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).
DEC 2017/JAN 2018
• The Year in Review: Top Stories of 2017
• The Future of Print
EDITORIAL CLOSES: November 1
LAST DAY FOR ADS: November 15
ON-STREET DATE: December 11

FEBRUARY 2018
• Canada’s Printing Innovation Leaders
• Offset Press Update
EDITORIAL CLOSES: January 2
LAST DAY FOR ADS: January 12
ON-STREET DATE: February 12

MARCH 2018
• Technology Investments Survey
• Digital Finishing Advancements
EDITORIAL CLOSES: February 2
LAST DAY FOR ADS: February 14
ON-STREET DATE: March 12

APRIL 2018
• Consumer Packaging: From Concept to Shelf
• What’s New in Digital Label Presses
EDITORIAL CLOSES: March 2
LAST DAY FOR ADS: March 14
ON-STREET DATE: April 9

MAY 2018
• Wide Format Market Trends
• PDF 2.0: What Printers Need to Know
EDITORIAL CLOSES: April 2
LAST DAY FOR ADS: April 11
ON-STREET DATE: May 14

JUNE 2018
• Human Resources: Attracting Top Talent
• Innovations in Direct Marketing
EDITORIAL CLOSES: May 1
LAST DAY FOR ADS: May 11
ON-STREET DATE: June 11

JULY/AUGUST 2018
• The Current State of Inkjet Printing
• Update of Inkjet Presses
EDITORIAL CLOSES: June 4
LAST DAY FOR ADS: June 13
ON-STREET DATE: July 23

SEPTEMBER 2018
• Graph Expo and SGIA Preview
• Book and Newspaper Publishing
EDITORIAL CLOSES: August 3
LAST DAY FOR ADS: August 13
ON-STREET DATE: September 10

OCTOBER 2018
• Printed electronics, 3D printing, Textile Printing
• A review of Consumables and Substrates
EDITORIAL CLOSES: September 3
LAST DAY FOR ADS: September 12
ON-STREET DATE: October 15

NOVEMBER 2018
• A 2018 Guide to Print Sales and Marketing
• Advances in Variable Data Printing & Direct Mail
EDITORIAL CLOSES: October 1
LAST DAY FOR ADS: October 12
ON-STREET DATE: November 12

DECEMBER 2018/JANUARY 2019
• Year in review: Top News Stories of 2018
• Advances in Print MIS
EDITORIAL CLOSES: November 2
LAST DAY FOR ADS: November 14
ON-STREET DATE: December 21

* 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

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Total Value: $5,308</th>
<th>Discount Price: $3,897/m.</th>
<th>Savings: $1,411 (27% off)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full Page 8.5” x 11”</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td></td>
<td>LARGE AD</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gold</th>
<th>Total Value: $3,290</th>
<th>Discount Price: $2,495/m.</th>
<th>Savings: $795 (24% off)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Half Page 8” x 4.75” or 3.938” x 9.625”</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td></td>
<td>MEDIUM AD</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Silver</th>
<th>Total Value: $2,245</th>
<th>Discount Price: $1,749/m.</th>
<th>Savings: $496 (22% off)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1/3 Page 2.583” x 9.625”</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td></td>
<td>SMALL AD</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bronze</th>
<th>Total Value: $1,557</th>
<th>Discount Price: $1,379/m.</th>
<th>Savings: $178 (13% off)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1/4 Page 3.938” x 4.75”</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Basic</th>
<th>Total Value: $1,084</th>
<th>Discount Price: $945/m.</th>
<th>Savings: $139 (11% off)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1/6 Page 2.583” x 4.75”</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

Don’t Miss Our Multi Issue Discounts

<table>
<thead>
<tr>
<th>3 ISSUE DISCOUNT 5%</th>
<th>5 ISSUE DISCOUNT 10%</th>
<th>10 ISSUE DISCOUNT 15%</th>
</tr>
</thead>
</table>

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.

1767 Leslie St. Suite 17
Newmarket, ON L3Y 3E3
Tel: (905) 830-9345
Fax: (905) 830-9345
info@graphicartsmag.com
www.graphicartsmag.com
INSERT ADVERTISING RATES

Total quantity: 10,600

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1 ISSUE</th>
<th>3 ISSUES</th>
<th>5 ISSUES</th>
<th>10 ISSUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>190/month</td>
<td>170/month</td>
<td>150/month</td>
<td>130/month</td>
</tr>
<tr>
<td>4 pg Standard</td>
<td>210/month</td>
<td>190/month</td>
<td>170/month</td>
<td>150/month</td>
</tr>
<tr>
<td>8 pg Standard</td>
<td>220/month</td>
<td>205/month</td>
<td>190/month</td>
<td>170/month</td>
</tr>
</tbody>
</table>

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

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

ADVERTISING RATES  USA

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

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.

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.