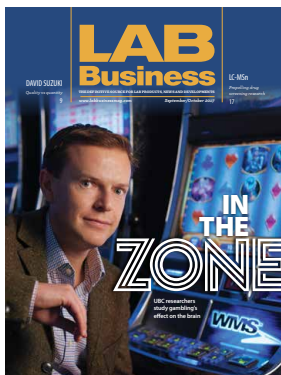


LAB **Business** **Bio Business**

Canadian
food **Business**
» The science of food and beverage

MEDIA KIT
2018

ABOUT US



LAB Business

Bio Business



LETTER FROM OUR EDITOR

For more than 30 years, every issue of LAB Business and Bio Business has been packed with valuable and inspiring content that reaches scientists and leaders all over Canada.

We're proud to say that we've remained a trusted publication and always strive to deliver top-quality editorial and informative content to our readers. This year, Bio Business will focus on bio clusters from coast to coast. We'll show you how Canada's keeping up with a rapidly changing market and discuss trends shaping its future.

In each issue of LAB Business, we'll spotlight a Canadian research project or laboratory currently making progress in varying fields. Always striving to keep our readers up-to-date on industry news, we also feature LAB Ware, where we delve into new, cutting-edge developments in lab equipment. All of this content is included among any new trends that are sure to crop up over the next year.

In between print issues, you can find us online with our enhanced eNewsletter. We also hope you'll connect with us often on Twitter @biolabmag.

Our time in Canada's scientific community has initiated many proud partnerships that ensure our magazine is in good hands. We're excited to explore the depths of this innovative industry for another year, as we strive to produce a magazine our readers can trust.

Here's to another year of inspiring science and innovation.

Cheers,
Theresa Rogers



Flip to page 6 for all information on

Canadian food Business
» The science of food and beverage

OUR READERS ARE DECISION-MAKERS:

89% of readers are involved in the recommendation and/or final approval process

80% of readers find the advertising in our magazine relevant to their profession

9% purchased or planned to purchase a product/service after reading. Approximately 2,300 readers when weighed against our circulation!

The combined MINIMUM budget of our readers is

**\$2.7
BILLION**

READER ENGAGEMENT

Bio Business

LAB Business

89% find *Bio Business* relevant to their job

89% find *LAB Business* relevant to their job

80% frequently read *Bio Business*

80% frequently read *LAB Business*

OCCUPATION

Lab Management

R&D/Staff Scientist

Executive/Corporate Management

Lab Technologists/Technician

Business Development Professional

AREAS OF RESEARCH



BIOLOGY



INDUSTRIAL



ENVIRONMENT



CHEMISTRY



HEALTH-DIAGNOSTICS/
THERAPEUTICS



AGRICULTURE



BIOTECHNOLOGY/
GENOMICS



FOOD SCIENCE/
NUTRITION



ENERGY

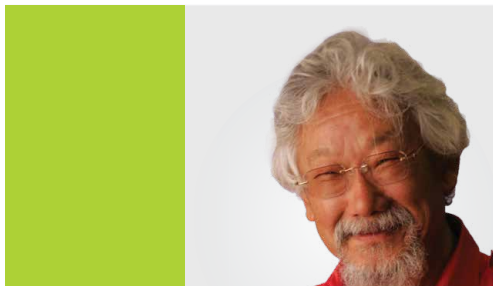


PHARMACEUTICAL

ADVERTISING BENEFITS



Through our extensive network of **partnerships** and **media sponsorships**, we ensure that our magazine is in the hands of **industry leaders**.



Showcase your brand alongside our **AWARD-WINNING editorial** and **regular features** like Suzuki Matters, published in each issue and written by award-winning scientist, environmentalist and broadcaster David Suzuki.



We reach the largest cross-section of Canada's **laboratory** and **biotechnology workforce**.



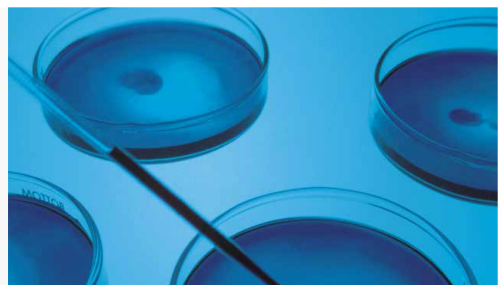
PITTCON
CONFERENCE & EXPO

BioManufacturing
Summit

We are distributed at **trade shows** throughout North America—giving your brand added exposure to **highly targeted audiences**.



