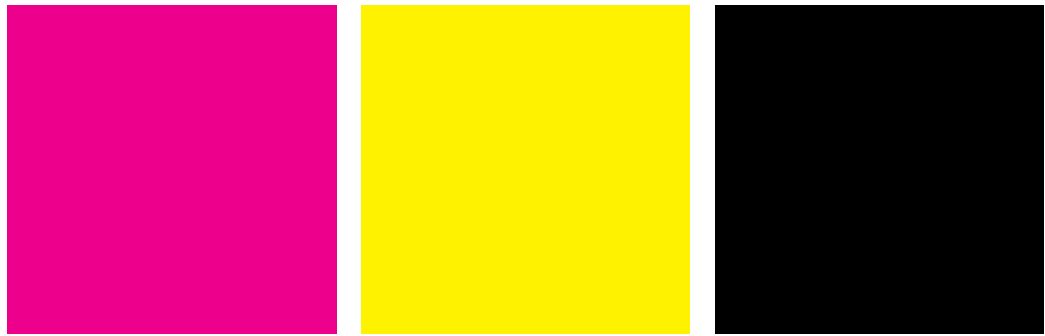




Published since 1892



2011

Media Kit

Ask us about the other members of The Marketing Group

MARKETING **MARKETING**  **CARD** **online**
www.cardonline.ca





**CELEBRATING
PRINT INNOVATION
& EVOLUTION**

MISSION *Canadian Printer* provides critical insight and authoritative coverage on print innovation within the Canadian market to celebrate the creativity, technical proficiency and effectiveness of well-executed work.

Reaching a dedicated e-newsletter audience of 16,000 and having an online reach of 12,000 page views, *Canadian Printer* covers six key print innovation categories: News, Out-of-Home, Publications, Packaging, Green and News. Our strategic focus keys on identifying dynamic and vibrant applications of the printed medium across categories including direct mail, publishing, out-of-home and packaging. Coverage also extends to print and the environment, and the role of printed media in the digital age.

Canadian Printer is a vehicle for proponents of print to demonstrate how their products and services, along with their corporate philosophy, support innovation and progress in the original graphic communications medium. Our goal is to bring news and analysis to our readers and to help advertisers reach marketers, agencies, printers, media and media buyers.



ACCESS AN INFLUENTIAL CROWD The *Canadian Printer* audience reads *Canadian Printer's* editorial 26 times a year. Our subscribers have opted in to receive *Canadian Printer's* newsletter and they are comprised of Advertisers, Marketers, Agencies, Media, Newspapers, Creative services/ Print buyers, and Printers—publication and specialty.

OUR READERS ARE ENGAGED!

OUR EVOLUTION *Canadian Printer* has a proud 118-year history and has evolved from a printed magazine into a dynamic website and e-newsletter. Over its more-than-century old history, *Canadian Printer* has evolved to meet the needs of the industry by producing first-rate magazines, events, online custom publishing, directories, sponsorship and research. At its core, it is a brand that is constantly looking for intelligent ways in which to serve its audience. This year, we are proud to have on offer: An exciting Print Innovation annual publication, the Print-in-the-Mix event and, of course, www.canadianprinter.com and its accompanying e-newsletter. Also launching in January 2011 is a dedicated *Canadian Printer* column to appear in every issue of *Marketing Magazine!*

The site is the online destination for Canada's most influential printing, print marketing and media professionals. The content focuses on relevant issues within a dynamic community and is rich with news, resources and insight that professionals need to manage their business competitively. The site generates 14,000 page views monthly with 68% new visitors monthly and 34% generated via search engines.



WEBSITE RATES PER WEEK (RUN-OF-SITE)

AD SIZE	728 x 90	300 x 250	120 x 120
Home Page	\$230**	\$200**	\$65**

*1 Flash banners loop endlessly
 *2 Gif ads loop a maximum of 3x

www.canadianprinter.com

The online destination for print innovation insight and coverage, the content is rich with news, resources and information that professionals need to manage their day-to-day business effectively and competitively.



**CANADIAN PRINTER
E-NEWSLETTER**

The e-newsletter is distributed on a bi-monthly basis and is sent to a qualified list of 17,000 e-subscribers. Sponsorship and advertising opportunities are available with each e-newsletter.

