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**CIM** MAGAZINE

**MEDIA KIT**

**CONNECTING THE  
MINING COMMUNITY**

# CIMMAGAZINE



VIEW THIS ISSUE

## Letter from the editor

*CIM Magazine* is the flagship publication of the Canadian Institute of Mining, Metallurgy and Petroleum, Canada's preeminent technical institute and a global leader for the minerals, metals, materials and petroleum industries. We create award-winning editorial that tracks the emerging trends and fundamental issues of the sector. As a designated "essential service," the mining industry has responded to the historic challenge of the pandemic with resilience, innovative ideas and creative solutions. *CIM Magazine* has been in step, detailing the transformations this moment

has inspired. Our presence in the mail boxes - real and virtual - and the social media channels of industry professionals provides an eye on these changes. It also serves as a trusted voice of expertise and insight on the operational, social and strategic developments underway.



Ryan Bergen  
Editor-in-chief  
*CIM Magazine*

## Circulation

Distribution  
**9,698\***

Readers per copy  
**2.3\*\***

Issues per year  
**8**

Total audience  
**22,305**

## 2020 Awards

*CIM Magazine is an award-winning magazine*



Social Standing  
**Silver**



The Artificial Intelligence Test  
**Honourable Mention**



May 2019 Issue  
**2020 Best Single Issue:  
Top 25 Issues**

Sources: \*Publisher's Sworn Statement, September 2020,  
\*\*2019 Reader Survey conducted by MaCorr Research

# The CIM Reader

Our exclusive readership is actively engaged in our content across multiple platforms, ensuring a sharply focused campaign.

**96%**

of readers look forward to reading each issue

**94%**

of readers agree the magazine provides information that is relevant to their job

**85%**

of readers are involved in the purchasing process

**78%**

of readers are CIM members

**68%**

of readers are in a management position

**46%**

of readers manage a budget

## Top Actions Taken/Planned to Take After Reading an Issue:

1. Keep the magazine for future reference
2. Pass the magazine and/or information on to someone else
3. Visit CIM.org
4. Visit an advertiser's website
5. Visit magazine.cim.org

**62%**

of readers find the advertisements in *CIM Magazine* useful

## Top Area of Operations



Engineering



Technical Consulting



Mining Company/Services



Research and Development



Manufacturer/Distributor

Source: 2019 Reader Survey conducted by MaCorr Research

# Opportunities

Multi-platform solutions that showcase your brand, broaden your reach, and initiate conversations.



## Magazine

A Canada-based and globally focused connection to the mining industry

8 Issues annually

**22,300+** Readership

## CIM Convention

- Event sponsorship and product opportunities
- CIM Convention Reporter



## CIM's Online Learning Events

Learn More

These events offer the opportunity to bring together a large audience in a way that is economical, global, timely and convenient.

These online opportunities provide flexible solutions to creating connections, sharing expertise, and engaging audiences.

### Sponsorship Opportunities:

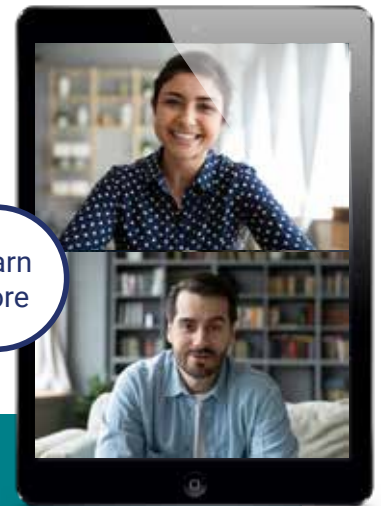
These **knowledge exchange** online events focus on content created by CIM and its constituents. This is a targeted opportunity to align your brand with the right expert content and audience.

- Knowledge Exchange (1 Webinar)
- Knowledge Series (Multiple Webinars)
- Knowledge Exchange - Short Course

### Co-Branding Opportunities:

These **solution exchange** opportunities allow you to present your technical expertise and solutions to an audience of qualified industry professionals.

- CIM Magazine Solutions Exchange Webinar
- Mining Now Podcast



Learn More

**“The webinar we sponsored and created in partnership with CIM was extremely beneficial. The insights from the webinar were also very valuable and will be used for creating leads, market research, customer analytics and to influence our content marketing plans.”**

-Weir Minerals

# Online

Maximize your campaign by placing your ad on websites that create, curate and deliver leading-edge knowledge to decision-makers and industry leaders.



