



# CIMMAGAZINE

2018 MEDIA PLANNER





## Voice of the industry

The **Canadian Institute of Mining, Metallurgy and Petroleum**, the leading association of professionals in the Canadian minerals, metals, materials and energy industries and publisher of ***CIM Magazine***, will celebrate its 120th year in 2018.

Since its beginning the institute has been this country's essential association for professionals working in the extractives sectors. And over these many decades, it has had the goal of bringing members – working both in Canada and abroad – together to share their knowledge and experiences.

Publications have always been central to that mission. CIM members have led the advance of the global mining industry, and that progress has been anticipated and reported in *CIM Magazine* and its predecessors. And, as the workplace has moved online and smartphones have become ubiquitous, *CIM Magazine* has kept in step with a well designed platform and active presence across the many social media channels.

Today *CIM Magazine*, with its independent and inquisitive editorial, is an extension of a vast network of mining professionals, and serves the long-standing tradition of information exchange by reporting current developments, scouting the future and capturing the ideas, innovations and trends that will drive the development of the industry in the coming months and years.

## Circulation

Distribution

**10,572\***

Readers per copy

**2.3\*\***

Issues per year

**8**

Total audience

**24,315**

Source of statistics:

\*Publishers Sworn Statement

September 2016

\*\* 2016 Reader Survey conducted by MaCorr Research



Ryan Bergen  
Editor-in-chief  
*CIM Magazine*

## Join the conversation



**CIMorg**

Over

**4,700**

followers



**Canadian Institute of Mining, Metallurgy and Petroleum**

Over

**4,600**

followers



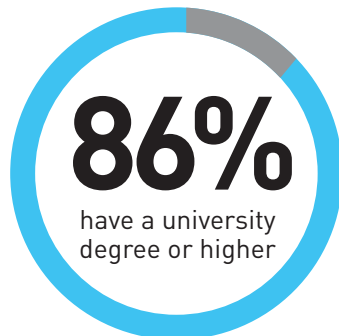
**CIM.ICM**

Over

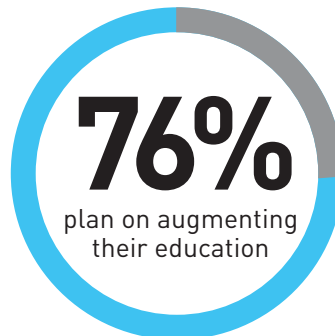
**4,100**

followers

CIM's flagship print magazine is read by industry decision-makers and leaders across the extractive industries.



**Highly educated**



**Industry leaders**



## Our readers

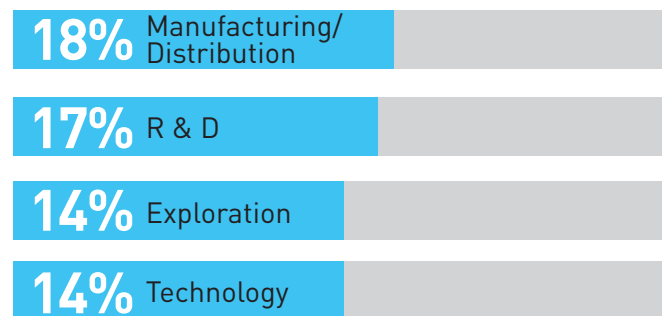
**98%**

agree the magazine provides valuable information

**91%**

agree the magazine information is relevant to their profession

## Areas of operations within the industry



Source of statistics: \*2016 Reader Survey conducted by MaCorr Research

## 2017 Awards



**Top 25  
BEST  
FEATURE  
ARTICLE  
August 2016**



**Honorable  
Mention  
FOCUS/PROFILE  
ARTICLE  
March/April 2016**



## Redesigned *CIM Magazine* website



- Mobile friendly
- New advertising opportunities including sponsored content, video, special placement
- Daily updates
- Targeted content packages

**Page views 117%**

**Sessions 156%**

**Users 169%**

*Monthly comparisons  
since May 2017 launch*

### What our advertisers say

“SEW has been working with the CIM team for many years. Their magazine is always informative and an interesting read. An excellent way for businesses to stay connected with what’s happening in the different mining sectors.”

Suzanne Mamo  
National Marketing Supervisor  
SEW-EURODRIVE



Align your brand with the right stories and the right audience.



## Print

### *CIM Magazine*

Award-winning coverage of  
Canadian & international  
mining news

100% qualified audience of 24,315

## Branded & Sponsored Content

Available across multiple  
platforms and distribution  
channels

## Events

### CIM Convention Program & Expo Guide

+

### CIM Convention Product Opportunities

+

### CIM Reporter Convention Edition

+

### Event Sponsorship

- CIM Convention
- RFG 2018 – Resources for Future Generations
- Symposium 2018 Rouyn-Noranda sur l'environnement et les mines  
Mines and the Environment

