

CIM MAGAZINE



2019 MEDIA PLANNER

CIM Magazine is published by the Canadian Institute of Mining, Metallurgy and Petroleum

CIM MAGAZINE



CIM Magazine, the official magazine of The Canadian Institute of Mining, Metallurgy and Petroleum (CIM), reaches a high-profile audience made up of top-tier industry professionals.

Circulation

Distribution
9,783*

Readers per copy
2.3**

Issues per year
8

Total audience
22,500

*Publishers Sworn Statement
September 2018
** 2016 Reader Survey
conducted by MaCorr Research

Mission Statement

CIM Magazine is the pre-eminent source, in print and online, for high-quality, well-crafted editorial on the mining and metals industry. Published by the Canadian Institute of Mining, Metallurgy and Petroleum, a 120-year-old organization of mining professionals, *CIM Magazine* is uniquely positioned to deliver uncompromising coverage of topics that span the life of the mine – from exploration, to operation, to closure. *CIM Magazine* matches the talents of writers, editors and artists to the stories that are most relevant to the educated and engaged professionals who are the foundation of the industry.

2018 Awards

CIM Magazine is an award-winning magazine



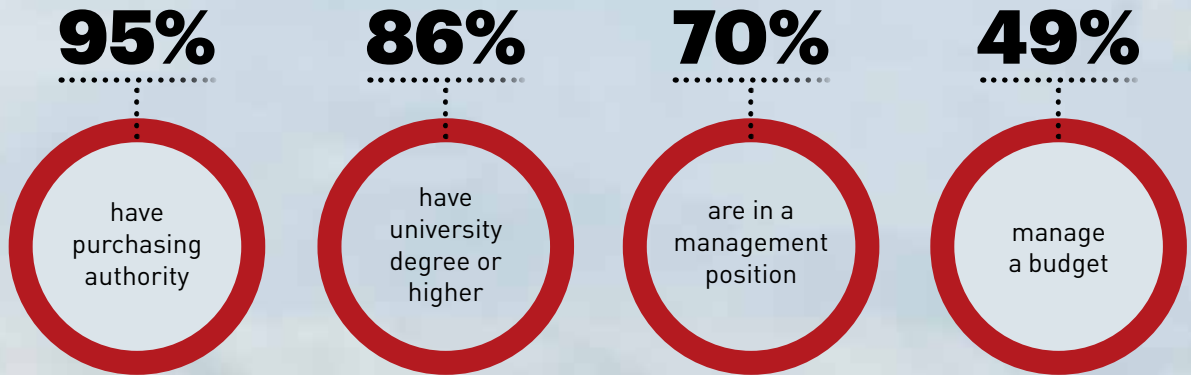
TOP 25
Best Feature Article
The Carbon Conundrum
May 2017



BRONZE
Best Front Cover Illustration
December 2017/
January 2018

READER PROFILE

CIM Magazine offers unprecedented access to a roster of industry decision-makers and leaders across the mining and metallurgy community.



Top 5 core areas of operations within the industry:



Engineering



Mining companies



Technical consulting



Mining services



Manufacturer or distributor

READER LOYALTY

Decision-makers in the global mining industry look to *CIM Magazine* for industry information.

What readers are saying about *CIM Magazine*:

98%

agree the magazine provides valuable information

91%

agree the magazine information is relevant to their profession

90%

look forward to reading each issue

65%

find the advertisements in *CIM Magazine* useful

Top actions taken after reading *CIM Magazine*:



Keep the magazine for future reference



Attend a CIM event



Pass the magazine and/or information on to someone else



Visit an advertiser's website



Visit magazine.cim.org

Where the CIM community meets:

 @CIMOrg | 5,000+ followers

 CIMMag | 4,700+ followers

 CIM Group | 16,000+ members

 @cim_mag | 450+ followers

MARKETING OPTIONS

We engage our audience across all platforms

Live Events: ▶
**CIM Convention,
Event Sponsorship
& more**



▲
CIM Convention
Program & Expo
Guide



▲
Magazine

▲
Online: magazine.cim.org
CIM.org & convention.cim.org



▲
Social Media

▲
Newsletters: **CIM Magazine,
CIM Community, Weekly Mining Recap,
Convention Edition**

What our readers say about our advertisements:



Keep me up to date with the latest suppliers and innovations.

