

Your perfect connection to the Print, Sign, Packaging and Label Industries of Canada



TRUSTED, INNOVATIVE, RESOURCEFUL

Since 1997, Graphic Arts Magazine has been a trusted, innovative and resourceful media partner for Canada's PRINT, SIGN, PACKAGE & LABEL Professionals.

For the past 23 years, Graphic Arts Magazine has provided in-depth coverage of the latest trends influencing Canada's booming industries. With a combination of quality business features and updates on the latest equipment advancements, Graphic Arts provides quality insights on how leaders can become and stay successful in this competitive marketplace.

Distribution across Canada

Publishing 10 times a year. Reaching 10,500 locations across Canada. Averages Readership of 30,000 professionals Per Issue.

Tremendous online reach

Digital publication reaches over 10,000 CASL certified email addresses each month and our weekly E-News Update reaches the same each week.

Targeted e-mail opportunities

Communicate with prospects seeking equipment, products and services with advertisements in our weekly news bulletin or specific message delivered to engaged inboxes.

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. Website traffic averages 30,000 unique visits per month.

Communicate with top decision-makers

Our primary audience includes industry leaders who are either owners, senior-ranked managers or key employees within Canada's graphic design industries.

Extensive social media reach

Generate up to 200,000 monthly impression to your business with Graphic Arts Magazine Facebook, LinkedIn and Twitter accounts.

Cost effective communication options

With extensive editorial coverage, and effective print and online channels, we look forward to bringing the story of your business to market.

Lead-generation packages

Combine Graphic Arts Magazine print, digital and social media platforms to deliver quality leads to your sales.

Graphic Arts 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 more!

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February 2020

- Rapid Advancements in Labels & Smart Packaging
- Enhance Your Customer Experience to Infinity + Beyond!
- Success in Labels: Canadian Business Profile

Editorial Close: Monday, December 30th, 2019

Advertisement Close: Monday, January 13th, 2020

Street Date: Week of February 7th, 2020

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March 2020

- Workflow Software & CRM
- Dive into Digital: Print & Marketing Techniques
- Success in Software: OEM Profile

Editorial Close: Friday, January 31st, 2020

Advertisement Close: Thursday, February 13th, 2020

Street Date: Week of March 7th, 2020

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April 2020

- Offset Technology Update: Guidelines on how to choose your next equipment purchase
- Organizational Biomimicry: What nature can teach us
- Success in Offset Printing: OEM Profile

Editorial Close: Monday, Feb 28th, 2020

Advertisement Close: Monday, March 13th, 2020

Street Date: Week of April 8th, 2020

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May 2020

- Digital Printing Update: New Business Opportunities Await
- How to Attract+Keep Generation Z Talent in Your Organization
- Success in Digital Printing: Canadian Business Profile

Editorial Close: Wednesday, April 1st, 2020

Advertisement Close: Wednesday, April 15th, 2020

Street Date: Week of May 7th, 2020

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June 2020

- Print Consumables: Inks, Substrates & More
- Accessibility in Action: Open for Business to All
- Success in Print Consumables: Original Equipment Profile

Editorial Close: Friday, May 1st, 2020

Advertisement Close: Friday, May 15th, 2020

Street Date: Week of June 7th, 2020

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July / August 2020

- Tradeshow Better: A Guide to Interactive Print
- Drupa Connections: Highlights from 2020
- Brand Print Americas/Label Expo 2020 Preview
- Success in Interactive Print: Canadian Business Profile

Editorial Close: Monday, June 3rd, 2020

Advertisement Close: Monday, June 15th, 2020

Street Date: Week of July 6th, 2020

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September 2020

- Digital Textiles & Décor Printing Update
- Printing United 2020 Preview
- Success in Wide Format: OEM Profile

Plus: GAM Wide-Format Guide 2020-2021

Editorial Close: Monday, August 3rd, 2020

Advertisement Close: Friday, August 14th, 2020

Street Date: Week of September 7th, 2020

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October 2020

- Additive Manufacturing: Canada's 3D Print Update
- Meta Artificial Intelligence: Critical business skills needed to succeed in the upcoming 'robotic age'
- Success in 3D Print: Canadian Business Profile

Editorial Close: Monday, August 31st, 2020

Advertisement Close: Monday, September 14th, 2020

Street Date: Week of October 7th, 2020

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November 2020

- Finishing Mastery: Print Embellishment & Finishing Advances
- The Power of Direct Mail and Variable Data
- Success in Finishing: OEM Profile