**CANADIAN PRINTER
E-NEWSLETTER
CLASSIFIEDS**

Our e-newsletters are distributed on a bi-weekly basis and are sent to a list of 17,000 subscribers.

**JOB POSTINGS ON
CANADIAN PRINTER E-NEWSLETTER**

\$195/1 e-newsletter, max of 150 words logo + url
\$290/2 e-newsletters, max of 150 words logo + url

**MARKETLINE ADS ON
CANADIAN PRINTER E-NEWSLETTER**

\$390/1 e-newsletter, max of 150 words logo + url
\$520/2 e-newsletters, max of 150 words logo + url

FOR MORE INFORMATION

Contact **Aldo Russo** 416-764-1597
aldo.russo@rci.rogers.com



**E-NEWS REAL ESTATE
RATES & SIZES**

AD SIZE	RATE	SPECIFICATION
Leaderboard	\$1,500	728 pixels x 90 pixels, max. file size 40k
Big Box	\$950	300 pixels x 250 pixels, max. file size 40k
Half Box	\$750	300 pixels x 100 pixels, max. file size 30k
Banner Ad	\$850	468 pixels x 60 pixels, max. file size 30k

E-DIRECTS

E-directs provide our advertisers with exclusivity as well as the ability to customize a company message to 17,000 qualified e-subscribers. E-directs are an effective marketing solution for:

- Customized e-newsletters
- Real-time opinion polls
- Discussion groups
- New product promotions
- Surveys
- And more!

eDIRECT	RATE
Deployment cost	\$5,000

*All online material to be supplied to bppgcreative.rci.rogers.ca one week prior to posting date.

Late creative: Canadian Printer adheres to the IAB late creative policy where all the material must be submitted with 5 working days prior to campaign start. Late material will result in missed campaign start with full campaign being charged to advertisers.



**PRINT INNOVATION
AT ITS BEST**

PRINT OPPORTUNITIES

Canadian Printer presents the best 2011 has to offer in print innovation in one dynamic issue. The issue will feature award-winning print projects and select the best examples of print innovation in these key categories:

- Direct Mail
- Out-of-Home
- Publications
- Packaging
- Green

Each category features a dedicated article with a view of the print project from conception to execution, an overview of what makes the piece exceptional and insights from the print, manufacturer and the client.



RATES

AD TYPE	RATE
DPS	\$6,500
Full page	\$3,500
½ page	\$2,400
⅓ page	\$2,000
¼ page	\$1,700

*All rates are net
For advertorial opportunities, please contact your sales manager.

**DON'T MISS OUT ON CELEBRATING
THE BEST IN PRINT FOR 2011!**

NEW FOR 2011!

CANADIAN PRINTER
PAGE INSIDE MARKETING
MAGAZINE

There is new exposure and a new environment for regular print editorial...introducing the brand new *Canadian Printer* page in *Marketing Magazine*. This page will feature unique coverage of print solutions with a true marketing slant in Canada's leading marketing, advertising and media source.

AN OUTSTANDING AVERAGE OF 16.6 READERS PER COPY!

WHO'S SUBSCRIBING
TO MARKETING
MAGAZINE?

2010 Readership Study conducted by Rogers Business and Professional Publishing Group. OUR READERS TAKE ACTION!

83% Discussed an article or called one to someone else's attention

66% Clipped, copied or filed an article for future reference

61% Visited the website of an advertiser or supplier mentioned in the publication

