



# CIMMAGAZINE

## 2022 MEDIA KIT



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Read the latest issue 

Circulation  
9,943\*

Readers per copy  
2.3\*\*

Issues per year  
8

Total audience  
22,868



*CIM Magazine is  
an award-winning  
magazine*

# CIMMAGAZINE

## 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



National  
Magazine Awards  
Les prix du  
magazine canadien

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

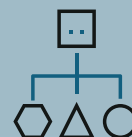
### Technical consulting



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
- Visit CIM.org
- Pass the magazine on to someone else
- 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 of 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 expo guide
- Convention app
- [Convention.CIM.org](https://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.

### SOCIAL MEDIA

Sponsored posts offer a large outreach with visual and clickable content that you want to share. CIM.org Twitter, LinkedIn and CIM Magazine LinkedIn.



## 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\*

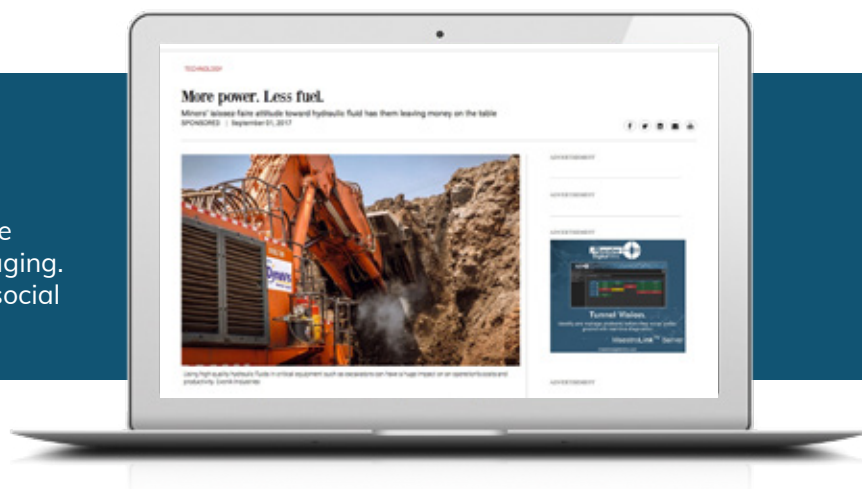
54,167 monthly pageviews  
4.72 pages/visit  
8,118 unique visits

#### 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 Canadian Mining Games
March/April	March 7	March 14	Mine to port: material movement	Big data/predictive analytics	The future workforce	CIM Convention 2022 Canadian Mineral Processors
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 PDAC 2022 International Convention
June/July	May 25	May 30	Names to Know	Ore Haulage	Copper - a critical metal for the energy revolution	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 MEMO Digitalization in Mining North America
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 International Convention

## 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	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"
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)		
Leaderboard	\$2,500/month	728 x 90
Large Rectangle	\$1,750/month	336 x 280
Drill down page leaderboard	\$775/month	728 x 90
Job Board (net)		
Single posting	\$325 (60-day term)	
5-posting package	\$1,250 (60-day term each)	

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 per month English & French inserts)		
Leaderboard	\$2,000	600 x 144
Banner	\$1,700	600 x 72
Bottom Banner	\$2,000	600 x 144
CIM Magazine (Rate per month English & French inserts)		
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
SPONSORED SOCIAL MEDIA		
3 posts	CIM.org twitter, LinkedIn CIM Magazine LinkedIn	\$950

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

CIM CONVENTION SHOW GUIDE		
Size	\$	Dimensions (Width x Height)
Full page	\$2,750	Trim 4.625" x 7.75" 4 sided bleed: 4.875" x 8"
IFC	\$3,450	
IBC	\$2,750	
OBC	\$3,450	
1/2 page	\$1,500	3.375" x 3.5"

Note: This will be spiral bound, avoid pertinent info close to left or right margins

## 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).

**FILE TRANSFER** Email (maximum file size of 10MB) to Crystal Himes (chimes@dvtail.com); Tel.: 905.886.6640





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