Editorial Close: Friday, October 2nd, 2020

Advertisement Close: Friday, October 16th, 2020

Street Date: Week of November 6th, 2020

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December 2020/January 2021

- Year in Review: Canada's Best Solutions from 2020
- 2021 Projections: Start your new year off right, NOW!
- Success in Print: Canadian Business Profile

Editorial Close: Monday, November 2nd, 2020

Advertisement Close: Monday, November 16th, 2020

Street Date: Week of December 7th, 2020

Connect with Canada's PRINT, SIGN, PACKAGE & LABEL Industry Leaders

A FEW COMMENTS FROM OUR READERS

"I LOVE GRAPHIC ARTS! It's a fantastic read every time!" - Rip J, Ladedo Visual Concepts, Ottawa, Ontario

"I really enjoy the improved design this year. And I always find useful sales and marketing articles, that keep my staff engaged and my business decisions informed."
- Jeff T, Speed Pro Imaging, Mississauga South, Ontario

"We really enjoy getting up to date with all the technology and equipment advancements.. and so do our customers in store!" - Susan C, UPS Store 431, Winnipeg, Manitoba

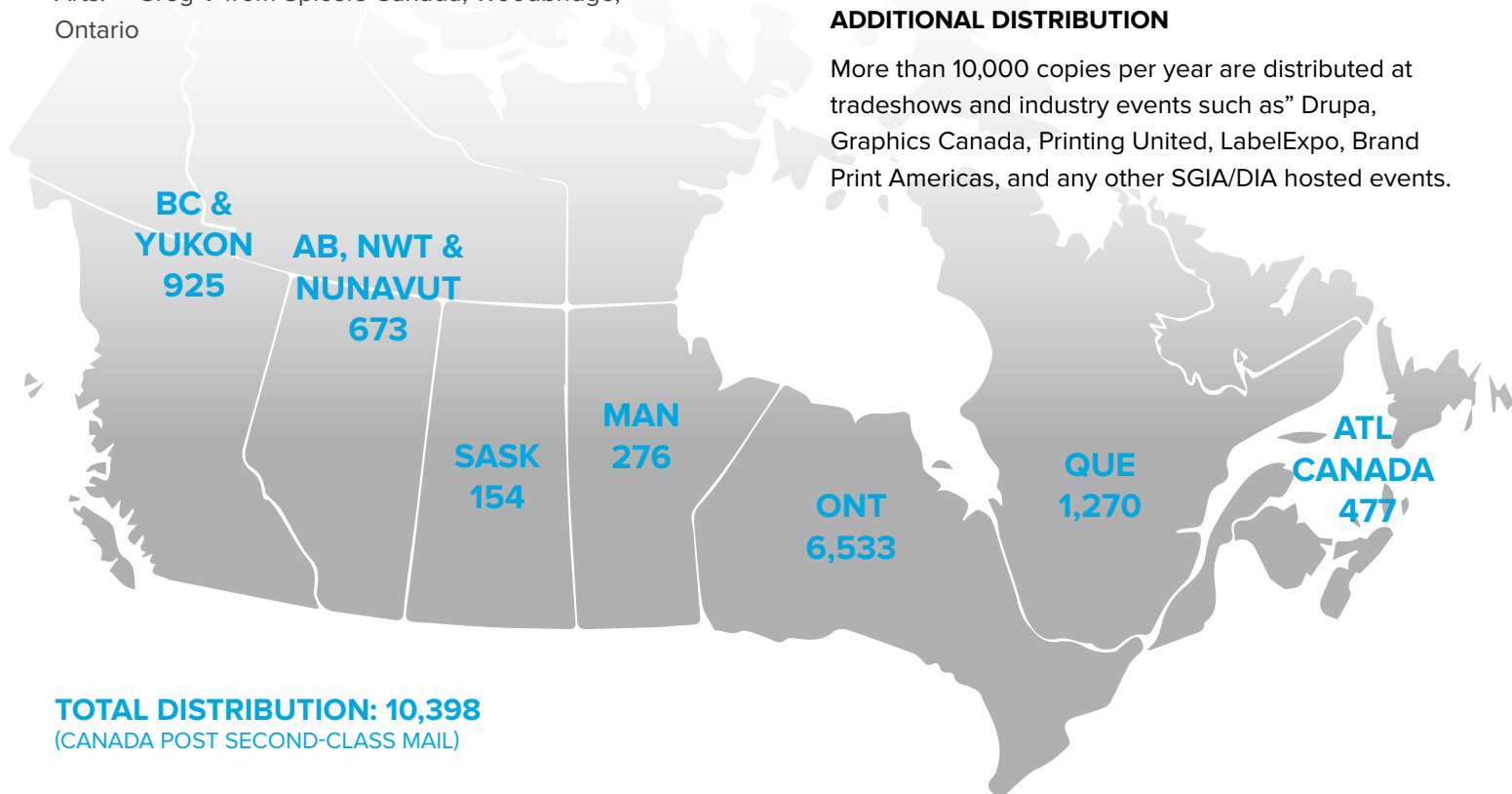
"Our team definitely gets it - we love to read Graphic Arts!" - Greg V from Spicers Canada, Woodbridge, Ontario

