



CIMMAGAZINE



**2020
MEDIA
KIT**

CIMMAGAZINE

Mission Statement

CIM Magazine is the flagship publication of the Canadian Institute of Mining, Metallurgy and Petroleum (CIM). Established in 1898, CIM is the technical institute for members of the mining and minerals industry in Canada, and *CIM Magazine* is essential reading for those professionals. Our coverage spans the life of the mine and explores the latest developments in engineering, geoscience, operations, sustainability, equipment, technology and more. *CIM Magazine* combines award-winning writers, editors and artists to create engaging editorial on the themes and issues critical to the industry.

Circulation

Distribution
9,413*

Readers per copy
2.3**

Issues per year
8

Total audience
21,650



2019 Awards

CIM Magazine is an award-winning magazine



Focus/Profile Article
Honourable Mention

A Staged Start-Up
May 2018



Feature Article
Top 25 Entries: #5

Crisis Mode
May 2018



Front Cover Illustration
Silver

December 2018/
January 2019



96%
**OF READERS
LOOK FORWARD
TO READING
EACH ISSUE****

Magnify your brand with decision-makers and leaders across the extractive industries

Purchasing

85% OF READERS ARE INVOLVED IN THE PURCHASING PROCESS

Top 5 categories they make purchases in:

1. Construction/Engineering
2. Milling/Processing Equipment
3. IT Services/Telecoms/Hardware/Software
4. Crushing/Screening Equipment
5. Vehicles/Fleet

Top Areas of Operation



Engineering



Technical consulting



Mining company



Research & development



Mining services

Top Actions Planned/Taken After Reading an Issue

1 Keep the magazine for future reference

2 Pass the magazine and/or information on to someone else

3 Attend a CIM event

4 Visit CIM.org

5 Visit an advertiser's website

Management

68%

OF READERS ARE IN A MANAGEMENT POSITION

46%

OF READERS MANAGE A BUDGET

What our readers are saying about our advertisements:

“They bring relevant material to the forefront of the page, and show new or leading products for the industry to purchase.”

“They provide a better understanding of products and services in the Canadian mining sector.”

“They are a good indicator of new trends in mining and processing.”

PLATFORMS

Share your brand's story across multiple touch points

**AN INTEGRATED AD
CAMPAIGN OFFERS**

2,650,000+

TOUCH POINTS

MAGAZINE

Delivering award-winning and engaging content to the audience you want to reach

21,650

TOTAL AUDIENCE

98%

OF READERS AGREE THE MAGAZINE PROVIDES VALUABLE INFORMATION



**Branded and
sponsored content
available on all
platforms!**



Create meaningful connections at this must-attend event

- Event sponsorship and product opportunities
- CIM Convention Reporter

CIM 2019 Convention

- 5,890** Participants
- 475** Exhibitors
- 281** Speakers
- 225** Technical sessions
- 55** Countries represented

RECORD-BREAKING YEAR!

Strengthen your position with a laser-focused digital campaign

WEBSITES

Magazine.cim.org

140,882 total pageviews*
1.84 pages/visit**
1.31 minutes/visit**

CIM.org

337,068 total pageviews*
4.52 pages/visit**
2.01 minutes/visit**

Convention.cim.org

102,603 total pageviews*
1.56 pages/visit**
1.16 minutes/visit**



NEWSLETTERS

Promote your brand directly to established and proven mining professionals

CIM Magazine

Highlights new and interesting stories published online in *CIM Magazine*.

22.9% OPEN RATE***

CIM Community

Connects CIM branches, societies, committees, and members e.

22.29% OPEN RATE***

CIM Magazine Weekly Recap

Catches readers up on the latest mining news from *CIM Magazine* and elsewhere.

