Graphic 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).
NOVEMBER 2018
• A 2018 Guide to Print Sales and Marketing
  Editorial closes: October 1
  Ads due: October 12
  On street date: November 12

• Advances in Variable Data Printing & Direct Mail

• 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

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

APRIL 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

• 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

SEPTMBER 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

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

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

• 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

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

• 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

• 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

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

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

CHRISTMAS 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

• 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

• 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
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  On street date: September 9

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

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Basic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Value: $5,308</td>
<td>Total Value: $3,290</td>
<td>Total Value: $2,245</td>
<td>Total Value: $1,557</td>
<td>Total Value: $1,084</td>
</tr>
<tr>
<td>Savings: $1,411 (27% off)</td>
<td>Savings: $795 (24% off)</td>
<td>Savings: $469 (22% off)</td>
<td>Savings: $178 (13% off)</td>
<td>Savings: $119 (11% off)</td>
</tr>
</tbody>
</table>

**Full Page**
- 8.5” x 11”

**Half Page**
- 8” x 4.75” or 3.938” x 9.625”

**1/3 Page**
- 2.583” x 9.625”

**1/4 Page**
- 3.938” x 4.75”

**1/6 Page**
- 2.583” x 4.75”

LEADERBOARD
- Platinum
- Gold

TOP POSITION BOX AD
- Silver
- Bronze

MIDDLE POSITION BOX AD
- Platinum
- Gold

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

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>

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.
INSERT ADVERTISING RATES

Total quantity: 10,500

<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.

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

<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>3,471</td>
<td></td>
<td>3,332</td>
<td></td>
</tr>
<tr>
<td>Inside BC</td>
<td>3,378</td>
<td>3,249</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside BC</td>
<td>3,565</td>
<td>3,425</td>
<td></td>
<td></td>
</tr>
</tbody>
</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>
</tr>
<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>3,097</td>
<td></td>
<td>3,079</td>
<td>2,981</td>
</tr>
<tr>
<td>Inside BC</td>
<td>3,039</td>
<td>2,922</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside BC</td>
<td>3,155</td>
<td>3,039</td>
<td></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.

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

*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.
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

<table>
<thead>
<tr>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>• One-page advertorial in printed magazine (40,000+ readers)</td>
<td>• One-page advertorial in printed magazine – two per year</td>
<td>• Two-page advertorial in printed magazine</td>
</tr>
<tr>
<td>• 50,000 social media impressions for the advertorial</td>
<td>• 80,000 social media impressions per advertorial</td>
<td>• 200,000 social media impressions using your branding and headlines tailored to our target audience’s needs</td>
</tr>
<tr>
<td>• One e-mail blast to 10,000</td>
<td>• Two e-mail blasts – 10,000 per blast</td>
<td>• Four e-mail blasts – 10,000 per blast</td>
</tr>
<tr>
<td>• One 250-word article on our website (30,000 unique monthly visitors)</td>
<td>• Two feature articles on our website (250 words each)</td>
<td>• Four feature articles on our website (250 words each)</td>
</tr>
</tbody>
</table>

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

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

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?