

# CIMMAGAZINE

## 2026 Media Planner

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Reach the mining industry  
on more platforms





# About Us



RYAN BERGEN  
Editor-in-chief

## LETTER FROM THE EDITOR

*CIM Magazine* is the award-winning flagship publication of the Canadian Institute of Mining, Metallurgy and Petroleum (CIM), a member-based, not-for-profit organization serving as the trusted authority for Canada's minerals and metals industry. CIM's membership comprises individual professionals, service and supply companies, as well as major and mid-tier mining companies. With access to these communities of expertise, our publication is the authoritative media brand in the Canadian metals and minerals industry focused on the entire mining life cycle. Whether through newsletters, social media posts, solutions-focused webinars, print and web edition profiles of mine operations or news stories on important sector developments, *CIM Magazine* content details the trends, topics and people influencing this industry to a growing national and international audience.



CIMMAGAZINE



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

## 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.

*CIM Magazine* offers a suite of integrated opportunities through print, digital, webinars and sponsored content—all housed under a trusted, industry-recognized platform. Whether you're launching a new product, promoting thought leadership or growing visibility in the mining sector, CIM delivers the reach and credibility you need.

The following pages provide everything you need to plan your next campaign, including editorial themes, distribution highlights and added-value opportunities across our platforms.

Circulation\*  
**6,258\***

Issues per year  
**8**

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

**Total audience 14,393**

# Our Audience at a Glance

*CIM Magazine* reaches an exclusive and highly engaged community of professionals in the mining, minerals and materials sectors. Our readers are decision-makers, industry veterans, and forward-thinking professionals who rely on us for insight, innovation, and information that drives their work forward.



## AUDIENCE SNAPSHOT

81%

of our readers are **CIM members**, representing the core of Canada's mining and metallurgy community

84%

read **3 or more issues** each year

73%

look forward to reading each issue

## TRUSTED AND RELEVANT

90%

agree that *CIM Magazine* provides valuable information

74%

say the content is relevant to their jobs

60%

find our **advertisements** useful, highlighting the value of targeted placements

## INFLUENTIAL PROFESSIONALS

58%

hold management positions

80%

have purchasing authority, influencing procurement and capital spending

*CIM Magazine* isn't just read—it's relied on.

# Power Your Campaign with Multi-platform Reach

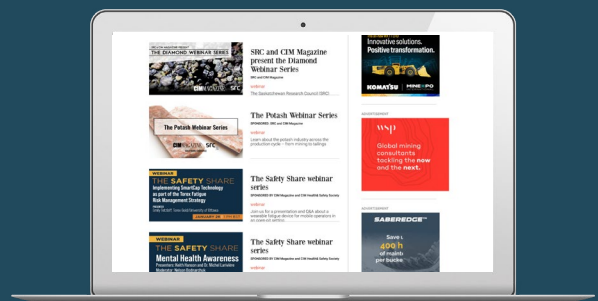


## CIM MAGAZINE

Print packs power, especially when paired with smart distribution. A *CIM Magazine* ad aligns your brand with timely industry themes and reaches your audience where they work and through bonus distribution at top industry events.

## CO-BRANDED WEBINARS: *Solutions Exchange* [🔗](#)

Position your brand as a thought leader and spark real conversations. Co-branded webinars offer the opportunity to engage with a qualified, professional audience while reinforcing credibility and expanding your reach globally.



**CIM CONNECT  
2025 delivered!**  
Our largest  
show to date.



## CIM CONNECT CONVENTION + EXPO [🔗](#)

CIM's flagship event offers a powerful way to engage face to face with decision makers in the mining industry. Sponsorship and advertising opportunities include:

- Sponsorship and branding opportunities
- Expo Guide inclusion
- Event website and newsletter visibility
- CIM Connect app



## BRANDED CONTENT with *CIM Magazine* [🔗](#)

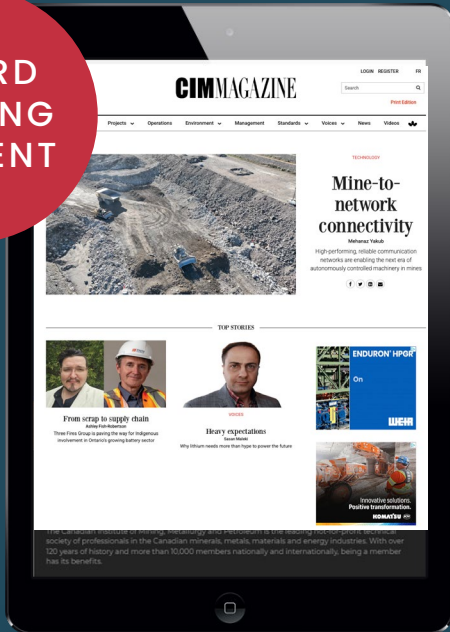
Go beyond traditional ads. Collaborate on custom editorial-style content placed alongside trusted journalism. Branded content is available across all platforms and supported by a promotional outreach strategy.



