred table top location
- Logo on all outbound marketing communications
- Logo on all event signage
- One complementary Add-On
- Literature distribution at event

Limited sponsorship packages are available

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THE POWER OF ONE:

DEX, PLANT Expo and MMP co-locate to bring together more technology AND more attendees at one convenient venue.

DEX
DesignEngineering
EXPO

PLANT
EXPO
MANUFACTURING TABLETOP EXHIBIT

METALWORKING
MANUFACTURING
& PRODUCTION
EXPO

*The Mississauga event only co-locates with DEX.



2019 Dates & Rates

Print Issue Deadlines

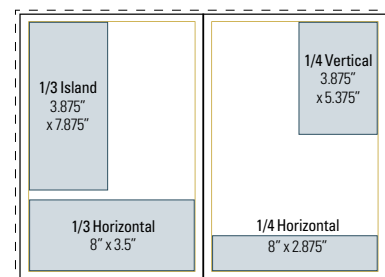
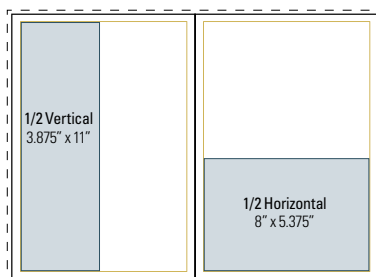
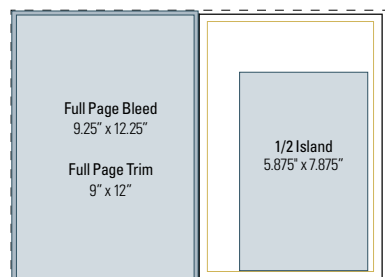
*Dates subject to change at publishers' discretion.

Issue	Close	Creative Due
January/February	Jan 9	Jan 13
March	Feb 9	Feb 17
April	March 15	March 20
May/June	May 10	May 15
July/August	July 12	July 17
September	Aug 16	Aug 21
October	Sept 13	Sept 18
November/December	Nov 8	Nov 13

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.

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