TOTAL READERSHIP

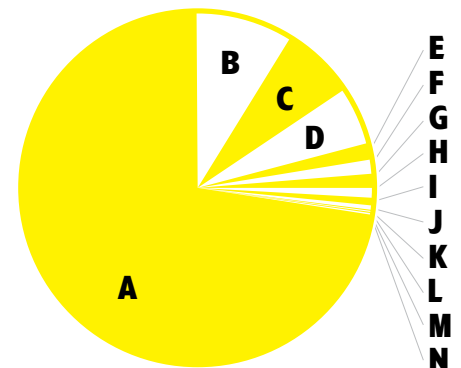
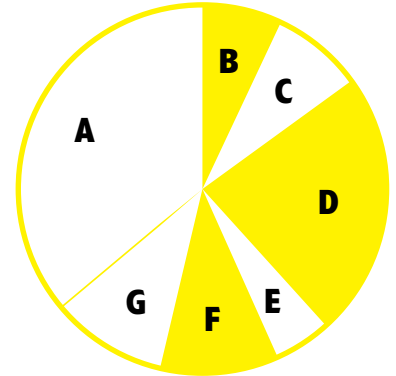
- Read by 128,069 industry professionals and top decision makers including Presidents and Vice-Presidents of Advertising and Marketing, Brand Managers, Agency Executives, Media Buyers and Planners, and their suppliers.
- Reader-per-copy rating of 16.6, the highest figure in the market.

CIRCULATION

- Total: 7,715
- Paid circulation: 100%

CLASSIFICATION BY BUSINESS & INDUSTRY		
A	Advertisers and Marketers	27.3
B	Media	8.8
C	Advertising Agencies	10.2
D	Education, Government	10.4
E	Advertising Services	5.0
F	Others Allied to the Field	23.3
G	Single Copy Sales	8.0

CLASSIFICATION BY GEOGRAPHIC AREA		
A	Ontario	72.8%
B	Quebec	8.9%
C	British Columbia	6.8%
D	Alberta	5.3%
E	International	1.5%
F	Manitoba	1.3%
G	Nova Scotia	1.3%
H	Saskatchewan	0.9%
I	New Brunswick	0.7%
J	Newfoundland/ Labrador	0.4%
K	Northwest Territories	0.1%
L	Prince Edward Island	0.1%
M	Yukon	0.1%
N	Nunavut	0%



Based on ABC June 2010 Publisher's Statement.
*2010 Readership Study. Conducted by Rogers BPPG.

PRINT-IN-THE-MIX

HALF-DAY CONFERENCE *Canadian Printer's* annual Print-in-the-Mix conference, brings together print production professionals and communications experts for a half-day of sessions and conversations about the future of print and the power behind this enduring and interactive media.

Presenters will share real-world examples of innovative print ideas and share insights into new print developments we'll be seeing in the future.

The conference will cover direct mail programs, out-of-home applications, GREEN printing topics as well as the latest in packaging printing technologies.

JOIN US FOR AN EXCITING AND INFORMATIVE HALF-DAY CONFERENCE:

- Engaging and Innovative—Learn what makes print products more engaging, attractive and unique.
- Environmental Innovation—Carbon Neutral Print—who's doing it? How is it done? Why do it?
- Innovating Packages—Personalizing Labels—short-run solutions for events and promotions
- Innovating Print for Online Crowds—QR Codes & Augmented Reality, making the print-to-web connection (engaging customers with print: making print interactive)

* Agenda topics are subject to change.



SPONSORSHIP:

- Each sponsor will have the opportunity to contribute to the questions and categories that will shape the data for the Executive Report
- A half-page letter with an accompanying photograph from an executive member for each participating sponsor will be featured in the Executive Report
- All sponsors to receive 10 copies of the report
- Acknowledgement of sponsorship and sponsor logos featured on back cover of report

DISTRIBUTION:

- 20,000 copies to be distributed nationally in October 2010 to *Canadian Printer* and *Marketing* readers
- A full PDF edition of the report will be posted on www.canadianprinter.com, www.marketingmag.ca (homepage link for two weeks and archived under the 'Resources' tab for one year) and www.cardonline.ca (homepage link)

EVENT – NEW FOR 2011!

- Sponsors will receive 20-VIP tickets to an executive breakfast presentation of the report
- Sponsors will be invited to sit on a panel presentation of the results
- Event exposure includes on-site signage and logo recognition, personalized VIP invites managed by *Canadian Printer*

COMPETITIVE INTELLIGENCE



STRATEGIC INDUSTRY INSIGHT



BENCHMARKING AND TRENDING

The Executive Report is an aggressive research project that enlists research-savvy industry players to sponsor the project and assist in the development of the initial surveys as well as participate in the final analysis of the results. Project sponsors are thought leaders in the industry and are immediately associated with top-level research that helps printers and print buyers alike make more informed business decisions.





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