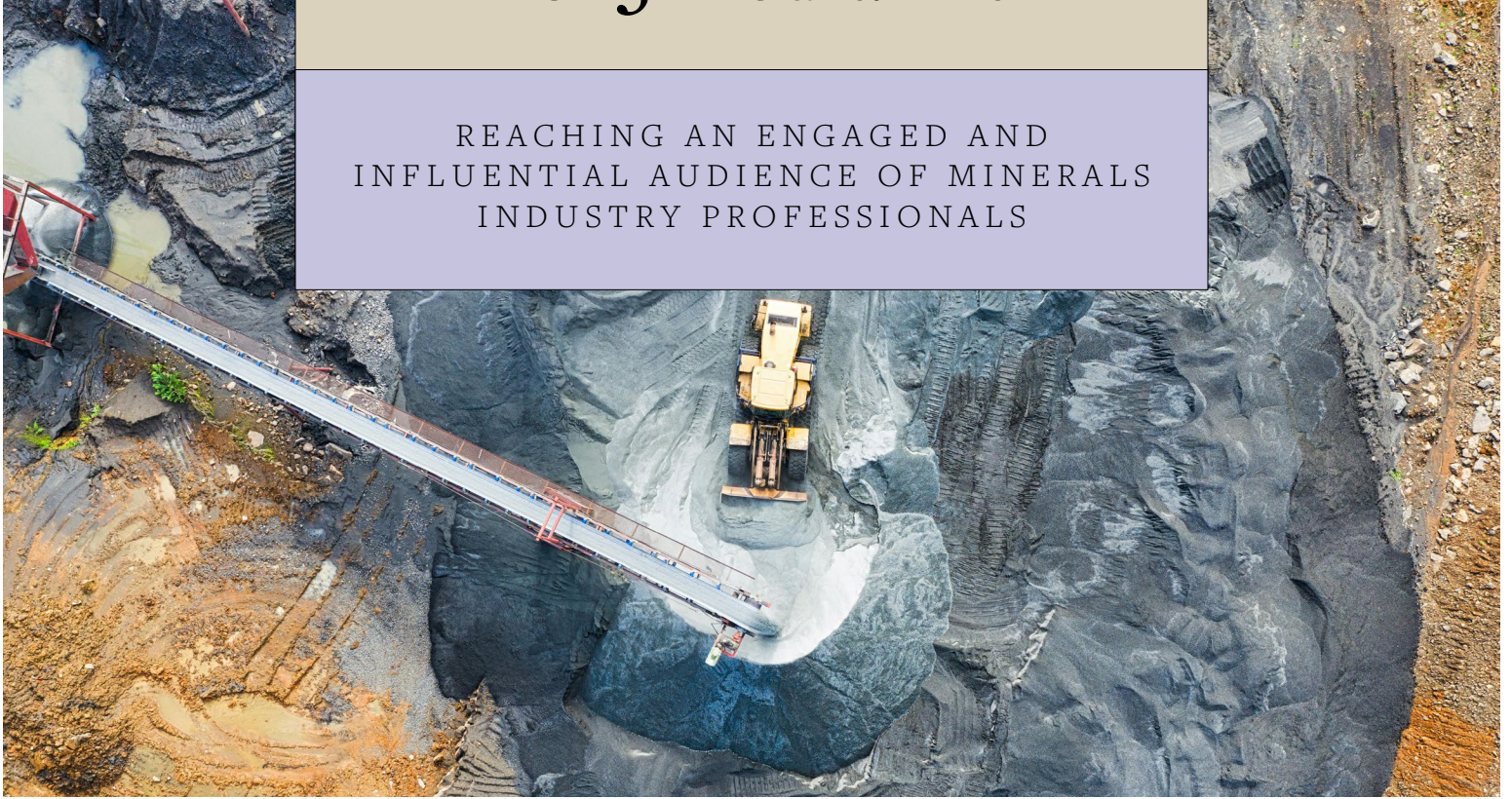


# CIMMAGAZINE

## 2025 Media Kit

REACHING AN ENGAGED AND  
INFLUENTIAL AUDIENCE OF MINERALS  
INDUSTRY PROFESSIONALS



# About Us

# CIMMAGAZINE



Canadian Institute of Mining,  
Metallurgy and Petroleum  
Institut canadien des mines,  
de la métallurgie et du pétrole