Provide contacts to potential vendors.

Lead me to check supplier websites.

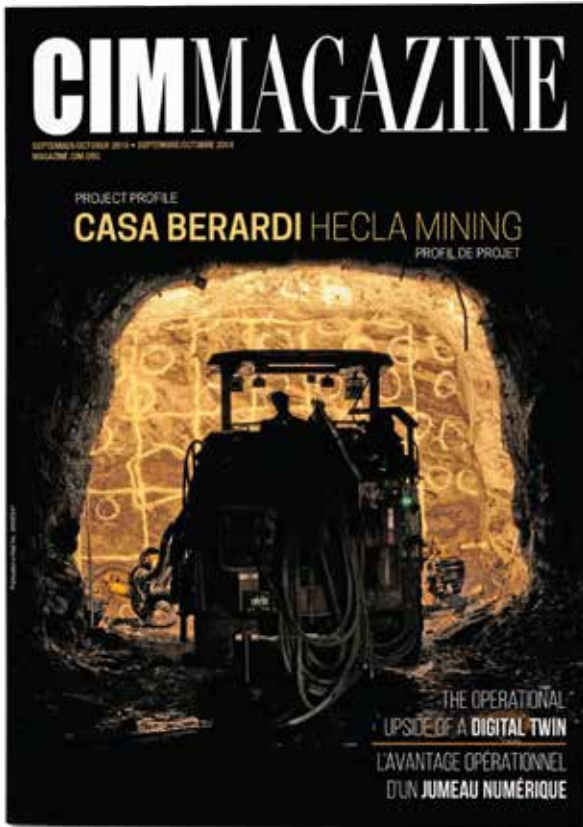
Let me know what's going on in the industry.

Give me an idea of available products and services.



**CIM MAGAZINE: A TRULY MULTI-PLATFORM BRAND
REACHING THE GLOBAL MINING COMMUNITY**

PRINT



Marketplace & Insert/Outsert opportunities available

CIM Magazine

Provides award-winning coverage of Canadian and international mining news to industry decision-makers.

Every issue is packed with:

- News and current developments
- Commentary from industry leaders and experts
- Insight into new projects and operations
- The latest technology and trends driving the industry

74%

of readers consume mining media via print magazines.*

*2016 Reader Survey conducted by MaCorr Research

INFLUENCE THE INFLUENCERS IN THE MINING AND EXTRACTIVE INDUSTRIES



Magazine.cim.org

12,242 visits
9,946 unique visits
17,713 total page views
1.45 pages/visit
1.00 minutes/visit*



CIM.org

11,495 visits
8,704 unique visits
50,519 total page views
4.4 pages/visit
1.8 minutes/visit*



Convention.cim.org

17,325 visits
11,604 unique visits
37,440 total page views
2.12 pages/visit
2.03 minutes/visit**



**BRANDED & SPONSORED
CONTENT AVAILABLE**

**Google Analytics monthly averages, January-August 2018 **Google Analytics monthly average, February-June 2018*

**BUILD AWARENESS AND VISIBILITY
AROUND YOUR BRAND**

E-NEWSLETTERS

CIM Newsletters provide three ways to reach your target



CIM Magazine

This newsletter highlights new and interesting stories published online in *CIM Magazine*. It serves as a portal to the magazine site and drives traffic in that direction.

Open rate: **25.2%***

*Mailchimp



CIM Community

This newsletter helps CIM branches, societies, committees, and members stay connected with the CIM National office. It is a source of information about the CIM community as well as about the mining industry at large.

Open rate: **23.2%***



Weekly Mining Recap

This weekly newsletter catches readers up on the mining news from *CIM Magazine* and elsewhere that they might have missed.

Open rate: **24.2%***

**BRANDED & SPONSORED
CONTENT AVAILABLE**

**GET DIRECT ACCESS TO OVER 22,000
MINING PROFESSIONALS' INBOXES**

EVENTS

In Print and Online ▶



◀ CIM Convention Program & Expo Guide



Our 2018 online preliminary program garnered 6,000 reads, with an average time spent of 5 minutes.

