

# MEDIA KIT



# 2018



# OVERVIEW

- **The Canadian Business Journal (CBJ)** is essential reading for Canada's top executives who want to stay informed of current business news, industry topics and trends. It offers readers a glimpse into major Canadian industries including construction, energy, food and drink, healthcare, manufacturing and more, through comprehensive profiles of successful Canadian enterprises.
- **CBJ** features articles and columns from Canadian writers focused on all aspects of the Canadian business landscape, from environmental to legal to safety issues. Through CBJ, readers are able to access illuminating interviews with key public figures and regulatory bodies.
- **CBJ** is proud to have been the first online magazine in Canada to qualify for BPA Interactive Membership. In taking this pioneering step **CBJ** can assure valued advertisers of the precise number of eyes viewing the magazine and website.
- Each month the publication is sent digitally to 43,000 individual senior executives leading medium to large Canadian companies and boasts 131,000 monthly unique visitors accessing **CBJ's** content –the highest independently audited and verified readership of any Canadian B2B publication.

For more information contact Michael Alexander-Jones at 416-642-7676 | [m@cbj.ca](mailto:m@cbj.ca)

# CBJ READERSHIP

- The Canadian Business Journal (**CBJ**) has the highest independently audited and verified readership of any Canadian B2B publication. Each month the publication is sent to 43,000 individual senior executives leading medium to large Canadian companies and boasts 170,000 unique visitors who access **CBJ**'s content.
- **CBJ** readers are senior executives from a broad spectrum of business and industry including construction, finance, food & drink, manufacturing, municipalities, natural resources, supply chain & logistics, technology
- **CBJ** circulation is focused on small, and medium to large companies
- **CBJ** readers manage multi-million dollar businesses, 83% report revenue in excess of \$10 million
- 78% of **CBJ** readers identify their positions as CEO/ chairman/ owner/ president/ vice president/ directors / senior/ general manager/ plant manager/ project manager
- Our most recent audit shows a monthly average of 131,000 unique visitors. The statistics collected through BPA and Nielsen is clear proof that advertisers are receiving arguably the best ROI in Canada when they advertise with **CBJ**.

JOB TITLE/FUNCTION	
CEO/ Chairman/ Owner/ President	21%
Vice President/ Directors	25%
Senior/ Executive Manager	17%
General Manager/ Plant Manager/ Project Manager	14%
Purchasing Director/ Purchasing Manager	9%
Maintenance/ Operations/ Transportation Manager	8%
Others	6%

ANNUAL REVENUE	
5-9 million	13%
10-49 million	38%
50-99 million	27%
100+ million	18%
Unknown	4%

EMPLOYEES	
0-49	15%
50-99	41%
100-499	27%
500+	16%
Unknown	2%

BUSINESS TYPE	
Alternative Energy	6%
Associations	1%
Construction	12%
Energy and Utilities	4%
Finance	12%
Food & Drink/Food Service	10%
Healthcare/Pharmaceutical	9%
Logistics and Supply Chain	9%
Manufacturing	10%
Mining/Oil & Gas	9%
Others	5%
Retail	7%
Technology	6%

# ADVERTISING OPPORTUNITIES

- **UNIQUE ADVERTISING OPPORTUNITIES**

**CBJ** offers numerous unique and innovative advertising opportunities within our digital magazine pages and on our website.

- **COMPLETE INTERACTIVITY**

Our digital format allows **CBJ** to provide complete interactivity with all advertising pages in our magazine. **CBJ** can embed Flash, video, links and other “digital extras” into your advertising to increase advertising effectiveness

- **MOBLIE DEVICE AND LAPTOP FRIENDLY**

**CBJ** is e-reader friendly with digital page layout, typography, art and graphics and photography specifically designed for mobile and laptop use

- **SPONSORSHIPS**

**CBJ** offers unique opportunities to sponsor segments of our monthly magazine with premium advertisement positioning and ongoing bottom banner sponsorship messaging

- **PREMIUM POSITIONING**

**CBJ** offers premium advertisement position for a slight additional charge or waived for frequent contract advertisers. Inside front cover, RHP in the first 15, DPS in the first 15, are available

- **EXCLUSIVE ADVERTISER CATEGORIES**

**CBJ** offers clients an industry-exclusive advertising opportunity. Under specific conditions **CBJ** will limit certain industry advertising