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 tradeshows and industry events such as" Drupa, Graphics Canada, Printing United, LabelExpo, Brand Print Americas, and any other SGIA/DIA hosted events.



TOTAL DISTRIBUTION: 10,398
(CANADA POST SECOND-CLASS MAIL)

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

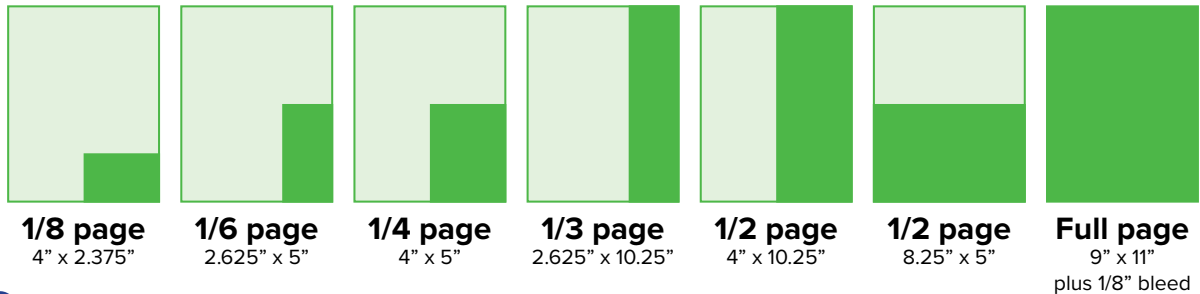
Size	1 Issue	3 Issues	5 Issues	10 Issues
1/8 Page	548	511	477	443
1/6 Page	820	763	741	659
1/4 Page	1,388	1,296	1,200	1,103
1/3 Page	1,914	1,788	1,648	1,519
1/2 Page	2,868	2,686	2,470	2,318
Full Page	4,389	4,109	3,822	3,527
I.F.C.			4,165	3,832
I.B.C.			4,053	3,736
O.B.C.			4,278	3,939

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) 5-Issue Minimum: \$875/Month

Large Lug (Top Cover) 10-issue Minimum: \$1,750/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. \$50 per post + \$15 per images

ADVERTORIAL

Collaborate with our specialized team of editors, designers and marketers to create a professional profile about your exciting organization. We will help develop your specific message (of new products, events, etc) and turn it into an highly engaged article that provides informational value to the market.

Creation - \$1,000 (2 Page Advertorial)
 Promotion - \$2,000 (Inclusion in Print/Web)
 Follow Up - \$500 (PDF + Social Media)
 Total = \$3,500

Examples:
 Ricoh
 4OVER
 DELPHAX

E-NEWS UPDATE

POSITION [L]

Leaderboard - \$550*
Banner Size: 700px X 120px

POSITION [F]

Footer \$275*
Banner Size: 700px X 120px

POSITION [B]

Body Middle \$400*
Banner Size: 350px X 550px

NEW VIDEO UPDATES LAUNCHING
IN Q2 OF 2020 - PLEASE INQUIRE
FOR MORE DETAILS

*All prices are monthly, and include 4 advertisements placed in each E-News Update. Sent out every Wednesday morning.



DIRECT BROADCAST

Promote your events, product releases, equipment installations or any other important news messages with our targeted broadcasts sent to over 10,000 C.A.S.L. certified email addresses.

Graphic Arts Magazine will assist in helping to create your content, and then AMPLIFY your specialized promotion across our print, digital/mobile, and website channels.

HTML Email Build + Send = \$750

Additional Follow Up Email/Text = \$500

Social Media Post Bumps = \$100

SOCIAL MEDIA STATS

10,632 Total Impressions

Facebook – 1,554 Followers

Twitter – 7,470 Followers

LinkedIn – 1,608 Followers

... AND GROWING!

