

2016/2017



MEDIA KIT

OVERVIEW | CBJ READERSHIP | ADVERTISING OPPORTUNITIES
TECHNICAL SPECIFICATIONS | TERMS AND CONDITIONS

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 170,000 monthly unique visitors accessing **CBJ**'s content – the highest independently audited and verified readership of any Canadian B2B publication.
- For further information regarding **CBJ**'s advertising opportunities, please click here to view our current media kit or feel free to call or email Michael Alexander-Jones at 416-642-7676 or m@cbj.ca

EDITORIAL

- **The Canadian Business Journal** does accept guest columns written by industry experts from all business sectors.
- **CBJ** will publish guest articles, subject to our final internal approval.
- **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 conclusion of the article. A headshot photo of the author will also appear alongside the article, if one is provided. Headshot photos must be high-resolution i.e. the original-sized photo. Pictures that have been shrunk for website optimization will pixelate (blur) during our layout & design process.
- Articles and photos supplied to **CBJ** may be edited for clarity and/or brevity prior to publication.
- Article lengths will vary depending upon the topic but should be no longer than 1,500 words unless otherwise discussed with **CBJ**.
- Submissions to be considered for publication in any upcoming monthly issue should be sent via email at least five business days prior to the end of each calendar month. Later than five business days will not guarantee publication (assuming the content is acceptable).

Note that each monthly issue of **CBJ** does not carry a specific theme focusing on one particular industry. It is a fluid publication with an assortment of coverage over numerous business sectors in all 12 monthly editions.

To find out more about contributing a guest article, contact Angus Gillespie at angus@cbj.ca and include a brief bio about the author's professional career that supports him or her as being an industry expert.

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 medium to large companies - 83% have more than 50 employees, 43% have more than 100 employees
- **CBJ** readers manage multi-million dollar businesses, 83% report revenue in excess of \$10 million, 45% report revenue in excess of \$50 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 170,000 unique visitors to our website. 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**.

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%

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%

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

- **Mobile 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

THE CASE FOR ADVERTISING IN DIGITAL MAGAZINES

Josh Gordon outlines the unique advantages and opportunities that a digital magazine can provide for a publisher. [[CLICK TO READ THE STUDY](#)]

Through our membership with the BPA, we utilize Nielsen's Net Ratings, which records statistics on a daily and monthly to-date basis. These statistics include: the number of visitors who visit The Canadian Business Journal's website, including daily unique visitors, number of page impressions, and time on the website. [[CLICK TO VIEW THE LINK](#)]

The Case for **ADVERTISING** *in* **INTERACTIVE** **DIGITAL** **MAGAZINES**

How the next generation
of digital magazines
is succeeding as an
advertising platform

By Josh Gordon, Senior Media Sales
Consultant of Vitrage

Sponsored by **VIX** and **maxBook**

Advertising Rates

CBJ MAGAZINE				
	1x	3x	6x	12x
Double Page Spread	\$12,990	\$8,490	\$6,290	\$5,290
Full Page	\$8,990	\$6,490	\$4,290	\$3,690
Half Page	\$4,990	\$3,490	\$2,360	\$2,030
Quarter Page*	\$2,990			

* Canadian Business in Action only

CBJ.CA HOMEPAGE				
	1x	3x	6x	12x
313 x 90 px	\$1,390	\$1,290	\$1,090	\$890
300 x 250 px	\$1,090	\$990	\$790	\$590

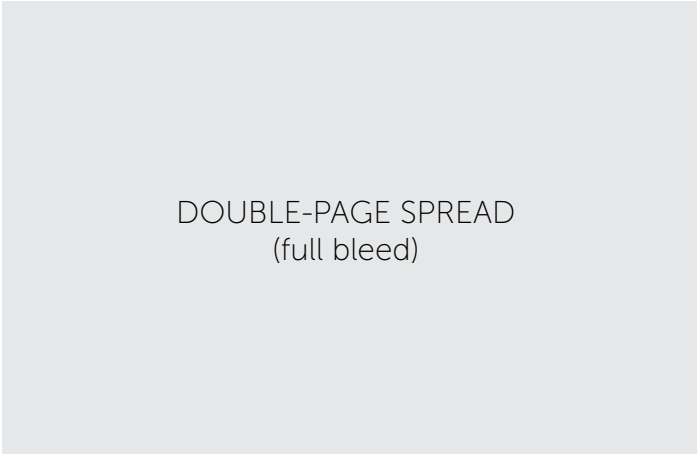
ANY OTHER PAGE ON CBJ.CA				
	1x	3x	6x	12x
300 x 250 px	\$1,090	\$990	\$790	\$590
313 x 90 px	\$1,060	\$960	\$760	\$560
209 x 107 px	\$830	\$730	\$530	\$330

Technical Specifications

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 or 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 : **anisa@cbj.ca** | 416.642.7681

Advertisement Dimensions



DOUBLE-PAGE SPREAD
(full bleed)

INCHES: 17 x 11
CM: 43.2 x 27.9



FULL PAGE
(full bleed)

