

GRAPHIC ARTS

WELCOME TO GRAPHIC ARTS



*G*raphic Arts (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 21 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

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

2019

EDITORIAL CALENDAR* & CLOSING DATES

NOVEMBER 2018

- *A 2018 Guide to Print Sales and Marketing*
 - *Advances in Variable Data Printing & Direct Mail*
- Editorial closes: October 1
Ads due: October 12
On street date: November 12

DEC. 2018/JAN. 2019

- *Year in Review: Top Stories of 2018*
 - *Advances in Print MIS*
- Editorial closes: November 2
Ads due: November 14
On street date: December 21

FEBRUARY 2019

- *A Look into Regulated Cannabis Packaging*
 - *State of the Industry – Executive Overview of Printing Trends*
- Editorial closes: January 4
Ads due: January 14
On street date: February 9

MARCH 2019

- *Graphics Canada Preview*
 - *Digital Press Update*
- Editorial closes: February 1
Ads due: February 15
On street date: March 9

APRIL 2019

- *Exploring the Latest Wide-Format Inkjet Innovations*
 - *Marrying Print with Digital*
- Editorial closes March 1
Ads due: March 15
On street date: April 10

MAY 2019

- *Sales Solve Most Problems – Tactics to Strengthen Business in 2019*
 - *Global Accessibility Awareness Day – Modernizing Our Workforce*
 - *Graphics Canada Wrap-Up*
- Editorial closes April 1
Ads due: April 15
On street date: May 8

JUNE 2019

- *Convergence: Mergers, Acquisitions and Succession Planning*
 - *Big Iron and What's New*
- Editorial closes May 1
Ads due: May 15
On street date: June 10

JULY/AUGUST 2019

- *Robotics and Artificial Intelligence – Automating Processes to Increase Critical Thinking*
 - *Bindery Finishing Advances*
- Editorial closes June 3
Ads due: June 14
On street date: July 8

SEPTEMBER 2019

- *How Printers are Deploying New Technologies for Packaging & Labels*
 - *Cutting Costs – Small Steps to Add Big Savings*
- Editorial closes August 2
Ads due: August 16
On street date: September 9

OCTOBER 2019

- *Printing United Preview*
 - *Workflow and Automation Advancement*
- Editorial closes September 3
Ads due: September 13
On street date: October 8

NOVEMBER 2019

- *Survey of Growth Markets*
 - *Inkjet Printing Update*
- Editorial closes October 1
Ads due: October 16
On street date: November 8

DEC. 2019/JAN. 2020

- *The Best of 2019: Year in Review*
 - *Direct Mail and Marketing*
- Editorial closes November 4
Ads due: November 15
On street date: December 9

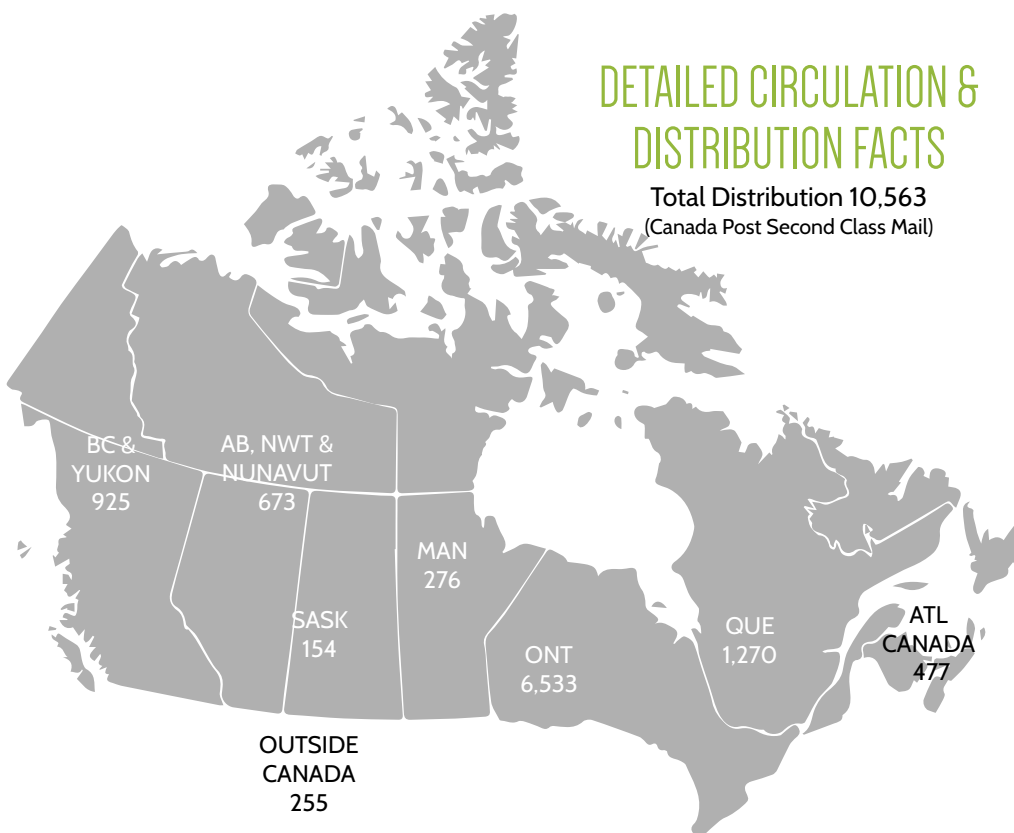
* Editorial topics subject to changes without notice