CIM Newsletter Convention Edition ▶



CIM 2019 CONVENTION

Montreal, QC | April 28-May 1



▶ CIM Convention Product Opportunities Event Sponsorship



CIM Convention


5,000 Participants

450 Exhibitors

40 Countries represented

340 Speakers

EDITORIAL CALENDAR 2019

Issue	Feature	Technology	Upfront	Bonus Circulation
FEBRUARY CIM 2019 preliminary program Ad Space: Jan. 11 Ad Material: Jan. 17	The evolution of the mining workforce	Smarter tools for smarter exploration	Emerging practices and case studies in surface mining	SME Annual Conference & Expo PDAC 2019 International Convention, Trade Show & Investor Exchange Canadian Mining Games
MARCH/APRIL CIM 2019 Convention issue Ad Space: Feb. 15 Ad Material: Feb. 22	How miners are meeting the environmental challenge	Heavy equipment for moving material	Advances in underground mining	CIM 2019 Convention NAMVS 2019
 CIM CONVENTION PROGRAM & EXPO GUIDE Ad Space: March 19 Ad Material: March 26				Maximize your exposure
MAY Ad Space: March 28 Ad Material: April 5	Metals powering the new energy revolution	The latest developments in tailings management	Closure and reclamation	Canadian Materials Science Conference Global Petroleum Show Canadian Mining Expo
JUNE/JULY Ad Space: May 14 Ad Material: May 21	Names to know: the men and women leading the industry	Crushing, grinding and milling	Metallurgy	Conference of Metallurgists 2019 Copper 2019
AUGUST Ad Space: June 20 Ad Material: June 27	Oil Sands issue: massive mines operating in difficult conditions	Drilling	Education and training	Oil Sands Trade Show
SEPTEMBER/OCTOBER Ad Space: Aug. 15 Ad Material: Aug. 23	Digital mining: the technology behind safer, and more productive mines.	Mine ventilation	Maintenance	MEMO 2019 XPLOR 2019 Shaft, Design & Construction 2019
NOVEMBER Ad Space: Oct. 4 Ad Material: Oct. 11	Mineral processing: advances in extraction	The evolution of battery electric vehicles	Health and safety	Annual Canadian Mineral Processors Operators Conference 2020 Québec Mines 2019
DECEMBER/JANUARY Ad Space: Nov. 15 Ad Material: Nov. 22	The exploration issue	Power solutions for remote locations	New frontiers: a look into the future of mining	AME Roundup 2020 PDAC 2020 International Convention, Trade Show & Investor Exchange

Note: Editorial calendar subject to change.

In every issue

Tools of the Trade

A showcase for the newest products the market has to offer

News

Concise and comprehensive coverage of developments in finance, regulation, exploration, project development and operations

NEW IN 2019

Future Prospects

How the mining workplace is changing, and the strategies young professionals will need to build themselves a career in the digital mining industry

Columns

Commentary that puts the headlines into perspective

Project Profile

A close look at new mine developments



CIM Magazine editorial is independent from advertising and no special editorial consideration or commitment of any kind can form any part of the advertising agreement. All editorial inquiries must be directed toward the editorial staff.

92% of B2B media readers have purchasing influence*

*Magazines Canada, Business Media B2B buyers study respondents

2019 RATE CARD

PRINT: CIM MAGAZINE

4c gross rates	1x	3x	6x	8x	Dimensions (Width x Height)
OBC	\$8,655	\$8,220	\$7,810	\$7,420	Trim 8.125" x 10.875" Bleed 8.375" x 11.125" Live area 7" x 10"
IFC/IBC	\$8,305	\$7,890	\$7,495	\$7,120	
Full page	\$6,920	\$6,575	\$6,245	\$5,935	
2/3 page	\$6,230	\$5,920	\$5,625	\$5,345	4.5" x 10"
1/2 page island	\$5,885	\$5,590	\$5,310	\$5,045	4.5" x 7.5"
1/2 page vertical	\$5,190	\$4,930	\$4,685	\$4,450	3.375" x 10"
1/2 page horizontal	\$5,190	\$4,930	\$4,685	\$4,450	7" x 4.875"
1/3 page vertical	\$4,500	\$4,275	\$4,060	\$3,860	2.375" x 10"
1/3 page horizontal	\$4,500	\$4,275	\$4,060	\$3,860	7" x 3.25"
1/3 page square	\$4,500	\$4,275	\$4,060	\$3,860	4.5" x 4.5"
1/4 page vertical	\$3,810	\$3,620	\$3,440	\$3,270	3.375" x 4.875"
1/4 page horizontal	\$3,810	\$3,620	\$3,440	\$3,270	4.5" x 3.375"
DPS	\$11,770	\$11,180	\$10,620	\$10,090	16.25" x 10.875"
Marketplace	1x	3x	6x	8x	
1/6 page product file	\$950	\$900	\$865	\$845	3.25" x 2.875"
1/2 business card	\$295	\$280	\$270	\$255	3.25" x 1.125"
Business card	\$400	\$380	\$360	\$345	3.25" x 2.25"
1/3-page (150 words with logo). Layout by CIM	\$1,495				7" x 2.875"
Inserts & Outserts					
Rates available upon request.					