WWW.GRAPHICARTSMAG.COM

1-877-513-3999

VIDEO

Capture Audio, Film + Footage = \$500

Edit Video Advertisement = \$500

Host on Website and Promote via
Social Media or Email = \$500

Total = \$1,500

[Click here for examples.](#)

WEBSITE BANNERS

Leaderboards

750 x 80 pixels - \$1,000 per month

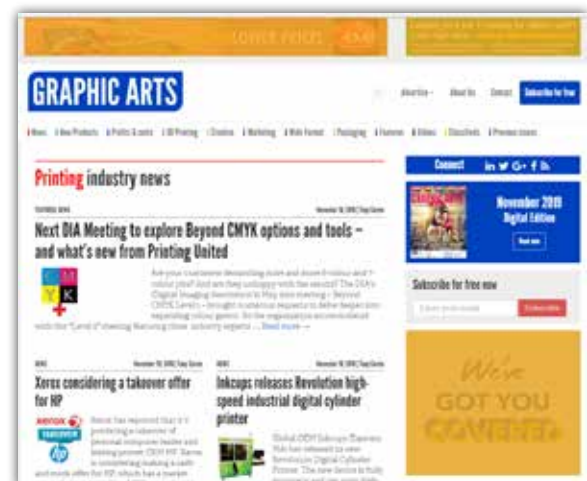
360 x 80 pixels - \$750 per month

Box ads (360 x 300 pixels):

Top position = \$500 per month

Middle position = \$500 per month

Bottom position = \$500 per month



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.

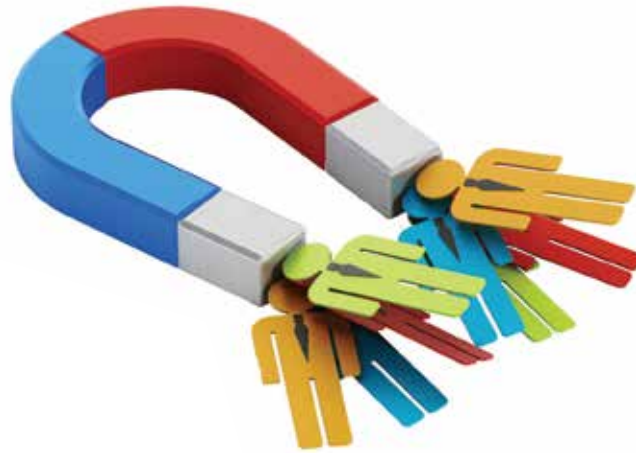
Total Value: \$5,308/month

Discount Price: \$3,897/month

Savings: \$1,411/month

WWW.GRAPHICARTSMAG.COM • 1-877-513-3999





NEW IN 2020

Qualified leads are crucial to the continued success of any business. So choose Graphic Arts Lead Generation Program to enhance every stage of your marketing efforts in 2020.

With our tiered approach of BUILDING AWARENESS, CAPTURING LEADS, and NURTURING CUSTOMERS, we now deliver a seamless method for consistently attracting qualified customers to your sales campaigns.

Tools used to Build, Capture and Nurture:

1. PURL'S (Personalized Landing Pages) are unique and personalized web addresses created for each recipient of an online or print message.
2. Professional and Social Media Network Promotions: Google, Facebook, LinkedIn, Twitter
3. E-mail Broadcasts to specific industry target groups.
4. Banner Advertisements on www.graphicartsmag.com
5. Print Ads/Advertorials in Graphic Art Magazine and on Graphicartsmag.com
6. Ongoing news and product updates and event coverage on all our trusted media channels

BUILD AWARENESS [\$800 per month]

Here, we introduce prospects to your business and the value it creates by sending potential customers to a value add web destination, like a published article/blog post, landing page or web video series.

CAPTURE LEADS [\$1,500 per month]

The goal here is to retain attention, and have new businesses exchange their contact information. We will drive leads from customers who show interest in your business via social media, custom built landing pages, email auto-responders and call to action links directly embedded onto our online news content.

NURTURE CUSTOMERS [\$1,000 per month]

The goal with this stage is to stay relevant with your existing and growing client base. Drive existing customers towards a promotional goal (upgrade on equipment or upsell on service), by sending each person a perfectly timed series of value content (emails/video/webinars).

All Lead Generation Programs are billed monthly, and may be cancelled at the end of the month.

But we strongly recommend a minimum 6 month program commitment, as this typically gives our team enough time to plan, build, implement and monitor your campaign for continued long term success.

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!