## LETTER FROM THE EDITOR



**RYAN BERGEN**  
Editor-in-chief

Mining happens where the minerals are found — in Canada and around the world. *CIM Magazine*, with its award-winning reporting on projects, operations, innovations and trends, closes the distance between the mine sites, corporate headquarters and supply and service providers. In print and online, our content shares insights, key developments and leading practices with an audience of engaged national and international industry professionals. Our publisher, the Canadian Institute of Mining, Metallurgy and Petroleum, has a growing membership of engaged minerals industry professionals with expertise throughout the mining life cycle. It is the mission of CIM to advance technology, ideas and strengthen the sector. This is what drives the work we do at *CIM Magazine* and is what sets us apart as an authoritative and trusted voice.

## ADVERTISING

From brand building to lead generation, our advertising solutions support your strategic objectives and connect you with a community eager for new products and services. Following is the information you need to plan your campaign while considering relevant issue topics and bonus distribution.

Circulation\*

6,024\*

Issues per year

8

Readers per copy

2.5\*\*

Total audience **15,060**



[View an issue](#)

# Audience Insights

Our readership consists of dedicated and influential members from prominent companies in the mining sector.

84%

have purchasing authority

84%

are CIM members

68%

hold a management position

## ENGAGED

97%

agree *CIM Magazine* provides valuable information

95%

agree *CIM Magazine* is relevant to their job

75%

read 6+ issues

## RESPONSIVE

91%

take action or plan to take action after reading *CIM Magazine*

83%

plan on augmenting their education through webinars or online courses

52%

keep the magazine for future reference



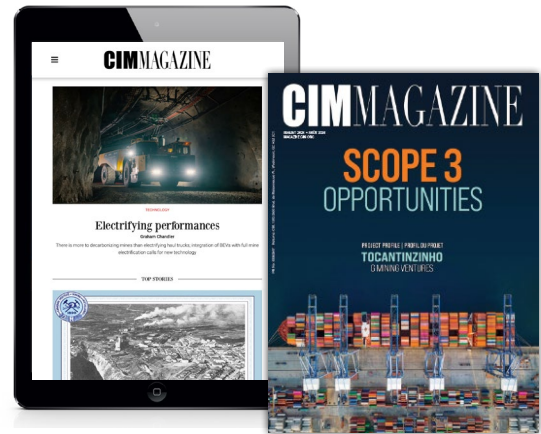
Connecting with the right individuals enhances the potential for significant interactions, discussions, and revenue growth.

Source: 2022 Reader Survey conducted by MaCorr Research

# Build a Powerful Campaign

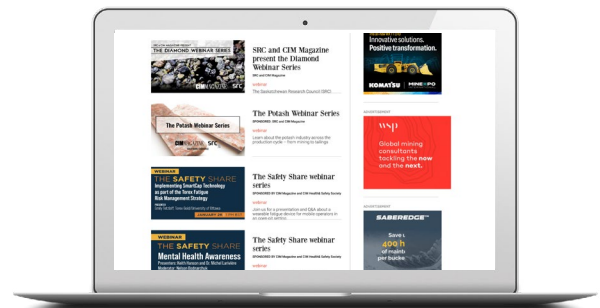
## CIM MAGAZINE

A high-impact print ad remains a crucial component of a comprehensive marketing strategy. Advertising in *CIM Magazine* aligns your brand with related industry topics and benefits from bonus distribution at top industry events.



