

GRAPHIC ARTS

MAGAZINE

WELCOME TO GRAPHIC ARTS MAGAZINE



Graphic Arts Magazine (GAM), currently the only dedicated magazine in Canada covering the printing, sign making and packaging industries, began publishing in 1997 and has never missed a single issue! We evolved quickly from a basic newsprint offset publication to one of the Canadian Printing industry's top high-end colour magazines covering topics that are important to today's commercial printers, sign shops and packaging printers. For the past 20 years, we've also provided in-depth coverage of the latest trends in the printing and graphic communications industry in Canada and beyond. This includes new products and technology, special features written by industry experts, articles on print marketing, boosting profits and much more. Most importantly, along the way we've earned the trust of printing industry professionals. We've also recently initiated very successful lead-generation packages (please see details in this kit).

GRAPHIC ARTS
MAGAZINE

17817 Leslie St. Suite 17
Newmarket, ON L3Y 8C6
Tel: 877 513 3999 Fax: 905 830 9345
info@graphicartsmag.com
www.graphicartsmag.com

2017

EDITORIAL CALENDAR* & CLOSING DATES

OCTOBER 2016

Packaging for One
Working with Canada Post
Editorial closes: September 12
Last day for ads: September 15
On street date: October 10

NOVEMBER 2016

It's a Great Sign - Wide Format Update
Cross-Canada Professional Education Opportunities
Editorial closes: October 8
Last day for ads: October 11
On street date: November 10

DECEMBER / JANUARY 2017

Successful Cross-Media Projects
The Year in Review: Top Stories of 2016
Editorial closes: November 8
Last day for ads: November 15
On street date: December 10

FEBRUARY 2017

Landa: An interview with a Visionary
What's New in Workflows
Editorial closes: January 9
Last day for ads: January 13
On street date: February 10

MARCH 2017

Expanded Gamut and Supporting Workflows
Graphics Canada Preview
Editorial closes February 10
Last day for ads: February 13
On street date: March 10

APRIL 2017

Project Management Solutions
Digital Printing Update
Editorial closes March 10
Last day for ads: March 13
On street date: April 10

MAY 2017

Labelling for Controlled Substances
The rise of Textile Printing
Editorial closes April 10
Last day for ads: April 14
On street date: May 10

JUNE 2017

NFC-Enabled Advertising Campaigns
Offset Printing Update
Editorial closes May 10
Last day for ads: May 12
On street date: June 9

JULY / AUGUST 2017

Using Standards to Increase Productivity and Profitability
Variable Printing and Direct-Mail Response Rates
Editorial closes June 9
Last day for ads: June 16
On street date: July 10

SEPTEMBER 2017

The Evolution of Branding
Graph Expo Preview
Editorial closes August 11
Last day for ads: August 16
On street date: September 11

OCTOBER 2017

Advances in Ready-For-Shelf Packaging
The Fascinating World of Printed Electronics
Editorial closes September 11
Last day for ads: September 15
On street date: October 10

NOVEMBER 2017

Wide Format Update
The Marvels of 3D Printing
Editorial closes October 9
Last day for ads: October 13
On street date: November 10

