

Ten reasons to advertise in Graphic Arts Magazine



A TRUSTED REPUTATION

Graphic Arts Magazine (GAM) began publishing in 1997 and has never missed a single issue! For over two decades, we've provided in-depth coverage of the latest trends in the printing industry. GAM offers decisions-makers in the printing, sign making and packaging industries in North America business-oriented features about print, marketing strategies, and other features that give you insights on how to stay ahead in this extremely competitive market.

Distribution across Canada

Publish 10 times a year, we reach over 10,500 locations across Canada. Our readership averages 45,000 per printed issue.

Tremendous online reach

Our digital edition reaches over 10,000 each month in Canada and the U.S. while our weekly e-newsletter goes to over 11,000.

Targeted e-mail opportunities

We have over 16,000 CASL-verified e-mail contacts across Canada. Each sponsored message can reach the exact prospects seeking the equipment, products and services that your company offers.

Industry-leading news source

www.graphicartsmag.com is both a Google and Bing News Certified website, and a top bookmark for professionals looking to find relevant stories. Our website averages 30,000 unique visits per month.

Communicate with top decision-makers

Our primary audience is made up of industry decision-makers who are shop owners, senior-ranked managers and employees in the printing, sign making and packaging industries across Canada.

Huge social media reach

We generate up to 200,000 monthly impressions on our Google, Facebook, LinkedIn and Twitter platforms.

Inexpensive communication options

We create both online and print-marketing packages, in addition to digital/print combination programs. We can also run industry profiles and advertorials.

Lead-generation packages

These combine our exceptional print magazine reach with our website and social media platforms to deliver qualified leads to our advertising partners.

We fully support our advertisers

We have a long-standing reputation of working with our advertisers to include their legitimate news items in both our magazine and on our website. These can include new products, corporate appointments, special events, new installations, feature articles and much more.

April, 2019

- **Big Marketing Ideas: Thriving in a Connected Economy**
- **Marrying Print With Digital**

May, 2019

- **Sales Solve Most Problems: Tactics to Strengthen Your Business**
- **Global Accessibility Awareness Day: Modernizing Our Workforce**
- **Graphics Canada Wrap-Up**

June, 2019

- **Mergers, Acquisitions and Succession Planning**
- **What's New in Big Iron: Offset Press Update**

July-August, 2019

- **Building Brand Success through Influencers**
- **The Business Case for Adding Wide Format**
- **The Disappearance of Local Newspapers**

DEADLINE – Ads: 15th of previous month.

September, 2019

- **Printing United Preview**
- **Cutting Costs: Small Steps Add Big Savings**

October, 2019

- **How Printers are Deploying New Technologies in Packaging and Labels**
- **Workflow and Automation Advancements**

November, 2019

- **Managing Obstacles, Not People**
- **Inkjet Printing Update**

Dec., 2019 – Jan., 2020

- **Best of 2019 – The Year in Review**
- **Advances in Direct Mail and Marketing**

DEADLINE – Editorial: 1st of previous month.

TOTAL DISTRIBUTION: 10,398

(CANADA POST SECOND-CLASS MAIL)