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DETAILED CIRCULATION & DISTRIBUTION FACTS

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

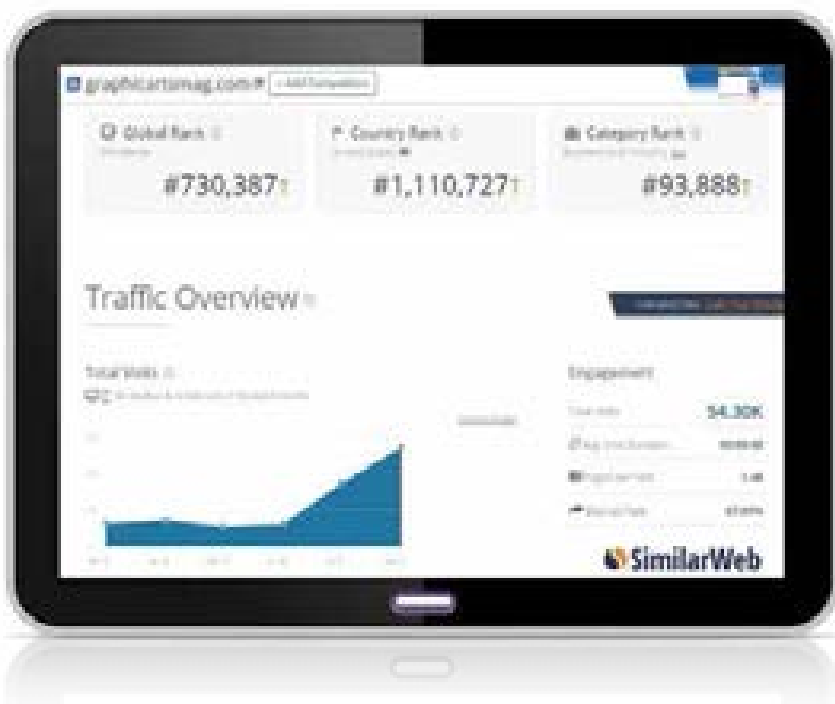


Distribution by Shop Category

- 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

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 10,000 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 30,000 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, Twitter, 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)



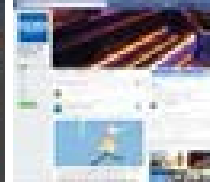
Web Advertising
Box Ad on Graphic Arts Magazine Website



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"				
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"				
Silver Total Value: \$2,245 Discount Price: \$1,749 /month Savings: \$469 (22% off)	1/3 Page 2.583" x 9.625"				
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"		<p>Don't Miss Our Multi Issue Discounts</p>		
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
- Leaderboard ad on website
- Top position ad in weekly E-newsletter
- One dedicated post on our Facebook page

GOLD PACKAGE

- Half-page print ad
- Native ad in digital edition
- Top position box ad on website
- Middle position ad in weekly E-newsletter

SILVER PACKAGE

- 1/3-page print ad
- Native ad in digital edition
- Middle position 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

Leaderboards

- 1110 x 80 pixels - \$1,000 per month
- 750 x 80 pixels - \$700 per month
- 360 x 80 pixels - \$500 per month

Box ads (Large AD 360 x 300 pixels):

- Top position \$500 per month
- Middle position \$400 per month
- Bottom position \$350 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: 10,500

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.

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 \$3,000 per advertorial (plus HST). A single-page advertorial is \$2,000 (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 as press-quality (hi-res) PDF files.

PUT YOUR MESSAGE IN FRONT OF THE RIGHT DECISION MAKERS EVERY WEEK

Our newsletter is sent out to more than 12,000 subscribers from the leading graphic arts firms in Canada. It's an effective way of distributing all your timely messages to the most engaged audience in the industry.