BRANDED & SPONSORED CONTENT AVAILABLE

Contact an account rep for more information

ONLINE (PER MONTH)

CIM Website (net)

	1x	3x	6x	12x	Dimensions (Pixels)
HOME PAGE					
Leaderboard	\$995	\$945	\$895	\$860	728 x 90
Big Box	\$1,530	\$1,455	\$1,385	\$1,320	300 x 600
Medium Rectangle	\$890	\$845	\$800	\$770	300 x 250
Large Rectangle	\$1,030	\$980	\$935	\$880	336 x 280
DRILL DOWN PAGES					
Big Box	\$1,325	\$1,262	\$1,202	\$1,145	300 x 600
Medium Rectangle	\$775	\$740	\$700	\$665	300 x 250
Large Rectangle	\$895	\$850	\$815	\$775	336 x 280

CIM Magazine Website (net)

	1x	3x	6x	12x	Dimensions (Pixels)
Leaderboard†	\$875	\$835	\$790	\$755	728 x 90
Big box*	\$1,275	\$1,215	\$1,155	\$1,100	300 x 600
Full banner*	\$380	\$360	\$345	\$325	468 x 60
Medium rectangle**	\$600	\$571	\$545	\$515	300 x 250
Large rectangle**	\$615	\$585	\$560	\$530	336 x 280

†Leaderboard includes mobile leaderboard (320x50) *desktop view only ** desktop and mobile views

CIM Convention Website (net)

Rectangle	\$2,500/month	200 x 260
Job Board (net)		
Single posting	\$325 (60-day term)	
5-posting package	\$1,250 (60-day term each)	
Bonus: Also posted once in the <i>CIM Enewsletters</i>		

NOTES: Extra charges apply for: standard colour (\$610), matched colour (\$730), special positions (25% surcharge).

ENEWSLETTERS

(net)	(\$)	Dimensions (Pixels)
Weekly Mining Recap		
Exclusive sponsorship (1 month)	\$5,000	
Banner	\$2,000	600 x 72
Rectangle	\$995	200 x 145
CIM Community (2 per month)		
Banner	\$2,000	600 x 72
Rectangle	\$995	200 x 145
CIM Magazine (2 per month)		
Banner	\$2,000	600 x 72
Rectangle	\$995	200 x 145

Direct access to over 22,000 mining professionals' inboxes

PRINT: CIM CONVENTION PROGRAM & EXPO GUIDE

4c rates (net)	(\$)	Dimensions (Width x Height)
Full page (trim)	\$3,450	5.5" x 8.5"
Full page (bleed)	\$3,450	5.75" x 8.75" 4-sided bleed
Full page (live)	\$3,450	4.5" x 7.75"
1/2 page	\$2,590	4.5" x 3.5"
IFC/IBC	\$4,140	5.75" x 8.75"
OBC	\$4,310	5.75" x 8.75"

CIM 2019 EVENT OPPORTUNITIES

2019 sponsorship and advertising opportunities available at every budget point:

- In Print • On Site • Online

Contact an account rep for advertising opportunities.

Mechanical Requirements

Electronic material digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CC, Illustrator CC, Photoshop CC (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

Contact Crystal Himes (chimes@ddvtail.com);
Tel.: 905.886.6640

Terms & Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies. Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts. Taxes: Our published rates do not include applicable taxes, which will be added to invoices and clearly identified. Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable. *Discount will apply to rate card.



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Published by:
Canadian Institute of Mining, Metallurgy and Petroleum
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