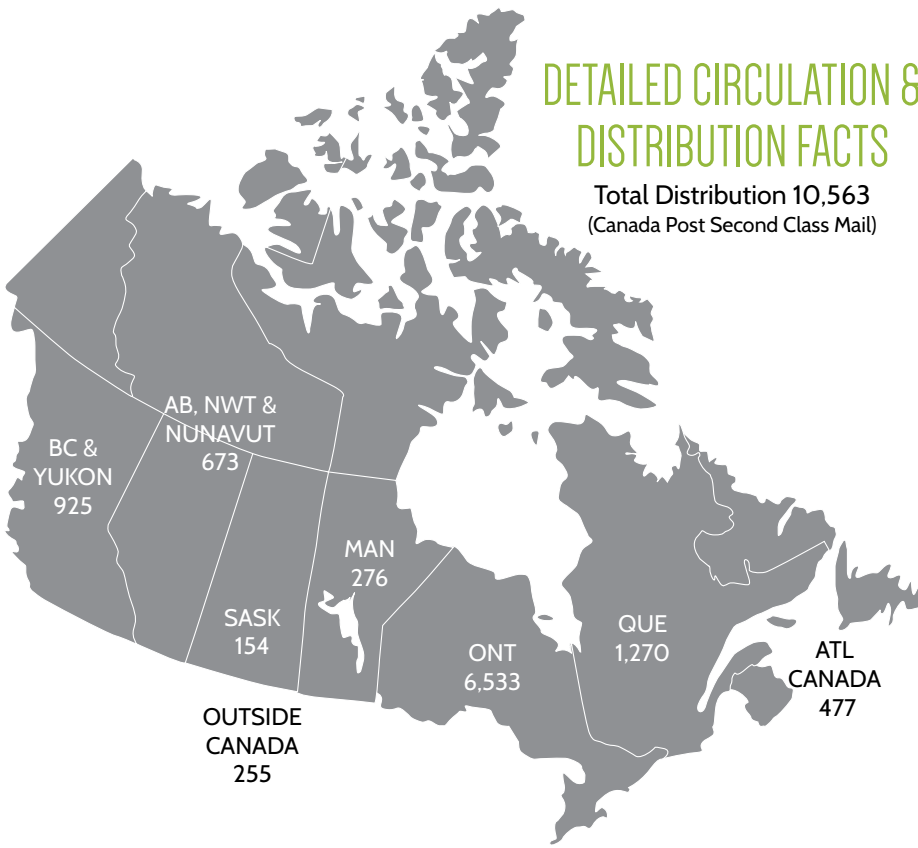
DECEMBER / JANUARY 2018

The Year in Review: Top stories of 2017
The Future of Print
Editorial closes November 10
Last day for ads: November 15
On street date: December 11

*Topics subject to change without notice

DETAILED CIRCULATION & DISTRIBUTION FACTS

Total Distribution 10,563
(Canada Post Second Class Mail)

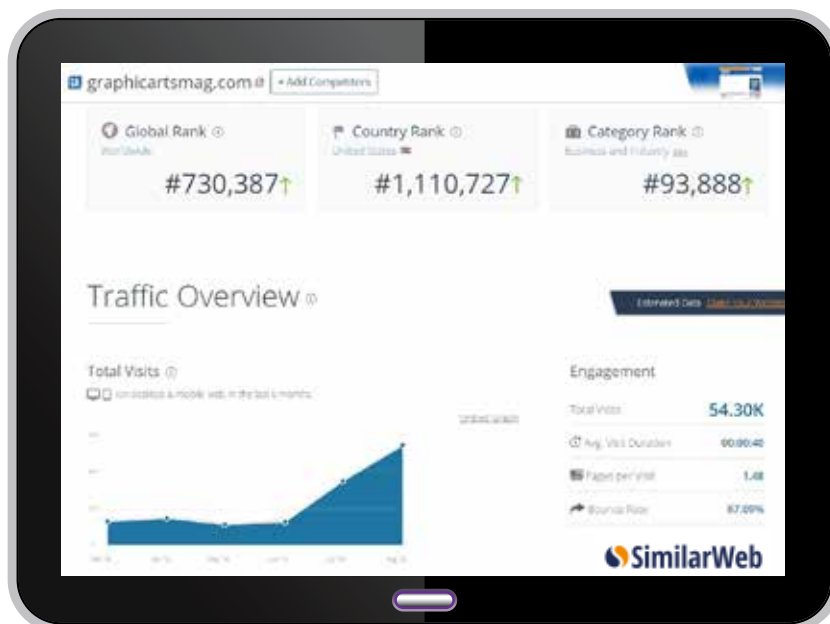


Distribution by Shop Category

- Commercial and trade printers - 4,011
- Printers (publication and book) - 206
- Business form printers - 149
- Packaging printers - 221
- Specialty printers - 711
- Instant printers and copy shops - 1,246
- In-plant reprographic departments - 134
- Daily newspapers - 4
- Weekly, semi-weekly newspapers - 8
- Other newspapers - 317
- Publishers (non-printing) - 77
- Creative services companies - 2,036
- Print buyers - 55
- Print brokers and forms distributors - 306
- Prepress services - 166
- Bindery and finishing houses - 179
- Other trade services - 240
- Manufacturers and distributors - 503

Additional Distribution

More than 10,000 copies per year at major trade shows and industry events.



TEN REASONS TO CHOOSE GRAPHIC ARTS MAGAZINE

We have a number of proven online and print advertising vehicles that allow you to reach your intended audience quickly and cost effectively.

1. We publish 10 times a year and reach over 10,500 shops across Canada.
2. Our readership averages 45,000 per printed issue.
3. We have over 30,000 targeted e-mail contacts for advertiser messages.
4. Our weekly e-newsletter goes to over 11,000 across Canada and the U.S.
5. Our digital edition reaches over 7,500 each month in Canada and the U.S.
6. Our website (www.graphicartsmag.com) is one of the most visited in the industry and averages 20,000 unique monthly visits.
7. Our primary audience is made up of industry decision-makers – senior-ranked employees in the printing, sign making and packaging industries.
8. Our Social Media Department can generate about 200,000 monthly impressions on major platforms such as Google, Facebook, LinkedIn, etc.
9. We have several inexpensive, business-building online and print marketing packages, as well as digital/print combination programs.
10. Our most recent program has been our Lead Generation Packages that deliver qualified leads to our advertising partners.

