




CIMMAGAZINE

2022 MEDIA KIT



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CIMMAGAZINE



Circulation
9,943*

Readers per copy
2.3**

Issues per year
8

Total audience
22,868


**CIM Magazine is
 an award-winning
 magazine**

Letter from the editor

CIM Magazine is the trusted source for members of the Canadian mineral, metals and materials industry. It is the flagship publication of the Canadian Institute of Mining, Metallurgy and Petroleum. Established in 1898, CIM is among the world's pre-eminent technical societies for the mining and minerals industry. CIM Magazine connects operations and professionals at work across the country and beyond. Our award-winning editorial tracks the trends, technology and best practices wherever we find them. We combine expert voices with carefully crafted stories to keep our readers on top of where the industry is and where it is headed.



Ryan Bergen
Editor-in-chief

Award-winning editorial and design



Silver
Focus/Profile Article



Honourable Mention
Best Feature

Honourable Mention
Best Series of Articles

Top 25
Feature Article



Honourable Mention
Front Cover, Illustration



Reader Profile

Our readers are your customers

Engaged



look forward to reading each issue



agree the magazine provides information that is relevant to their job



are CIM members

Decision-makers

85%

ARE INVOLVED IN THE PURCHASING PROCESS

68%

are in a management position

46%

manage a budget

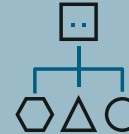
Technical consulting



Mining Company/ Services



Research and Development



Manufacturer/ Distributor

Following a challenging time, 2022 presents a new opportunity as global miners are expecting an exceptional year of earnings.**

Top actions after reading an issue:

- Keep magazine for future reference
- Pass the magazine on to someone else
- Visit CIM.org
- Visit an advertiser's website
- Visit magazine.cim.org



62%

of readers find the advertisements in *CIM Magazine* useful



Platforms

A suite of marketing solutions to showcase your brand

MAGAZINE

A readership comprising influential leaders and decision-makers that shape the future of the industry and drive innovation.

8 issues annually

22,800+ readership

CIM CONVENTION 2022

Partner with CIM

- Sponsorship and product opportunities
- Convention newsletter
- Convention program and guide
- Convention app
- Convention.CIM.org

CIM'S ONLINE LEARNING EVENTS

Online events offer the opportunity to bring together a large audience in a timely, convenient and economical way to share expertise and create connections.

CO-BRANDING – SOLUTIONS EXCHANGE WEBINAR

Present your technical expertise and solutions to a qualified audience.

SPONSORSHIP – KNOWLEDGE EXCHANGE WEBINAR

Align your brand with curated CIM-created online content.



Platforms

ONLINE

CIM's websites are essential resources for a well-informed mining community.

MAGAZINE.CIM.ORG*

27,162 monthly pageviews
1.32 pages/visit
17,282 unique visits

CIM.ORG*

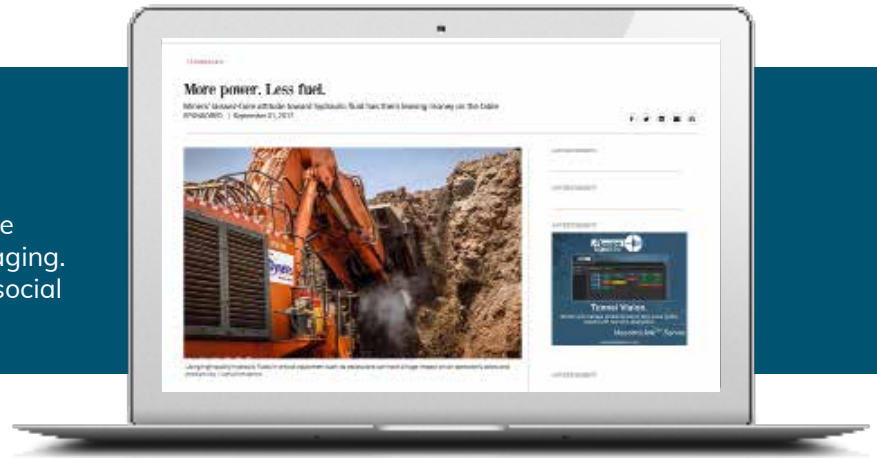
54,167 monthly pageviews
4.72 pages/visit
8,118 unique visits

CONVENTION.CIM.ORG**

13,443 monthly pageviews
2.01 pages/visit
4,430 unique visits

CIM MAGAZINE ONLINE BRANDED CONTENT

Create an immersive storytelling experience that is highly clickable, shareable and engaging. This digital package includes display ads, social media and newsletter promotion.



NEWSLETTERS**

Four opportunities to reach the inboxes of 17,500+ mining professionals

CIM MAGAZINE

Distributed every other Wednesday

Delivering new and interesting stories published online in *CIM Magazine*

Open rate: 21%

Also published in French to 1,600 subscribers

CIM COMMUNITY

Distributed every other Wednesday

Connecting CIM branches, societies, committees and members with relevant CIM community information