## Magazine.cim.org\*

**26,823** monthly pageviews  
**1.35** pages/visit  
**1.07** minutes/visit

## CIM.org\*

**50,026** monthly pageviews  
**4.15** pages/visit  
**1.58** minutes/visit

## Convention.cim.org\*\*

**40,308** monthly pageviews  
**2.02** pages/visit  
**2.03** minutes/visit



Branded & Sponsored Content Available

Sources: \*Google Analytics, Averages from January-June 2020, \*\*Google Analytics, Averages from March-May 2018 and 2019

# Newsletters

Delivered directly to the inboxes of established mining professionals



## CIM Magazine

Distributed Biweekly  
Highlights new and interesting stories published online in *CIM Magazine*, while serving as a portal to the magazine website.  
Also published in French to 1,600+ subscribers  
22% Open Rate

## CIM Community

Distributed Biweekly  
Connects CIM branches, societies, committees and members by being a source of information about the CIM community as well as the mining industry at large.  
21% Open Rate

## CIM Magazine Weekly Recap


Distributed Weekly  
Catches readers up on the latest mining news from *CIM Magazine* and elsewhere.  
21% Open Rate

## Student Newsletter

Distributed Monthly  
During the school year to 636+ students  
(Sept/Oct/Nov/Dec/Jan/Feb/Mar/Apr)  
38% Open Rate

18,000+  
SUBSCRIBERS

Reaching the right people, at the right time, across every platform

Issue	Feature	Technology	Upfront	Bonus Circulation (Tentative)
<b>FEBRUARY</b> Ad Space: Jan. 14 Ad Material: Jan. 20	Coal in Canada	Exploration	Mining through the pandemic	SME Annual Conference & Expo PDAC 2021 International Convention Coal Association of Canada Conference
<b>MARCH/APRIL</b> CIM 2021 Convention Issue				
<b>Ad Space: Mar. 5</b> <b>Ad Material: Mar. 11</b>	Ethical sourcing and the metals supply chain	Ore transport	Energy transition metals	CIM 2021 Convention
		<b>CIM CONVENTION PROGRAM &amp; EXPO GUIDE</b> Ad Space: Mar. 26 Ad Material: April 2		<b>Maximize your exposure</b>
<b>MAY</b> Ad Space: April 7 Ad Material: April 13	The future of precious gems	Geotechnical information and monitoring	Education and training	Canadian Mining Expo
<b>JUNE/JULY</b> Ad Space: May 21 Ad Material: May 27	Names to Know: CIM Award Winners	Drilling and blasting	Closure and reclamation	Conference of Metallurgists 2021
<b>AUGUST</b> MINExpo 2021 Issue				
<b>Ad Space: June 29</b> <b>Ad Material: July 5</b>	MINExpo equipment preview	Advances in AI	Mineral processing and metallurgy	MINExpo 2021 Oil Sands Trade Show
<b>SEPTEMBER/OCTOBER</b> Ad Space: Aug. 19 Ad Material: Aug. 25	Mining and the circular economy	Tailings reduction	Health and safety	XPLOR 2021
<b>NOVEMBER</b> Ad Space: Oct. 6 Ad Material: Oct. 13	Canadian mining abroad	Comminution	Ore sorting and pre-concentration	Québec Mines + Énergie 2021
<b>DECEMBER/JANUARY</b> Ad Space: Nov. 19 Ad Material: Nov. 24	Powering the modern mine	Autonomous operations	Logistics	AME Roundup 2022 Canadian Minerals Processors 2022

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

### NEW FOR 2021

#### Next Steps

Career building ideas and insights for young industry professionals

#### Current Events

Stories, interviews and profiles focused on electrification in the mining industry

# 98%

of readers agree the magazine provides valuable information

Source: 2019 Reader Survey conducted by MaCorr Research

## 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	4.5" x 10"
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.					

## 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
CALENDAR OF EVENTS					
Calendar of Events listing*	\$1,495				720 x 400

\*Includes mention in event newsletter

## 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)

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

## 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).

# 2021 Rates

## UNIQUE OPPORTUNITIES

Branded & Sponsored Content

Online Learning Opportunities -  
Webinars, Podcasts & Short Courses

New ways to connect and share your expertise.  
Contact an account rep for details.

## NEWSLETTERS

Net	\$	Dimensions (Pixels)
Weekly Recap (Rate per week)		
Banner	\$1,500	600 x 72
Rectangle	\$745	200 x 145
CIM Community (Rate 4 per month 2 English & 2 French)		
Banner	\$2,000	600 x 72
Rectangle	\$995	200 x 145
CIM Magazine (Rate 2 per month)		
Banner	\$2,000	600 x 72
Rectangle	\$995	200 x 145
Student Newsletter (Rate for 8 issues)		
Banner	\$3,800	600 x 72
Rectangle	\$2,400	200 x 145

## CIM 2021 CONVENTION OPPORTUNITIES

2021 sponsorship and advertising opportunities available at every budget point:  
Contact an account rep for advertising opportunities.

## 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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  @DvtailMags



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