INCHES: 8.5 x 11
CM: 21.6 x 27.9



HALF PAGE
HORIZONTAL

INCHES: 7.75 x 4.75
CM: 19.7 x 12.1



HALF PAGE
VERTICAL

INCHES: 3.75 x 9.75
CM: 9.5 x 25.4



QUARTER
PAGE

INCHES: 3.75 x 4.75
CM: 9.5 x 12.1

Advertising Terms & Conditions

The applicable insertion order (to the extent it does not conflict with the terms hereof), the then current rate card of the publication to which the insertion order relates ("Publication") and Publication's then current advertising specifications are incorporated by reference into these terms and conditions and are collectively referred to as the "Agreement". The person(s), firm or corporation contracting with George Media Inc ("Publisher") for the insertion of advertising in the Publication, whether as principal ("Advertiser") or as agent ("Agency"), shall be deemed authorized for all purposes relating to the Agreement.

Rates and Commissions

- (a) Publisher reserves the right to change its advertising rates at any time. Rate changes shall be made at least 30 days in advance of the closing date of the first issue to which such rates apply. If a rate change is not acceptable to Advertiser or Agency, it may, within 15 days of notification of such rate change, cancel the Agreement without incurring short rate charges
- (b) Advertising rates are subject to the addition of applicable taxes, including Goods and Services Tax (GST) and Harmonized Sales Tax (HST).
- (c) Agency commissions equal to up to 15% of gross billings for space are payable to recognized agencies only.
- (d) Any negotiated discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within 6 months after the end of the period in which they are earned, and will expire if unused during such period.

Billing and Payments

- (a) Advertiser and Agency shall be jointly and severally liable for payment of all invoices for advertising published in the Publication.
- (b) Amounts invoiced are payable upon receipt of invoice. Interest shall be charged at a rate of 1% per month (18% per annum) on amounts outstanding for more than 30 days from the date of invoice.
- (c) Invoiced amounts are payable at Publication's offices in Canadian funds, or equivalent funds at the rate of exchange prevailing at the time of payment.

Cancellation

- (a) Cancellation of the Agreement by Advertiser or Agency is subject to Publisher's approval, in its sole discretion. Agreements for covers and special positions may not be cancelled by Advertiser or Agency. No cancellations shall be accepted by Publisher after the closing date for advertising space. Short rate charges shall apply to all cancellations by Advertiser or Agency.
 - (b) Publisher may, at its option terminate this Agreement for the breach of any term hereof. Upon termination for breach, all charges incurred, together with short rate charges, shall be immediately due and payable.
- Advertising Materials (a) All advertising copy is subject to Publisher's approval and Publisher may without notice and without liability reject, discontinue or omit any advertising for any reason at any time.

(b) The word "Advertisement" shall be placed above copy which Publisher determines resembles Publication's editorial material or that is not immediately identifiable as an advertisement.

(c) Any advertising published in Publication may, in Publisher's discretion, be published and archived by Publisher or anyone authorized by Publisher, as many times as Publisher and those authorized by Publisher wish, in and on any product, media and archive (including anything in print, electronic or other form).

Warranties, Indemnities, Limitations

(a) Advertiser and Agency shall be jointly and severally liable for all content (including text, representation and illustrations) of any advertising printed. Advertiser and Agency shall jointly and severally indemnify Publisher, its affiliates and their respective officers, directors, employees, contractors and agents against any and all liability and costs including any legal fees arising from a breach of this Agreement and/or resulting from the publication of the advertising materials, including without limitation, defamation, illegal competition or trade practice, infringement of trademark, trade name, or copyrights, and violation of rights of privacy, property or contract.

(b) Publisher shall not be responsible for errors or omissions in any advertising materials provided by Advertiser or Agency (including errors in key numbers) or for changes made to such advertising after the applicable closing date.

(c) Advertiser and Agency agree that the Publication shall be under no liability for the failure, for any reason, to publish any advertising or circulate any issue of the Publication.

General

(a) If Agency has entered this Agreement on behalf of Advertiser, Agency confirms that Advertiser has been provided with a copy of the terms hereof.

(b) This Agreement constitutes the entire agreement between the parties with respect to its subject matter and supersedes all prior agreements and understandings relating to the subject matter. No changes to this Agreement shall be effective unless made in writing and signed by the party sought to be bound.

(c) For clarity, Publisher shall not be bound by any conditions, printed or otherwise, appearing on Advertiser or Agency contracts, orders or instructions which conflict with, vary or add to these terms and conditions.

(d) Neither Advertiser nor Agency may assign any rights or obligations under this Agreement.

(e) Advertiser and Agency agree not to make promotional or merchandising reference to Publication in any way without the prior written permission of Publisher in each instance.

(f) No provision of this Agreement shall be deemed waived by a course of conduct unless such waiver is in writing signed by all parties and stating specifically that it is intended to modify this Agreement.

(g) This Agreement is governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any proceeding relating to the subject matter of this Agreement shall be within the exclusive jurisdiction of the courts of the Province of Ontario.