## CO-BRANDED WEBINARS: *Solutions Exchange*

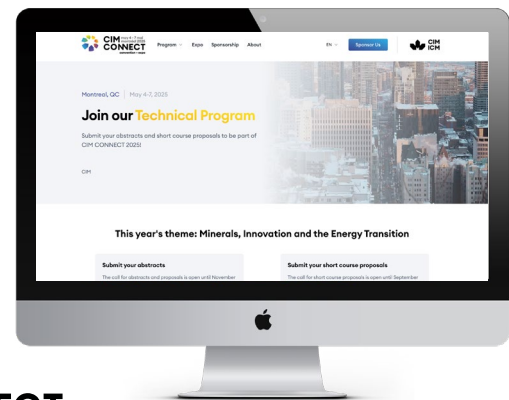
Incorporating co-branded webinars into your marketing strategy is a powerful way to engage with your audience and establish your brand as a thought leader. This personalized solution will drive engagement and generate conversations with a global audience.



## CIM CONNECT CONVENTION + EXPO

Our own convention offers opportunities to align your brand with specific values and interests, gaining direct access to your target audience that is already engaged.

- Sponsorship and product opportunities
- Event communication platforms, including event newsletters and website
- CIM CONNECT Expo Guide



## SOCIAL MEDIA SPONSORED POSTS

Showcase a new product or upcoming event in your intended audience's feed. Sponsored posts allow followers to see and share your message.



## NEWSLETTERS [↗](#)

Our subscriber rate has increased 36% to **26,000+** engaged readers.

### *CIM Magazine Weekly Recap*

Sent out every Friday, this update features the latest mining news and highlights from the industry and *CIM Magazine*.

**Open Rate: 47%**

### *CIM Magazine*

Sent out every other Wednesday, with the latest news and stories featured online in *CIM Magazine*.

**Open rate: 39%**

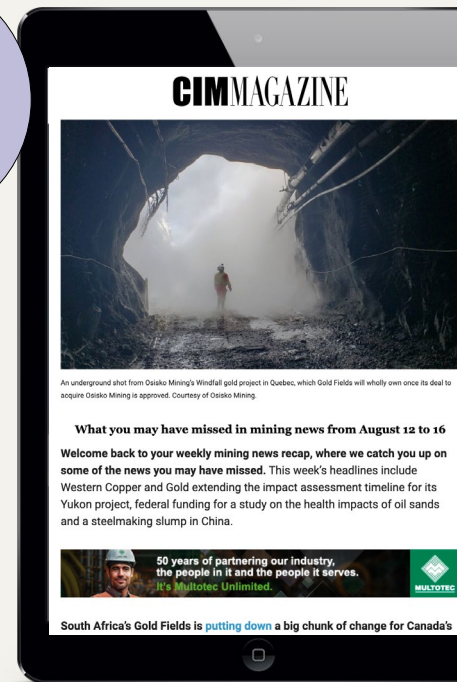
Also published in French to 1,600 subscribers

### *CIM Community Reporter*

This update is sent out every other Wednesday, with content that connects CIM branches, societies, committees, and members with relevant CIM community information

**Open rate: 47%**

Also published in French to 1,600 subscribers



## ONLINE\*\* [↗](#)

Launch your marketing campaign quickly in a visually appealing and clickable format. Our sites allow you to immediately engage and connect with a broad audience.

### MAGAZINE.CIM.ORG

27,327 pageviews

19,943 user engagement events

### CIM.ORG

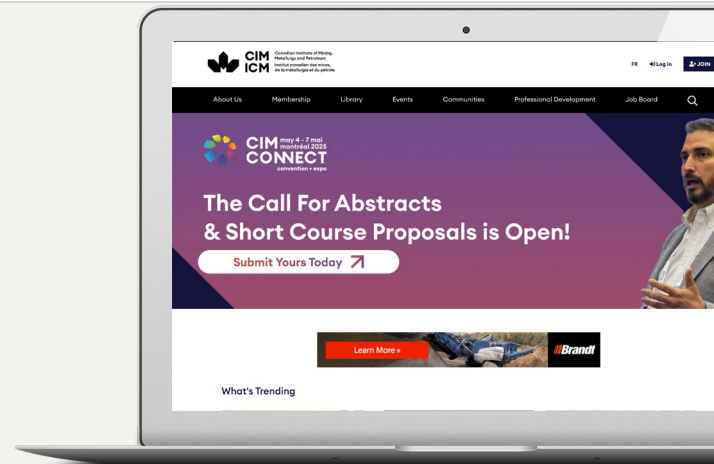
243,925 pageviews

173,332 user engagement events

### CONVENTION.CIM.ORG

16,536 pageviews

10,401 user engagement events



## CIM MAGAZINE ONLINE BRANDED CONTENT [↗](#)

A collaboration with *CIM Magazine* provides an incredible reach into your target market. Your brand alongside relevant content will build connections with our audience. This opportunity is promoted by a digital media program that includes display ads, newsletters and social media

