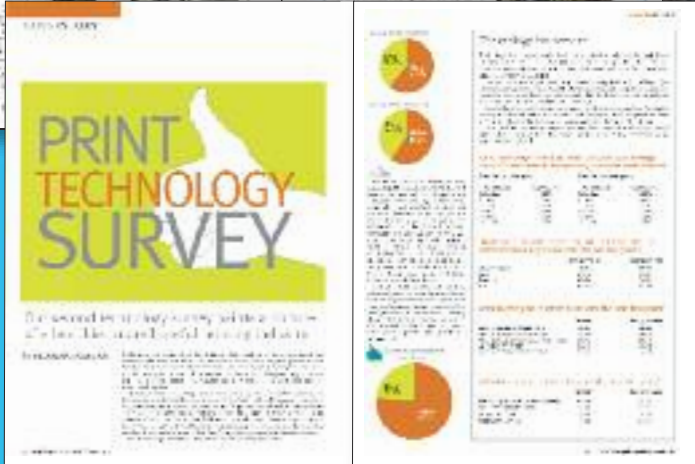


2015 MEDIAKIT



NATIONAL RATES



Quality Sells...

- Best Editorial
- Best Readership
- Best Production

THE PRINTING INDUSTRY AUTHORITY

graphic

MONTHLY CANADA



2015 EDITORIAL CALENDAR: Relevant insightful content in every issue

ISSUE	SPECIAL FEATURE	TECHNOLOGY WATCH	CONSISTENT FAVOURITES
JAN/FEB	TECHNOLOGY SURVEY	UPDATE IN SHEETFEED INKJET PRESSES	<p>THE INDUSTRY'S BEST COLUMNISTS Our readers benefit from the knowledge and experience of the industry's best columnists, who deliver insight into management, sales, and business planning.</p>
MAR/APR	THE WIDE FORMAT ISSUE: MARKETS; TRENDS; PRINT-SHOP PROFILES	WIDE FORMAT TECHNOLOGY EQUIPMENT	<p>TRADE TALK: NEED-TO-KNOW NEWS One of our most popular sections is full of the most significant news in the printing industry: mergers, takeovers, startups, busts, equipment installations, personnel changes, and corporate changes.</p>
MAY/JUNE	THE GOLD LIST The only ranking of the largest printers in Canada	PRINTING IN THE CLOUD; An update	<p>PRINT WATCH: ECONOMIC PULSE This is <i>Graphic Monthly's</i> exclusive market research section focused on sales roundups of public printing companies, regular updates on printing shipments, and trade figures.</p>
JULY/AUG	THE PACKAGING & LABELLING ISSUE	PACKAGING AND LABELLING PRESSES	<p>NEW PRODUCTS This is our readers' favourite section, a catalogue of the latest offerings for every function in the print shop from estimating to the bindery.</p>
SEPT/OCT	BRIDGING THE DIGITAL AND OFFSET DIVIDE: How it works in the real pressroom	SOFTWARE UPDATE: MIS, web-to-print; workflow etc	<p>ONTARIO NEWS (ONT COPIES ONLY) An exclusive news section for the industry in Ontario.</p>
NOV/DEC	MARKETS UPDATE: Books, photo; transpromo, cross media etc	POST-PRESS UPDATE	





Connect with the right customers

NATIONAL DISTRIBUTION BREAKDOWN (by type of business)

Commercial Printers	3,706
Publication & Book Printers	106
Business Forms Printers	205
Specialty Printers	388
Packaging Printers	190
Instant Printers & Digital Printers	1,261
Corporate In-Plant	386
COPIES TO PRINTERS	6,242
Newspapers with Presses	52
COPIES TO NEWSPAPERS	52
Publishers Non-Printing	181
Creative Services	1,242
Print Brokers and Forms Distributors	589
COPIES TO NON-PRINTERS	2,012
Prepress Services	124
Bindery and Finishing Houses	224
Other Trade Services	134
COPIES TO TRADE SERVICES	482
Manufacturers and Distributors	797
Others Allied to the Field	515
TOTAL COPIES	10,100

Best Editorial...

- more editorial excellence awards than all other Canadian print publications combined
- consistently voted Top 5, Silver or Gold by the Canadian Business Press Association
- 90% of readers rate the magazine as good to excellent for providing value
- 72% of readers spend 30 minutes or more with each issue

Best Readership...

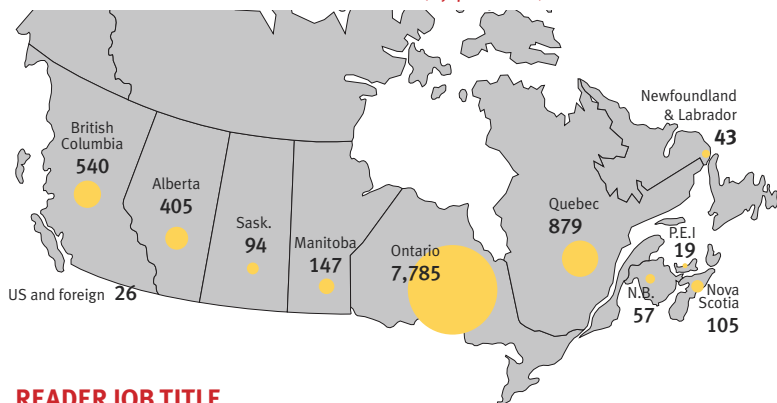
- No. 1 for total personal request
- No. 1 for circulation qualified within one year
- No. 1 reaching companies of 100+ employees
- No. 1 reaching companies of 50+ employees
- No. 1 reaching companies of 20+ employees
- No. 1 reaching corporate in-plants
- No. 1 for senior/production managers of printing companies
- No. 1 database for the printing industry
- Only Canadian publication with an in-house circulation department

Best Production...