BRITISH COLUMBIA AND THE YUKON: 925

ALBERTA, NORTHWEST TERRITORIES

AND NUNAVUT: 673

SASKATCHEWAN: 154

MANITOBA: 276

ONTARIO: 6,533

QUÉBEC: 1,270

ATLANTIC CANADA: 477

OUTSIDE OF CANADA: 90

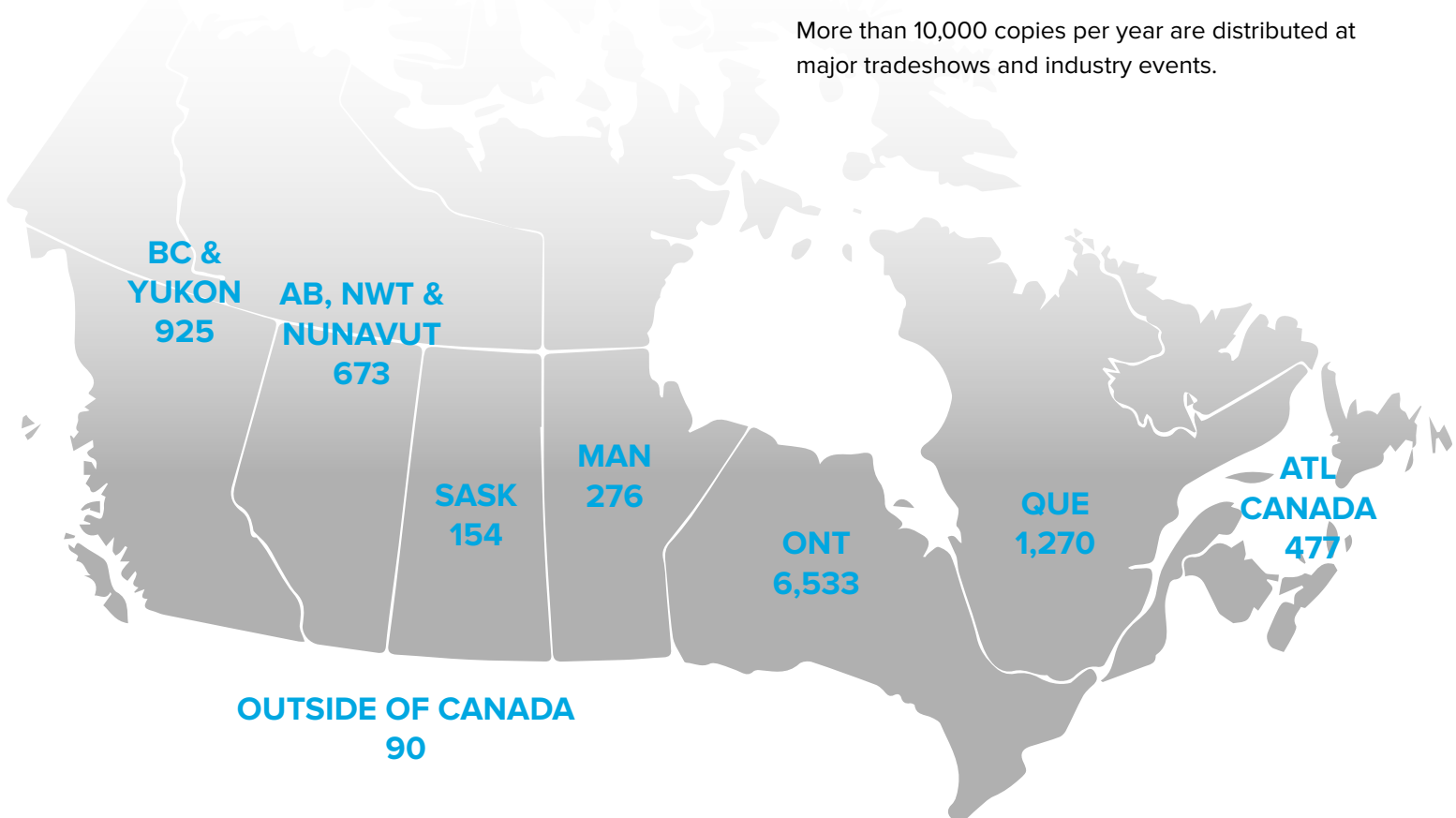
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DISTRIBUTION BY SHOP CATEGORY

- Commercial and trade printers – 4,467
- Creative services companies – 2,036
- Instant printers and copy shops – 1,246
- Specialty printers – 711
- Manufacturers and distributors – 503
- Print brokers and forms distributors – 306
- Other trade services – 240
- Packaging printers – 221
- Printers (publication and book) – 206
- Bindery and finishing houses – 179
- Business form printers – 149
- In-plant reprographic departments – 134

ADDITIONAL DISTRIBUTION

More than 10,000 copies per year are distributed at major tradeshows and industry events.