INVEST IN AN AFFORDABLE MULTIMEDIA PACKAGE

Print
Advertisement Placed in Printed GA Magazine



Digital Edition
Native Ad Placed Inside Digital Edition (one size)



Web Advertising
Box Ad on Graphic Arts Magazine Website



E-Newsletter
Weekly ENews Ad (approx 36k impressions/m)



Social Media
One Dedicated and Promoted Social Media



Platinum Total Value: \$5,308 Discount Price: \$3,897 /month Savings: \$1,411 (27% off)	Full Page 8.5" x 11"		 LARGE AD	 LARGE AD	
Gold Total Value: \$3,290 Discount Price: \$2,495 /month Savings: \$795 (24% off)	Half Page 8" x 4.75" or 3.938" x 9.625"		 MEDIUM AD	 SMALL AD	
Silver Total Value: \$2,245 Discount Price: \$1,749 /month Savings: \$469 (22% off)	1/3 Page 2.583" x 9.625"		 SMALL AD		
Bronze Total Value: \$1,557 Discount Price: \$1,379 /month Savings: \$178 (13% off)	1/4 Page 3.938" x 4.75"				
Basic Total Value: \$1,084 Discount Price: \$965 /month Savings: \$119 (11% off)	1/6 Page 2.583" x 4.75"		 Don't Miss Our Multi Issue Discounts		
3 ISSUE DISCOUNT 5%		5 ISSUE DISCOUNT 10%		10 ISSUE DISCOUNT 15%	

ADVERTISING PACKAGES & RATES

PLATINUM PACKAGE

- Full-page print ad
- Native ad in digital edition
- Large box ad on website
- Large ad in weekly E-newsletter
- One dedicated post on our Facebook page

GOLD PACKAGE

- Half-page print ad
- Native ad in digital edition
- Medium-sized box ad on website
- Small ad in weekly E-newsletter

SILVER PACKAGE

- 1/3-page print ad
- Native ad in digital edition
- Small box ad on website

BRONZE PACKAGE

- 1/4-page print ad
- Native ad in digital edition

BASIC PACKAGE

- 1/6-page print ad
- Native ad in digital edition

ONLINE ADVERTISING RATES

Main Page Banner ads (680 x 80 pixels):
\$700 per month (only 2 available)

Sub-Page Banner ads
\$400 per month (limited availability)

Box ads
138 x 276 pixels – \$500 per month • 138 x 138 pixels – \$350 per month • 138 x 70 pixels – \$250 per month

Web Video
Expose your company and its products to thousands of visitors through our website. We will edit and host a 3-5 minute video for six months on our website for \$2,000.



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INSERT ADVERTISING RATES

Total quantity: 10,600

SIZE	1 ISSUE	3 ISSUES	5 ISSUES	10 ISSUES
Single	190/month	170/month	150/month	130/month
4 pg Standard	210/month	190/month	170/month	150/month
8 pg Standard	220/month	205/month	190/month	170/month

Above rates are for insertion and carrying only. Graphic Arts Magazine prints inserts upon request. Maximum weight per piece is 15 grams. Extra postage will be charged for heavier inserts. Please visit www.graphicartsmag.com/advertise for more information.

ADVERTORIALS

This is your opportunity to tell your company's success story in detail to the market that you're trying to reach. Our editor will collaborate with you to produce a two-page profile about your organization, your products and any other information you'd like to include. We'll also create a PDF of your approved advertorial that you can add to your website, send to current and potential clients and post on your social media sites. The total investment is \$2,500 per advertorial (plus HST). A single-page advertorial is \$1,500 (plus HST).

The following 4-colour rates are based on artwork supplied by the customer. Artwork and design are available from Graphic Arts Magazine for an additional cost. All prices are subject to all applicable taxes. All Prices are on a per-issue basis.