- only perfect-bound magazine in print market
- best design and reproduction values
- Best Art Direction for a Complete Issue, Business Press Awards 2008 (Top 10)
- special digital variable cover for Top 100 Printers—The Gold List issue
- quality coated paper text and cover stocks

Source: Publisher's own data, Graphic Monthly Canada

NATIONAL DISTRIBUTION BREAKDOWN (by province)



READER JOB TITLE

General managers, Presidents, Owners	5,854	58%
Production managers, Supervisors	1,545	15%
Estimators & Other Manufacturing Personnel	1,401	14%
Other	1,300	13%

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1606 Sedlescomb Dr., Unit 8, Mississauga, ON, Canada L4X 1M6
Tel: (905) 625-7070 • Fax: (905) 625-4856
www.graphicmonthly.ca

Advertising Rates



Rate Card No. 2015 N

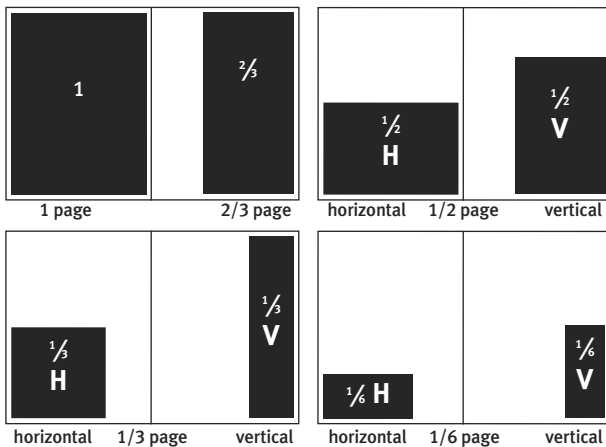
4-Colour Rates	1- time	3- time	6-time
1 page	\$4,532	\$4,120	\$3,900
2/3 page	3,590	3,170	3,010
1/2 page	2,860	2,500	2,400
1/3 page	2,100	1,830	1,730
1/6 page	1,225	1,060	995

Position Charge

Inside front and inside back cover	\$4,395
Outside back cover	\$4,975
Other positions (when available—contact publisher)	15%

Circulation

10,000



DPS (trim)	16 1/2" x 11"	1/3 page (H)	4 5/8" x 5"
1 page (trim)	8 3/4" x 11"	1/3 page (V)	2 1/4" x 10"
2/3 page	4 5/8" x 10"	1/6 page (H)	4 5/8" x 2 1/2"
1/2 page (H)	7 1/4" x 5"	1/6 page (V)	2 1/4" x 5"
1/2 page (V)	4 5/8" x 7 1/2"		

Bleed Pages

Accepted for full pages or DPS only. No extra charge.

Graphic Arts Marketplace

B&W	3-5 times (PER INSERTION)	6 times (PER INSERTION)
2 1/8" x 1"	\$100	\$85
2 1/8" x 2"	155	120
2 1/8" x 4"	245	200

Four colour extra up to 4", \$115 per insertion

Red extra up to 4", \$65 per insertion

Contact us for rates on larger sizes

Graphic Arts Marketplace ads are non-commissionable and are only accepted for a minimum of 3 issues.

Specifications

Printed offset, sheetfed, perfect bound, coated stock, 150 line screen

Bleed size: 8 1/2" wide x 11 1/4" deep

Trim size: 8 3/4" wide x 11" deep

Type safety area: 7 3/4" wide x 10" deep

Column width: 2 1/4" (13 picas)

Number of columns: 3

Material Accepted:

QuarkXPress, Illustrator or Photoshop. Supply all fonts and images used. A colour proof must be provided.

Additional charges for final art, modification of existing art, photography, special typesetting and conversion to acceptable digital format.

Inserts & Outserts

- 80 lb. to 100 lb. coated text
- 80 lb. to 100 lb. uncoated book or high bulk offset
- Insert over .007 subject to a surcharge and approval by publisher
- Perfect bound notch perfed (spine is *not* ground down)
- For 8- and 16-page inserts please contact your Account Manager before printing
- Pages jogged to top

Size	1- time	3- time	6-time
2-pg insert	\$3,330	\$3,010	\$2,700
4-pg insert	5,100	4,690	4,270
8-pg insert	6,250	5,950	5,500

QUANTITY REQUIRED: 11,000 pieces.

Please ask for mechanical specifications.

Position 40% extra when available.

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1606 Sedlescomb Dr., Unit 8, Mississauga, ON L4X 1M6

Tel: (905) 625-7070 Fax: (905) 625-4856

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July/August; September/October; November/December

Ad closing: Please see Account Manager for closing dates.

Commission and Cash Discount: Agency commission 15% allowed to recognized agencies only. Cash discount 2%, 10 days from date of invoice.

Publisher: Alexander Donald

Editor: Filomena Tamburri

Associate Publisher: Filomena Tamburri

Account Manager: Valerie Hoiland

Directory & Classifieds: Alina Collaço

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