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# ADVERTISING RATES

## CBJ MAGAZINE

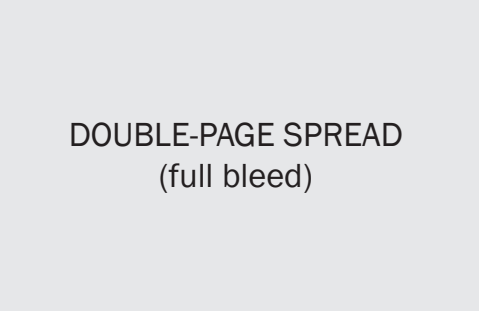

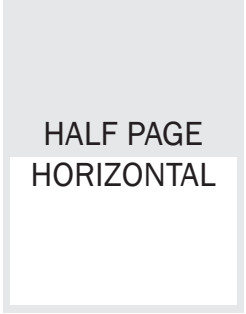
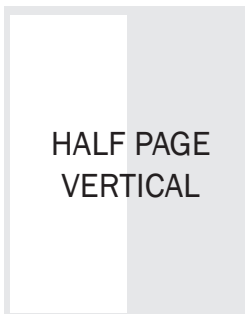
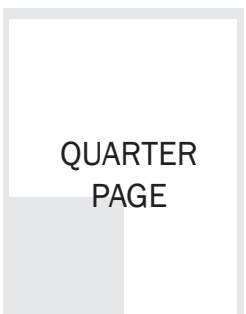
Monthly Insertions	1x	3x	6x	12x
Double Page Spread	\$12,990	\$8,990	\$7,990	\$6,990
Full Page	\$8,990	\$7,490	\$6,490	\$5,490
Half Page	\$4,990	\$3,990	\$3,490	\$2,990
Quarter Page*	\$2,990			

\* *Canadian Business in Action* only

## EDITORIAL

- **The Canadian Business Journal** accepts guest columns written by industry experts from all business sectors. Publication is subject to the final approval of **CBJ** and may include editing for clarity and/or brevity.
- **CBJ** does not accept articles that make mention of the author's employer and their best practices within the body of the article. Articles are to be generic in nature so as to be applicable to an industry as a whole.
- A brief one to two-line bio of the author, including their career history and current workplace, will be included at the end of the article. A high-resolution headshot photo of the author will be included, if one is provided.
- Articles should be no longer than 1,500 words unless otherwise discussed with **CBJ**.
- Submissions should be sent via email at least five business days prior to the end of each calendar month to be considered for the upcoming monthly publication.
- To find out more about contributing a guest article, contact Angus Gillespie at [angus@cbj.ca](mailto:angus@cbj.ca).

# TECHNICAL SPECIFICATIONS

 <p>DOUBLE-PAGE SPREAD (full bleed)</p>	 <p>FULL PAGE (full bleed)</p>	 <p>HALF PAGE HORIZONTAL</p>	 <p>HALF PAGE VERTICAL</p>	 <p>QUARTER PAGE</p>
INCHES: 17 x 11 CM: 43.2 x 27.9	INCHES: 8.5 x 11 CM: 21.6 x 27.9	INCHES: 7.75 x 4.75 CM: 19.7 x 12.1	INCHES: 3.75 X 9.75 CM: 9.5 x 25.4	INCHES: 3.75 X 4.75 CM: 9.5 x 12.1

## IF YOU ARE SUBMITTING AN ORIGINAL ADVERTISEMENT

- Ads can be sent as an e-mail attachment (up to 10 MB) or if your ad is bigger a file sharing service like [www.dropbox.com](http://www.dropbox.com) or [www.yousendit.com](http://www.yousendit.com)
- Ads should be in full colour RGB or CMYK
- We accept the following formats for PC: JPG, TIFF, PDF, EPS, AI\* (Please note we cannot accept ads created in Microsoft Word)
- Electronic files must be sent with fonts and pictures embedded (if applicable)
- For best results the resolution of all photography, type and illustrations should be 300dpi
- Files sent as InDesign documents should be prepared via the “collect for output” command with accompanying images and fonts
- If your advertisement is being designed by CBJ Please submit a company logo in the best available format. Preferred format is EPS
- Text you want to appear in your AD
- Any images you want to appear in your AD (if you have them)

SEND SUBMISSIONS TO : [amanda@cbj.ca](mailto:amanda@cbj.ca) | 416.642.7680