23.6% OPEN RATE***

20,000+
SUBSCRIBERS

SOCIAL MEDIA

Join the conversation with

29,400+
followers/members



EDITORIAL CALENDAR

94%

OF READERS AGREE THE MAGAZINE PROVIDES INFORMATION THAT IS RELEVANT TO THEIR JOB

The **future** of mining is within *CIM Magazine*

Issue	Feature	Technology	Upfront	Bonus Circulation
FEBRUARY CIM 2020 Preliminary Program				
Ad Space: Jan. 13 Ad Material: Jan. 20	Education and training	Motors and drives	Underground development	SME Annual Conference & Expo PDAC 2020 International Convention, Trade Show & Investor Exchange Canadian Mining Games
MARCH/APRIL CIM 2020 Convention Issue				
Ad Space: Feb. 24 Ad Material: Mar. 2	Strategies for the changing climate	Underground equipment	Engineering exchange	CIM 2020 Convention Uranium 2020
		CIM CONVENTION PROGRAM & EXPO GUIDE Ad Space: March 26 Ad Material: April 3		Maximize your exposure
MAY Ad Space: April 6 Ad Material: April 13	Mining and the energy transition	Communications	Energy efficiency	Canadian Materials Science Conference Canadian Mining Expo
JUNE/JULY MINExpo 2020 Preview				
Ad Space: May 19 Ad Material: May 25	Names to know: Who is shaking up the industry in 2020?	Blasting	Metallurgy and materials science	Conference of Metallurgists 2020 International Conference on Hoisting & Haul
AUGUST MINExpo 2020 Issue				
Ad Space: June 25 Ad Material: July 2	Innovations in mining	Drilling	Oil Sands	Oil Sands Trade Show MINExpo 2020
SEPTEMBER/OCTOBER Ad Space: Aug. 17 Ad Material: Aug. 24	Trends in engineering, procurement and construction management	Environmental monitoring	Maintenance	XPLOR 2020
NOVEMBER Ad Space: Oct. 6 Ad Material: Oct. 13	Community engagement	Geotech engineering	Mineral processing	Canadian Mineral Processors Conference 2020 Québec Mines 2020 + Énergie 2020 Energy and Mines World Congress 2020
DECEMBER/JANUARY Ad Space: Nov. 16 Ad Material: Nov. 23	Geology and exploration	Safety	New Frontiers	AME Roundup 2021 PDAC 2021 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

Columns

Commentary that puts the headlines into perspective

Project Profile

A close look at new mine developments

CIM News

The events, activities and people animating the industry

Mining Lore

Tales from the rich history of mining in Canada and around the world

Mining Mentors

Conversations with industry vets and budding professionals on strategies for building a career in mining

What our readers are saying about our editorial:

“With a constantly evolving mining industry, *CIM Magazine* is up to date on the majority of new breakthrough t

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	
1/2 page island	\$5,885	\$5,590	\$5,310	\$5,045	
1/2 page vertical	\$5,190	\$4,930	\$4,685	\$4,450	
1/2 page horizontal	\$5,190	\$4,930	\$4,685	\$4,450	
1/3 page vertical	\$4,500	\$4,275	\$4,060	\$3,860	
1/3 page horizontal	\$4,500	\$4,275	\$4,060	\$3,860	
1/3 page square	\$4,500	\$4,275	\$4,060	\$3,860	
1/4 page vertical	\$3,810	\$3,620	\$3,440	\$3,270	
1/4 page horizontal	\$3,810	\$3,620	\$3,440	\$3,270	
DPS	\$11,770	\$11,180	\$10,620	\$10,090	
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 (RATES PER MONTH IN NET \$)

CIM Website (cim.org)

	1x	3x	6x	12x	Dimensions (Pixels)
HOME PAGE					
Leaderboard	\$995	\$945	\$895	\$860	728 x 90
Half Page Banner	\$1,530	\$1,455	\$1,385	\$1,320	300 x 600
Big Box	\$890	\$845	\$800	\$770	300 x 250
Large Rectangle	\$1,030	\$980	\$935	\$880	336 x 280

DRILL DOWN PAGES

Half Page Banner	\$1,325	\$1,262	\$1,202	\$1,145	300 x 600
Big Box	\$775	\$740	\$700	\$665	300 x 250
Large Rectangle	\$895	\$850	\$815	\$775	336 x 280

CIM Magazine Website (magazine.cim.org)

	1x	3x	6x	12x	Dimensions (Pixels)
Leaderboard†	\$875	\$835	\$790	\$755	728 x 90
Half Page Banner*	\$1,275	\$1,215	\$1,155	\$1,100	300 x 600
Full banner*	\$380	\$360	\$345	\$325	468 x 60
Big Box	\$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 (convention.cim.org)

Large Rectangle	\$1,750/month	336 x 280
Leaderboard	\$2,500/month	728 x 90

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 Newsletters*

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

NEWSLETTERS

Net	\$	Dimensions (Pixels)
Weekly Recap		
Banner	\$2,000	600 x 72
Box	\$1,350	200 x 275
Rectangle	\$995	200 x 145
CIM Community (2 per month)		
Banner	\$2,000	600 x 72
Box	\$1,350	200 x 275
Rectangle	\$995	200 x 145
CIM Magazine (2 per month)		
Banner	\$2,000	600 x 72
Box	\$1,350	200 x 275
Rectangle	\$995	200 x 145

Direct access to over 20,000+ mining professionals' inboxes

PRINT: CIM CONVENTION PROGRAM & EXPO GUIDE

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 2020 EVENT OPPORTUNITIES

2020 sponsorship and advertising opportunities available at every budget point:

• In Print • On Site • Online • Mobile

Contact an account rep for advertising opportunities.

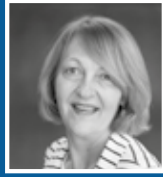
Mechanical Requirements

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@dvtail.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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