These 4-colour rates are based on customer-supplied artwork. Artwork and design are available from GAM at \$60 per hour. All prices are on a per-issue basis. Ads must be supplied in their native file format, or as a PDF/X-1a file. Supported native file formats include Adobe InDesign, Illustrator, Photoshop or QuarkXPress. Ask which other file formats are supported **before** sending.

CANADA ADVERTISING RATES - CAD

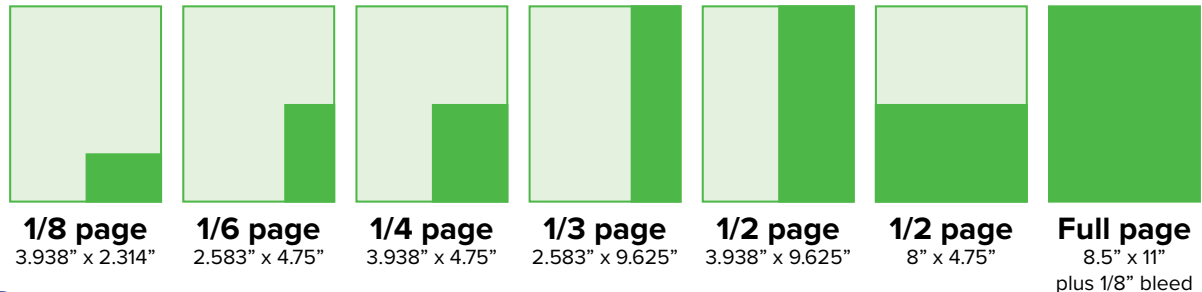
| Size | 1 Issue | 3 Issues | 5 Issues | 10 Issues |
|-----------|---------|----------|----------|-----------|
| 1/8 Page | 548 | 511 | 477 | 443 |
| 1/6 Page | 820 | 763 | 741 | 659 |
| 1/4 Page | 1,388 | 1,296 | 1,200 | 1,103 |
| 1/3 Page | 1,914 | 1,788 | 1,648 | 1,519 |
| 1/2 Page | 2,868 | 2,686 | 2,470 | 2,318 |
| Full Page | 4,389 | 4,109 | 3,822 | 3,527 |
| I.F.C. | | | 4,165 | 3,832 |
| I.B.C. | | | 4,053 | 3,736 |
| O.B.C. | | | 4,278 | 3,939 |

USA ADVERTISING RATES - USD

| Size | 1 Issue | 3 Issues | 5 Issues | 10 Issues |
|-----------|---------|----------|----------|-----------|
| 1/8 Page | 470 | 440 | 410 | 382 |
| 1/6 Page | 705 | 660 | 628 | 566 |
| 1/4 Page | 1,198 | 1,120 | 1,036 | 951 |
| 1/3 Page | 1,640 | 1,530 | 1,400 | 1,300 |
| 1/2 Page | 2,418 | 2,300 | 2,150 | 1,995 |
| Full Page | 3,762 | 3,527 | 3,292 | 3,021 |
| I.F.C. | | | 3,407 | 3,279 |
| I.B.C. | | | 3,342 | 3,214 |
| O.B.C. | | | 3,470 | 3,817 |

AD SIZES

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



COVER LUGS

Small Lug (Bottom Cover) 10-Issue Minimum: \$850/Month

Large Lug (Top Cover) 10-issue Minimum: \$1,600/Month

OUTSERT AD RATES

| Size | 1 Issue | 3 Issues | 5 Issues | 10 Issues |
|---------------------|---------|----------|----------|-----------|
| Single/1000 Inserts | 210 | 190 | 170 | 150 |

Inserts not to exceed 80lb. coated paper stock.

Please inquire with sales team for larger insert orders.

CLASSIFIEDS

Job postings, machines for sale, business for sale plus other opportunities. Cost: \$50 per posting.

ADVERTORIAL – COMPANY PROFILE

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 \$2,500 (plus HST).