POSITION [**L**] LEADERBOARD - \$750*
Banner Size: 700px X 120px

POSITION [**F**] FOOTER - \$250*
Banner Size: 700px X 120px

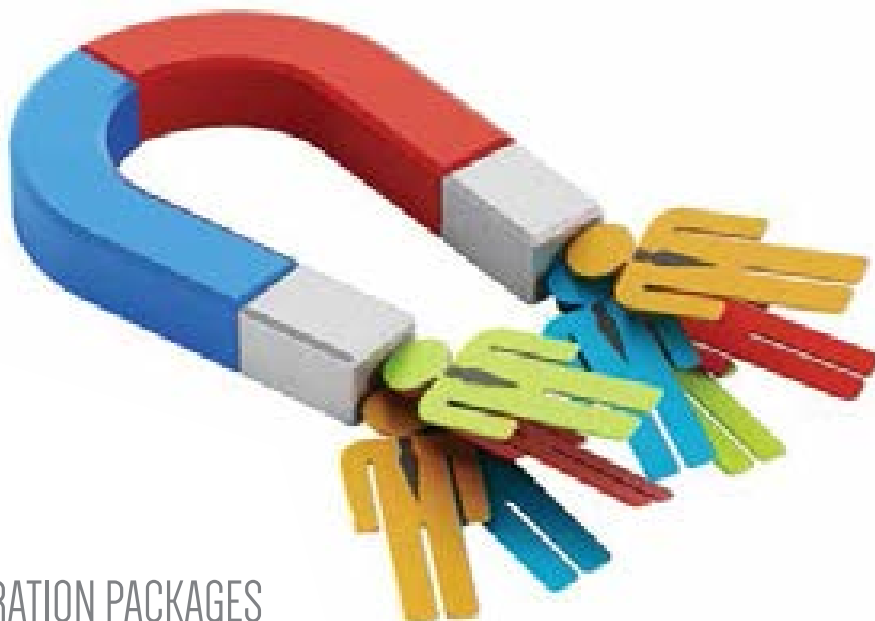
POSITION [**A**] TOP POSITION - \$300*
Banner Size: 190px X 220px

POSITION [**B**] MIDDLE POSITION - \$250*
Banner Size: 190px X 220px

POSITION [**C**] BOTTOM POSITION - \$200*
Banner Size: 190px X 220px

The screenshot displays the 'Graphic Arts Magazine E-Newsletter' for April 18, 2018. At the top, a blue banner features the 'LI' logo and the text '700 x 120 LEADERBOARD - \$750'. Below this, the newsletter title 'GRAPHIC ARTS Magazine E-Newsletter' is shown. The main content area includes several articles with images and headlines, such as 'ECOS raises \$35,000 for Autism programs and services', 'Students honoured at IAPR's 2018 Annual Awards Dinner in Toronto', 'GJ Graphics installs Fuji Oset X1 wide-format printer and new lamination technology', and 'Canon releases new whitepaper: How to align your wide-format printing investment with new applications and client demands'. On the right side, three vertical banners are shown, labeled 'A', 'B', and 'C', with their respective prices and sizes: 'A' (190 x 220, \$300), 'B' (190 x 220, \$250), and 'C' (190 x 220, \$200). At the bottom, a green banner reads 'Looking for a job? Looking for skilled staff? Look right here — jobs.graphicartsmag.com' and is followed by another blue banner with the 'FI' logo and '700 x 120 FOOTER - \$250'.

*All prices include insertion of banner into 4 issues of the Graphic Arts Newsletter. Newsletter is distributed every Wednesday. Materials required one week prior to distribution.



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 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.

NEW VISIBILITY PACKAGES



Does your business need more exposure and more industry awareness? Do you have a new product or service you'd like to tell the industry about? What would access to over 200,000 impressions on our social media channel, and distribution to over 10,500 print shops and over 50,000 readers, do for you?

INTRODUCING OUR NEW GRAPHIC ARTS VISIBILITY PACKAGES

BRONZE

- One-page advertorial in printed magazine (40,000+ readers)
- 50,000 social media impressions for the advertorial
- One e-mail blast to 10,000
- One 250-word article on our website (30,00 unique monthly visitors)

SILVER

- One-page advertorial in printed magazine – two per year
- 80,000 social media impressions per advertorial
- Two e-mail blasts – 10,000 per blast
- Two feature articles on our website (250 words each)

GOLD

- Two-page advertorial in printed magazine
- 200,000 social media impressions using your branding and headlines tailored to our target audience's needs
- Four e-mail blasts – 10,000 per blast
- Four feature articles on our website (250 words each)

PLATINUM

- Two-page educational series article in printed magazine – six per year
(Formatted as an educational series sponsored by you – authority and brand-building series)
- 250,000 social media impressions per spread
(using your branding and headlines tailored to our target audience's needs)
- One dedicated full-colour magazine cover for the year
- Six e-mail blasts – 10,000 per blast
- Six 250-word articles on our website

Your articles
can be case studies
or educational/
information
special features.