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).
**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**
- Big marketing ideas from the experts: Thriving in a connected economy  
  - 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**
- Management Strategies: Managing people, not obstacles  
  - 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
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.
### Platinum Package
- Total Value: $5,308
- Discount Price: $3,897 /month
- Savings: $1,411 (27% off)
- Full Page
  - Size: 8.5" x 11"
- Leaderboard
- Leaderboard

### Gold Package
- Total Value: $3,290
- Discount Price: $2,495 /month
- Savings: $795 (24% off)
- Half Page
  - Size: 8" x 4.75" or 3.938" x 9.625"
- Top Position Box Ad
- Top Position Box Ad

### Silver Package
- Total Value: $2,245
- Discount Price: $1,749 /month
- Savings: $469 (22% off)
- 1/3 Page
  - Size: 2.583" x 9.625"
- Middle Position Box Ad

### Bronze Package
- Total Value: $1,557
- Discount Price: $1,379 /month
- Savings: $178 (13% off)
- 1/4 Page
  - Size: 3.938" x 4.75"

### Basic Package
- Total Value: $1,084
- Discount Price: $965/month
- Savings: $119 (11% off)
- 1/6 Page
  - Size: 2.583" x 4.75"

### 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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**INVEST IN AN AFFORDABLE MULTIMEDIA PACKAGE**

**ONLINE ADVERTISING 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

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**ADVERTISING PACKAGES & RATES**

**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

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**3 ISSUE DISCOUNT 5% | 5 ISSUE DISCOUNT 10% | 10 ISSUE DISCOUNT 15%**

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**DON'T MISS OUR MULTI ISSUE DISCOUNTS**
### 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>
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<tr>
<td>4 pg Standard</td>
<td>210/month</td>
<td>190/month</td>
<td>170/month</td>
<td>150/month</td>
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<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.

### Advertisorials

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>
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</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>
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<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>
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<tr>
<td>1/2 Page</td>
<td>2,390</td>
<td>2,239</td>
<td>2,058</td>
<td>2,016</td>
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<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>3,332</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside BC</td>
<td>3,378</td>
<td>3,249</td>
<td></td>
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<tr>
<td>Outside BC</td>
<td>3,565</td>
<td>3,425</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 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>
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<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>
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<tr>
<td>Full Page</td>
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<td>3,067</td>
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<td>2,747</td>
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<tr>
<td>Inside FC</td>
<td>3,097</td>
<td>2,981</td>
<td></td>
<td></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.

### Ad Specifications

Advertisements are to be supplied as press-quality (hi-res) PDF files.

### 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
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.
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 (30,000 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