## Online

### Magazine.cim.org

Go-to-source for  
Canadian mining news

+

### CIM.org

More than 1 million page views  
in the last year


+

### Convention.cim.org

## Enewsletter

### *CIM Reporter*

Direct access to 19,000 mining  
professionals' inboxes

Issue	Feature	Technology	Upfront	Bonus Circulation
<b>FEBRUARY</b> Ad Space: Jan. 12 Ad Material: Jan. 18	Water management – the issues, equipment and engineering	Applications and software – digital tools for the modern mine	Artificial intelligence and machine learning	SME Annual Conference & Expo PDAC 2018 Canadian Mining Games CIM Branches
<b>MARCH/APRIL</b> Ad Space: Feb. 16 Ad Material: Feb. 22	Energy – power solutions for the life of mine	Crushing, grinding and milling	Underground mining – the latest in equipment, design and rapid development	Global Petroleum Show
<b>MAY</b> <b>CIM Convention issue</b> Ad Space: March 29 Ad Material: April 5	Project execution – building the operation and skills for successful production	Process control and automation	Closure and reclamation – innovations for the end of the mining lifecycle	CIM Convention RFG 2018 – Resources for Future Generations Symposium 2018 Rouyn-Noranda sur l'environnement et les mines Mines and the Environment 16th International Conference on Aluminum Alloys
<div>  <b>CIM CONVENTION PROGRAM &amp; EXPO GUIDE</b>            Ad Space: March 22    Ad Material: March 28           <div>Maximize your exposure</div> </div>				
<b>JUNE/JULY</b> Ad Space: May 18 Ad Material: May 24	Names to know 2018 – the men and women leading the industry	Material handling	Surface mining – excavation, haulage and mine planning	Extraction 2018
<b>AUGUST</b> Ad Space: June 29 Ad Material: July 5	Oil Sands – developments in the Athabasca, Canada's energy powerhouse	Advances in ground support	Environmental management – How miners are moving projects forward	Oil Sands Trade Show
<b>SEPTEMBER/OCTOBER</b> Ad Space: Aug. 17 Ad Material: Aug. 23	Mine management – control, optimization and analytics	The latest tools for maintenance	Metallurgy – extraction, processing and materials science	COM2018 XPLOR 2018
<b>NOVEMBER</b> Ad Space: Oct. 5 Ad Material: Oct. 11	Advances in autonomous mining	Operational security – network protection	Mineral processing – smarter circuits and more efficient equipment	Annual Canadian Mineral Processors Conference 2019 Québec Mines 2018
<b>DECEMBER/JANUARY</b> Ad Space: Nov. 16 Ad Material: Nov. 22	Mineral Exploration – the prospects for commodities in the coming year	Safety in the connected mine	The future of mining – emerging trends, new machines and next level ideas	AME Roundup 2019 PDAC 2019 Annual Canadian Mineral Processors Conference 2019

## 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

### Columns

Commentary that puts the headlines into perspective

### Upfront

Focused editorial on leading practices, important trends, and influential and outspoken people

### Features

In-depth coverage and expert voices on the critical issues of the moment

### Project Profile

A close look at new mine developments

### Technology

Today's advances that promise to be tomorrow's standards



*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.

## 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

## CIM Website (net)

	1x	3x	6x	12x	Dimensions (Pixels)
Rectangle	\$775	\$2,210	\$4,185	\$7,905	180 x 150
Hybrid rectangle	\$995	\$2,835	\$5,375	\$10,150	180 x 300
Skyscraper	\$1,275	\$3,630	\$6,885	\$13,005	160 x 600

## CIM Magazine Website (net)

	1x	3x	6x	12x	Dimensions (Pixels)
Leaderboard†	\$875	\$2,497.50	\$4,735	\$8,940	728 x 90
Big box*	\$1,275	\$3,630	\$6,885	\$13,005	300 x 600
Full banner*	\$380	\$1,075	\$2,035	\$3,835	468 x 60
Medium rectangle**	\$600	\$1,720	\$3,260	\$6,155	300 x 250
Large rectangle**	\$615	\$1,750	\$3,320	\$6,275	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
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## Job Board (net)

Single posting	\$325 (60-day term)
5-posting package	\$1,250 (60-day term each)

**Bonus:** Also posted once in the *CIM Reporter*

## E-NEWSLETTERS

(net)	(\$)	Dimensions (Pixels)
Top	\$2,000	600 x 72
Bottom	\$1,500	600 x 72
Top & bottom exclusive	\$3,000	600 x 72
Small rectangle	\$500	200 x 145

## PRINT: CIM CONVENTION PROGRAM &amp; EXPO GUIDE

4c rates (net)	(\$)	Dimensions (Width x Height)
Full page (trim)	\$3,450	4" x 8.5"
Full page (bleed)	\$3,450	4.5" x 8.75" 4-sided bleed
Full page (live)	\$3,450	3.25" x 7.75"
1/2 page	\$2,590	3.25" x 3.5"
IFC/IBC	\$4,140	5.75" x 8.75"
OBC	\$4,310	5.75" x 8.75"

\*leave .375" dead space on right & left side of page for spiral

## CIM 2018 EVENT OPPORTUNITIES

2018 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 CS6, Illustrator CS6, Photoshop CS6 (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@dvtail.com);  
Tel.: 905.886.6640

## Terms &amp; 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.

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

## SENIOR ACCOUNT EXECUTIVES




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[jjeffery@dvtail.com](mailto:jjeffery@dvtail.com)  
905.707.3529



NEAL YOUNG  
[nyoung@dvtail.com](mailto:nyoung@dvtail.com)  
905.707.3525



Send contracts/insertion orders/material to:

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[www.dvtail.com](http://www.dvtail.com)  
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