# Engaging the mining community across every platform.

Sources: \*Mailchimp July 2023-July 2024; \*\* Google Analytics January – June 2024

# 2025 Editorial Calendar

**CIM**MAGAZINE

Issue	Ad Space Material	Feature	Technology	Upfront	Bonus Distribution
February	January 20 January 24	Insights on Supply Chains	Electrification	Occupational health and safety	SME Annual Conference & Expo PDAC 2025 Canadian Mining Games
March/April	March 13 March 17	R&D impact and efficiency	Robotics	Innovations in underground mining	CIM CONNECT 2025
<b>CIM CONNECT Expo Guide   Ad Space: April 7 Material: April 10</b>					
May	April 14 April 18	Women in mining	Safety and mine rescue	Metallurgy and materials	Canadian Materials Science Conference Canadian Mining Expo Mines et Environnement
June/July	May 26 May 30	Names to know 2025: Industry leaders and influencers	Communications	AI in operations	COM 2025
August	June 30 July 4	Change management strategies	Automation	Oil sands	Oil Sands Trade Show Uranium Potash 2025
September/October	August 18 August 22	Approaches to mine planning	Ventilation	Risk management	XPLOR 2025 Exploration Mining and Petroleum 2025 MEMO 2025
November	October 10 October 14	Tailings management	Energy systems	Infrastructure and logistics	QC Mines + Energie 2025 Energy and Mines Toronto Summit Extraction 2025
December/January	November 19 November 24	Finance and mining regulations	Mineral processing	Mineral Exploration	Canadian Mineral Processors Operators Conference AME Roundup 2026 PDAC 2026

Subject to change

## IN EVERY ISSUE

### NEW for 2025

#### Indigenous Participation in Mining

Our new editorial series will run throughout 2025 and explore the people, the ideas and the models that are moving mining projects and economic reconciliation forward.

#### 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.

#### Columns

Commentary that puts headlines into perspective.

#### CIM News

CIM events, activities and people in 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.

With decades of award-winning tradition, *CIM Magazine* continues to set the standard for excellence in content, reflecting the depth and breadth of expertise in the mining industry.



**SILVER**

Best Feature Article: Trade



**BRONZE**

E-Newsletter Award  
*CIM Magazine* Weekly Recap

# 2025 Rate Card

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
*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
Big Box	\$1,750/month				300 x 250
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	\$1,725	600 x 144
Banner	\$1,145	600 x 72
Bottom Banner	\$1,725	600 x 144
CIM Community (Rate per month – 2 English & 2 French inserts)		
Leaderboard	\$2,300	600 x 144
Banner	\$1,955	600 x 72
Bottom Banner	\$2,300	600 x 144
CIM Magazine (Rate per month - 2 English & 2 French inserts)		
Leaderboard	\$2,300	600 x 144
Banner	\$1,955	600 x 72
Bottom Banner	\$2,300	600 x 144

SPONSORED SOCIAL MEDIA		
5 posts	CIM.org twitter, LinkedIn, Instagram CIM Magazine LinkedIn, Instagram	\$1,150

CIM 2025 CONVENTION OPPORTUNITIES	
2025 sponsorship and advertising opportunities available at every budget point: Contact an account rep for advertising opportunities. CIM CONNECT Expo Guide	

## Terms & Conditions

Agency Commission: Fifteen percent (15%) of gross to recognized agencies. Terms: Net 30 days. Two percent (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, Quark XPress 9, InDesign CC, Illustrator CC, and 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@cim.org)

Contact our team for your advertising needs



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