## NEWSLETTERS

Connect directly with over 24,000 highly engaged subscribers.\*

AWARD  
WINNING  
CONTENT



### Weekly Recap (Fridays)

Top news from the mining world and CIM

36% open rate

### CIM Magazine (Every other Wednesday)

In-depth stories and features from CIM Magazine

30% open rate

Also published in French to 1,300 subscribers

### CIM Community Reporter (Every other Wednesday)

Content that connects CIM branches, societies and members

29% open rate

Also published in French to 1,300 subscribers

## ONLINE

Deploy your message fast with high-visibility formats on CIM's digital properties.\*\*

### MAGAZINE.CIM.ORG

Editorial gateway for the mining community with strong engagement from both new and returning audiences.

25,931 pageviews

20,995 engaged sessions

81% engagement rate

### CIM.ORG

Association and member hub with high volume traffic and deep engagement per session.

160,642 pageviews

122,752 engaged sessions

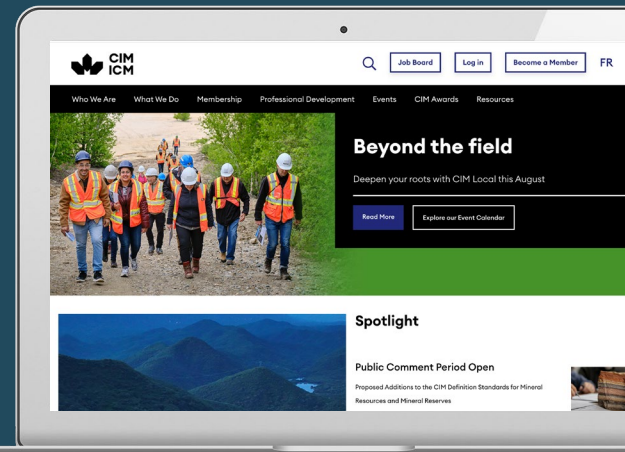
76% engagement rate

### CONVENTION.CIM.ORG

Annual event showcase with strong reach and high exposure with returning audiences.

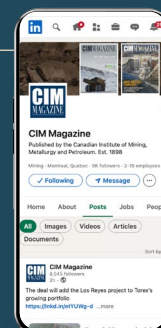
195,581 pageviews

47,581 engaged sessions



## SOCIAL MEDIA SPONSORED CONTENT

Reach professionals where they scroll. Sponsored posts on CIM's social platforms bring your message into view of an actively engaged audience—ideal for product launches, event promotion or thought leadership exposure.



58% of readers  
interact with  
mining media  
via LinkedIn.\*\*\*

# 2026 Editorial Calendar

**CIM**MAGAZINE

Issue	Ad Space Material	Feature	Technology	Upfront	Bonus Distribution
February	January 19 January 23	The future of surface mining	ESG reporting	Engineering education	SME Annual Conference & Expo PDAC 2026 Canadian Mining Games
March/April	March 13 March 19	Commodity focus: Copper	Advancements in Haulage	Innovation and technology	CIM Connect 2026 + Innovation & Technology Symposium Canadian Materials Science Conference
CIM CONNECT Expo Guide   Ad Space: March 13 Material: March 19					
May	April 17 April 18	Developments in the North	Underground equipment	Data management	Canadian Mining Expo
June/July	May 26 June 1	Names to Know - profiles of industry influencers	Geotechnical monitoring	Metallurgy and materials	COM 2026
August	June 30 July 3	Strategic minerals	Materials handling	Developments in the Oil sands	Oil Sands Expo
September/October	August 17 August 21	Water management	Optimization software	A focus on Safety	XPLOR ISSA Mining Safety Conference
November	October 9 October 14	The evolution of disclosure standards	Innovations in Maintenance	Powering mine operations	Mineral Resources Mineral Reserves Québec Mines + Énergie Energy and Mines Symposium
December/January	November 20 November 25	Major projects in Canada	Geology and exploration	Mineral processing	Canadian Mineral Processors 2027 AME Roundup 2027

Subject to change

## IN EVERY ISSUE

### NEW Editorial Series for 2026

#### Mining for talent

A deep dive into how the mining industry is tackling talent shortages, evolving work expectations and building a diverse, future-ready workforce.

#### 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.

CIM Magazine continues to set the standard for excellence in content, reflecting the depth and breadth of expertise in the mining industry.



#### GOLD

>Best Department

#### TOP 25

>Best Issue  
>Best Feature

#### HONOURABLE MENTION

>Best Department  
>Best Series of Articles  
>Best Editorial Newsletter

# 2026 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
Artwork for mobile and desktop to be supplied 728x90 and 320x50.					
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 2026 CONVENTION OPPORTUNITIES	
2026 sponsorship and advertising opportunities available at every budget point:	
Contact an account rep for advertising opportunities.	
CIM CONNECT Expo Guide	

## Terms & Conditions

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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