SPONSORED E-NEWSLETTER ADVERTISING

POSITION [L]

Leaderboard - \$750*

Banner Size: 700px X 120px

POSITION [F]

Footer \$250*

Banner Size: 700px X 120px

POSITION [B]

Body Middle \$350*

Banner Size: 350px X 550px

*PLEASE NOTE: All prices include insertion of banner into 4 issues of Graphic Arts Magazine E-Newsletter. Our E-Newsletter comes out every Wednesday.

DIRECT BROADCAST ADVERTISING

Have GAM create a specialized email broadcast to be sent to our CASL-compliant list of Canadian subscribers for \$850 per broadcast. Promote events, new products, new equipment installations and any other news items within our individual industry channels. These targeted emails and videos are an effective way of messaging over 10,000 eager print professionals. With support from our editorial and design teams, we can help you create and amplify your messages so that they're received in a highly engaging manner.

WEBSITE BANNER ADVERTISING

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 (360 x 300 pixels):

Top position = \$500 per month

Middle position = \$400 per month

Bottom position = \$350 per month

VIDEO ADVERTISING: 3-5 MINUTE CORPORATE/SALES VIDEOS

Expose your company and its products to thousands of visitors through our website. GAM's creative team will direct, film and edit a 3-5 minute video, then host it for 6 months on our website. Your company will also receive the files created to use for your own marketing campaigns.

Cost = \$2,500

The screenshot displays the layout of the Graphic Arts E-Newsletter for March 27, 2019. At the top, an orange banner indicates 'POSITION - L - LEADERBOARD'. Below this is the newsletter header with the 'GRAPHIC ARTS' logo and the date. The main content area is divided into two columns. The left column features a portrait of a man with the headline 'Heidelberg to exhibit at inaugural Printing United Tradeshow' and a 'Read More' link. Below this is another article titled 'Another successful Ryerson Job Fair' with a photo of two people and a 'Read More' link. The right column has a large orange box labeled 'POSITION B BODY MIDDLE' and an article titled 'Graphics Canada attracts some of our industry's top colour experts for Idealliance G7 Summit on Colour Management' with a 'Read More' link. At the bottom, an orange banner indicates 'POSITION - F - FOOTER'. A small footer at the very bottom contains contact information: 'Message my e-mail settings/Unsubscribe. Graphic Arts Magazine 17817 Leslie Street Suite 17 Newmarket, Ontario L3Y8C6 Canada 1 (877) 513-3999'.

SOCIAL MEDIA STATS

10,632 Total Impressions

Facebook – 1,554 Followers

Twitter – 7,470 Followers

LinkedIn – 1,608 Followers

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BRONZE PACKAGE

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

Total Value: \$1,557/month

Discount Price: \$1,379/month

Savings: \$178/month

SILVER PACKAGE

• 1/3-page print ad • Native ad in digital edition • Middle position box ad on website.

Total Value: \$2,245

Discount Price: \$1,749/month

Savings: \$469/month

GOLD PACKAGE

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

Total Value: \$3,290/month

Discount Price: \$ 2,495/month

Savings: \$795/month

PLATINUM PACKAGE

• Full-page print ad • Native ad in digital edition • Leaderboard ad on website • Top position ad in weekly E-newsletter • Two dedicated posts on our Facebook/Twitter/LinkedIn page.