Open rate: 31%

Also published in French to 1,600 subscribers

CIM MAGAZINE WEEKLY RECAP

Distributed every Friday

The latest mining news from *CIM Magazine* and the mining industry at large

Open rate: 20%

STUDENT NEWSLETTER

Distributed monthly September – April

Required reading for students in the mining industry

Subscribers: 450+

Open rate: 31%

2022 Editorial Calendar

CIMMAGAZINE

| Issue | Ad Space | Material | Feature | Technology | Upfront | Bonus Distribution |
|---|-------------|-------------|---|-----------------------------------|---|---|
| February | January 14 | January 20 | Financing in the mining marketplace | Low carbon smelting | Ore preparation | SME Annual Conference & Expo PDAC 2022 International Convention Canadian Mining Games |
| March/April | March 7 | March 14 | Mine to port: material movement | Big data/predictive analytics | The future workforce | CIM Convention 2022 |
| Convention Program & Expo Guide Ad Space: April 4 Material: April 7 | | | | | | |
| May | April 13 | April 18 | Mining in Atlantic Canada | Drilling & Blasting | Geo-engineering | Gold 2022 Canadian Mining Expo |
| June/July | May 25 | May 30 | Names to Know | Ore Haulage | Copper - a critical metal for the energy revolution | Hoist & Haul 2022 Conference of Metallurgists 2022 |
| August | June 27 | July 2 | Fertile future - developments in Saskatchewan's potash industry | Water management | Oil sands | Oil Sands Trade Show |
| September/October | August 19 | August 25 | Mining in Quebec | ERP software for miners | The business of mining | XPLOR 2022 |
| November | October 8 | October 13 | The impact of global tailings standards | Assaying | Radioactive metals | QC Mines + Énergie 2022 Energy and Mines World Congress |
| December/January | November 19 | November 24 | Arctic exploration | Power systems for mine operations | Mineral processing and metallurgy | Canadian Mineral Processors 2023 AME Roundup 2023 PDAC 2023 |

IN EVERY ISSUE

NEW FOR 2022 The Net-Zero Challenge

Case studies and lessons learned in emissions reductions

Tools of the Trade

A showcase for the newest products the market has to offer

News

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

Project Profile

A close look at new mine developments

Subject to change

Columns

Commentary that puts headlines into perspective

CIM News

The events, activities and people animating the industry

Technology

An exploration of new and emerging innovations designed for challenges that span from early exploration to closure.

Upfront

Short features and one-on-one interviews focused on trending topics

| PRINT: CIM MAGAZINE | | | | | |
|--|-----------|-----------|-----------|-----------|---|
| 4c net 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 | 4.5" x 10" |
| 1/2 page horizontal | \$5,190 | \$4,930 | \$4,685 | \$4,450 | 4.5" x 7.5" |
| 1/3 page vertical | \$4,500 | \$4,275 | \$4,060 | \$3,860 | 3.375" x 10" |
| 1/3 page horizontal | \$4,500 | \$4,275 | \$4,060 | \$3,860 | 7" x 4.875" |
| 1/3 page square | \$4,500 | \$4,275 | \$4,060 | \$3,860 | 7" x 3.25" |
| 1/4 page vertical | \$3,810 | \$3,620 | \$3,440 | \$3,270 | 4.5" x 4.5" |
| 1/4 page horizontal | \$3,810 | \$3,620 | \$3,440 | \$3,270 | 3.375" x 4.875" |
| DPS | \$11,770 | \$11,180 | \$10,620 | \$10,090 | 4.5" x 3.375" |
| Marketplace | 1x | 3x | 6x | 8x | 16.25" x 10.875" |
| 1/6 page product file | \$950 | \$900 | \$865 | \$845 | 3.25" x 2.875" |
| 1/2 business card | \$295 | \$280 | \$270 | \$255 | |
| 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 | | | | | |
| Full Banner | \$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 |
| Big Box** | \$600 | \$571 | \$545 | \$515 | 300 x 250 |
| Large rectangle** | \$615 | \$585 | \$560 | \$530 | 336 x 280 |

*desktop view only ** desktop and mobile views

| CIM Convention Website (convention.cim.org) | | |
|---|----------------------------|--|
| Large Rectangle | \$1,750/month | |
| Job Board (net) | | |
| Single posting | \$325 (60-day term) | |
| 5-posting package | \$1,250 (60-day term each) | |

UNIQUE OPPORTUNITIES

Branded & Sponsored Content
 Online Learning Opportunities -
 Webinars, Podcasts & Short Courses
 New ways to connect and share your expertise.

NEWSLETTERS

| Net | \$ | Dimensions (Pixels) |
|--|---------|---------------------|
| Weekly Recap (Rate per week) | | |
| Leaderboard | \$1,500 | 600 x 144 |
| Banner | \$995 | 600 x 72 |
| Bottom Banner | \$1,500 | 600 x 144 |
| CIM Community (Rate 4 per month 2 English & 2 French) | | |
| Leaderboard | \$2,000 | 600 x 144 |
| Banner | \$1,700 | 600 x 72 |
| Bottom Banner | \$2,000 | 600 x 144 |
| CIM Magazine (Rate 4 per month 2 English & 2 French) | | |
| Leaderboard | \$2,000 | 600 x 144 |
| Banner | \$1,700 | 600 x 72 |
| Bottom Banner | \$2,000 | 600 x 144 |
| Student Newsletter (Rate for 8 issues) | | |
| Leaderboard | \$3,800 | 600 x 144 |
| Banner | \$2,400 | 600 x 72 |
| Bottom Banner | \$3,800 | 600 x 144 |

CIM 2022 CONVENTION OPPORTUNITIES

2022 sponsorship and advertising opportunities available at every budget point:
 Contact an account rep for advertising opportunities.

CIM CONVENTION PROGRAM

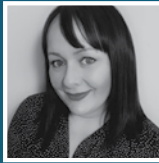
| Size | \$ | Dimensions (Width x Height) |
|-----------|---------|--|
| Full page | \$2,750 | Trim 5.5" X 8.5" Bleed 5.75" X 8.75" (4-sided bleed) Live area 4.5" X 7.25" |
| IFC | \$3,450 | |
| 1/2 page | \$1,500 | 4.5" x 3.5" |

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.

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



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