ADVERTISING RATES **Canada**

SIZE	1 ISSUE	3 ISSUES	5 ISSUES	10 ISSUES
1/8 Page	457	426	397	385
1/6 Page	684	636	618	573
1/4 Page	1,157	1,080	1,000	959
1/3 Page	1,595	1,490	1,373	1,321
1/2 Page	2,390	2,239	2,058	2,016
Full Page	3,658	3,425	3,185	3,067
Inside FC			3,471	3,332
Inside BC			3,378	3,249
Outside BC			3,565	3,425

ADVERTISING RATES **USA**

SIZE	1 ISSUE	3 ISSUES	5 ISSUES	10 ISSUES
1/8 Page	410	383	356	348
1/6 Page	613	573	546	515
1/4 Page	1,042	974	901	865
1/3 Page	1,431	1,332	1,227	1,181
1/2 Page	2,103	2,010	1,870	1,812
Full Page	3,272	3,067	2,863	2,747
Inside FC			3,097	2,981
Inside BC			3,039	2,922
Outside BC			3,155	3,039

OTHER ADVERTISING

Classified Ads

(50 words maximum)

\$45 per issue

Front Cover Lugs

10 issues @ \$900 each.

All prices are on a per-issue basis.

AVAILABLE AD SIZES

1/8 page – 3.938" x 2.314"

1/6 page – 2.583" x 4.75"

1/4 page – 3.938" x 4.75"

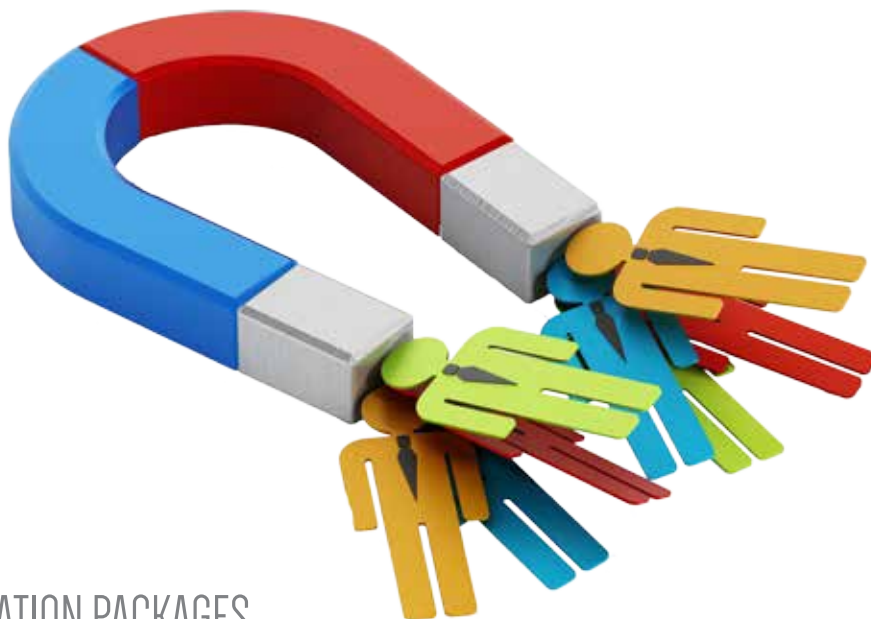
1/3 page – 2.583" x 9.625"

1/2 page – 8" x 4.75" or 3.938" x 9.625"

Full page – 8.5" x 11" plus 1/8" bleed

AD SPECIFICATIONS

Advertisements are to be supplied in their native file format, or as a PDF/X-1a file. Supported native file formats include Adobe InDesign, Illustrator, or Photoshop, or QuarkXPress. Please ask which other formats can be supported.



LEAD GENERATION PACKAGES

Qualified leads are crucial to any business. Our online marketing specialist Greg Turner (one of Canada's top experts on social media and author of *Supersize Your Business*, a digital marketing guide to transform leads to profits) will help you get them through these five proven strategies:

1. Personalized landing pages linked from our website to yours and vice versa.
2. Promotion via Google Ads, Facebook, LinkedIn and other major online ad networks.
3. E-mail blasts to 30,000 industry professionals across Canada and the U.S.
4. Ads in our printed magazine and on our website.
5. Ongoing news and new product coverage in our magazine and on our website.

How it Works: The Lead Magnet

The Lead Magnet is the first step in our Lead Generation process. This is where we introduce prospects to your business and the value it creates. Once they've been introduced, we present your core offer. The goal of the Lead Magnet is to attract the attention of prospects, then have them share their contact information. You choose the market segment you want to target. The quicker you can deliver value, the sooner you can follow up with larger offers. Some common Lead Magnets include reports, whitepapers, product and training videos, trial offers, first-time discounts, free shipping, surveys, assessments, etc.

Cost and duration

Most Lead Generation Packages are for a six-month period and the cost is normally \$1,100 per month to generate 10 qualified leads each month. This varies depending on the strategies you employ. Each package can be tailored to your specific needs and budget. We will provide one month free to develop your lead-generation package to ensure that it's working properly.