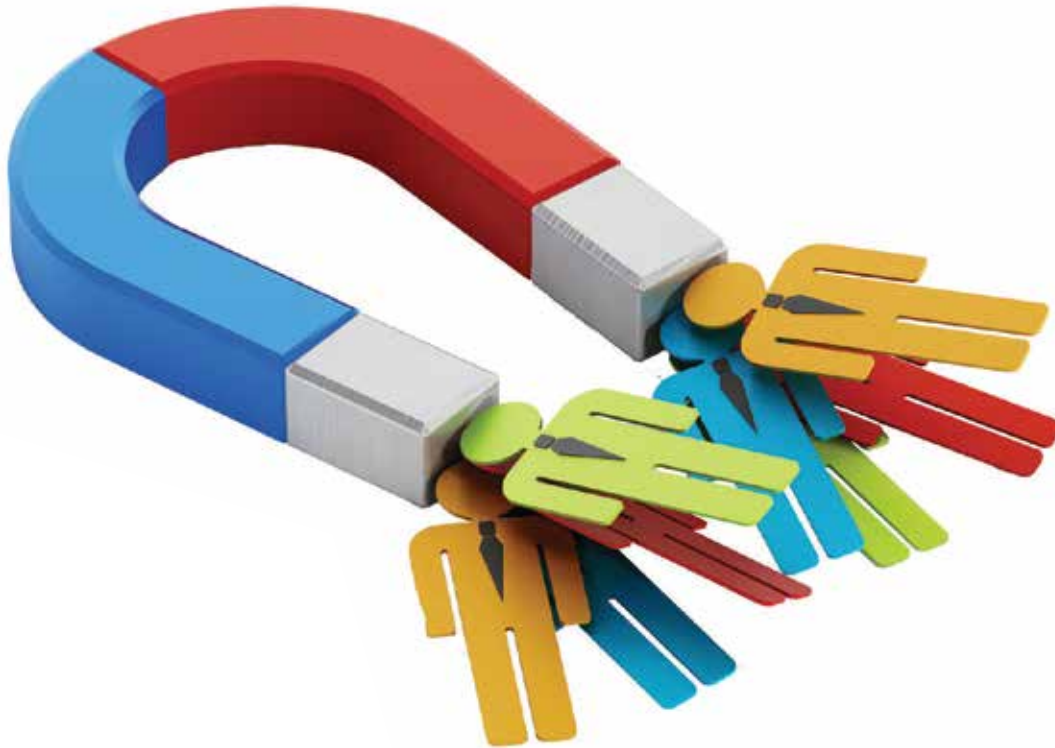
Total Value: \$5,308/month

Discount Price: \$3,897/month

Savings: \$1,411/month

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FIVE WAYS GAM CAN BRING QUALIFIED LEADS TO YOUR BUSINESS

Qualified leads are crucial to the continued success of any business. Finding people who've already expressed an interest in your categories of equipment, products and services, makes any final sale that much easier. We'll help you get them through these five proven lead-generation strategies:

1. Personalized landing pages linked from our website to yours and vice versa.
2. Promotion via Google Ads, Facebook, LinkedIn and other online ad networks.
3. E-mail broadcasts to 30,000 industry professionals across Canada and the U.S.
4. Ads and advertorials 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. Here, we introduce prospects to your business and the value it creates. Once introduced, we present your core offer. The goal is to attract their attention and have them share their contact information. The faster you deliver value, the sooner you can present more comprehensive offers. Some common lead magnets include whitepapers, product and training videos, trial offers, first-time discounts, free shipping and so on.

COST AND DURATION

Most lead-generation packages are for a 6-month period and the cost is \$1,300 per month for 10 qualified leads. This varies depending on the strategies you choose. Each package can be tailored to your specific needs and budget. We'll provide one month free to develop your lead-generation package to ensure that it's working properly.

Does your business need more industry exposure? Graphic Arts Magazine can generate over 200,000 impressions on our social media channels, and distribute our printed magazine to over 10,500 locations across Canada with over 45,000 possible readers. Your articles can be case studies, educational or information features, new product releases – the choice is yours. We have three options catering to different budget levels:

BRONZE – \$3,450

- One-page advertorial in printed magazine (45,000+ readers)
- 50,000 social media impressions for the advertorial
- One e-mail targeted broadcasts – 10,000 contacts
- One 250-word article on our website (30,000 unique monthly visitors)

SILVER – \$6,500

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

GOLD – \$8,900

- Two-page advertorial in printed magazine
- 200,000 social media impressions to your target audience using your branding and headlines
- Four targeted e-mail broadcasts – 10,000 contacts
- Four feature articles on our website (250 words each)

We can generate
over 200,000
impressions on our
social media
channels!