We offer the **highest circulation** and **lowest CPM** out of any laboratory and biotechnology publication in Canada.*



2018 EDITORIAL CALENDAR

LAB
Business

Bio Business

Canadian food Business
» The science of food and beverage

JANUARY/FEBRUARY

Bonus Distribution: PITTCON 2018

ad space: January 26th
ad material deadline: February 2nd

Theme: Arctic Discoveries

BIO

Profile: Life Sciences
News Maker

LAB

New product review

MARCH/APRIL

Bonus Distribution: BIO 2018

ad space: March 23th
ad material deadline: March 30th

Theme: Gene Therapy

BIO

Profile: Life Sciences
News Maker

LAB

New product review

Special
*Canadian Food
Business*
Research Chefs:
A Day in the Life

MAY/JUNE

ad space: May 4th
ad material deadline: May 11th

Theme: Climate Change

BIO

Profile: Life Sciences
News Maker

LAB

New product review

JULY/AUGUST

ad space: July 6th
ad material deadline: July 13th

Theme: Stem Cells

BIO

Profile: Life Sciences
News Maker

LAB

New product review

SEPTEMBER/OCTOBER

ad space: September 7th
ad material deadline: September 14th

Theme: Nanotechnology

BIO

Profile: Life Sciences
News Maker

LAB

New product review

Special
*Canadian Food
Business*
Food Fraud

NOVEMBER/DECEMBER

ad space: November 2nd
ad material deadline: November 9th


Theme: Artificial Intelligence


BIO

Profile: Life Sciences
News Maker

LAB

New product review

 ON TWITTER AT
@biolabmag

 ON FACEBOOK AT
/biolabmag

 ON TWITTER AT
@CDNfood

YOUR INTEGRATED MARKETING PLAN



MAGAZINE

With six issues annually, and bonus distribution at industry trade shows and events, Bio & LAB Business places your message directly in front of our engaged audience.

Receive a complimentary link to your company website in our digital edition with any print ad purchased.

DIGITAL EDITION

Available on our website and emailed directly to our reader's inbox, six times per year.



ONLINE

Online presence is essential to an integrated marketing plan. Utilize our websites with your print ad for added exposure.

E-NEWSLETTER

Advertise in our eNewsletter to have your ad delivered directly to the inboxes of top professionals in Canada's scientific community.



MAGAZINE

Published 2x a year as an insert in the sister publications Bio Business and LAB Business which have 30+ successful year in the market place.



CIRCULATION 17,359*

Source: *Publishers Sworn Statement, August 2016

Canadian Food Business readers come from every corner of the food and beverage science industry.

Food Industry

Manufacturers
Food Processors
Food Suppliers
Distributions

Supporting Industry

Senior Management
Consultants
Operations

Science

Laboratory Research
Technology Research
Research and development

Government

Regulatory
Agriculture

Education

Faculty
Researchers
Students

Why Canada?

The food and beverage processing industry is the largest manufacturing industry in **Canada** in terms of value of production with shipments worth **\$92.9 billion**.

Source: Invest in Ontario, 2015, <http://agr.gc.ca>, www.aofp.ca

Ontario is one of North America's largest and most significant food and beverage processing sectors.

Source: Invest in Ontario, 2018, <http://www.investinontario.com/food>

Our Readers purchase:

Product Packaging

Packaging, meal trays, boxes, cartons, bottles, meal trays and more



Ingredients and Commodities

Oils, preservatives, chemicals and sweeteners



Lab Products

Microscopes, food testing instruments, crushing/filling machinery, condensers and other research related products



Quality Assurance Products

WHY CANADIAN FOOD BUSINESS



Partner with a magazine that is aligned with 30+ years' experience with its sister publications, Bio Business and LAB Business.

We are informative. We are current. We are relevant

Uniquely Canadian with relevant and engaging content



Metrohm Canada runs several ads annually in the food and beverage science market. With increasingly stringent and needed safety requirements of the food industry in general, it is critical to reach and inform this audience of new and effective equipment for the health and safety of the Canadian consumer.



- Serge Preseault, CEO, Metrohm Canada

Expose your brand to industry decision-makers in Canada's food and beverage science industry.

Our readers include:

- Continental Ingredients
- Griffith Laboratories
- Sofina Fine Foods
- Quadra Ingredients
- Sleeman Breweries
- Lillydale Foods
- University of Guelph
- Pepsi Co Inc.
- FMC BioPolymer
- N2 Ingredients
- McCain Foods Limited
- Parmalat Canada Inc.

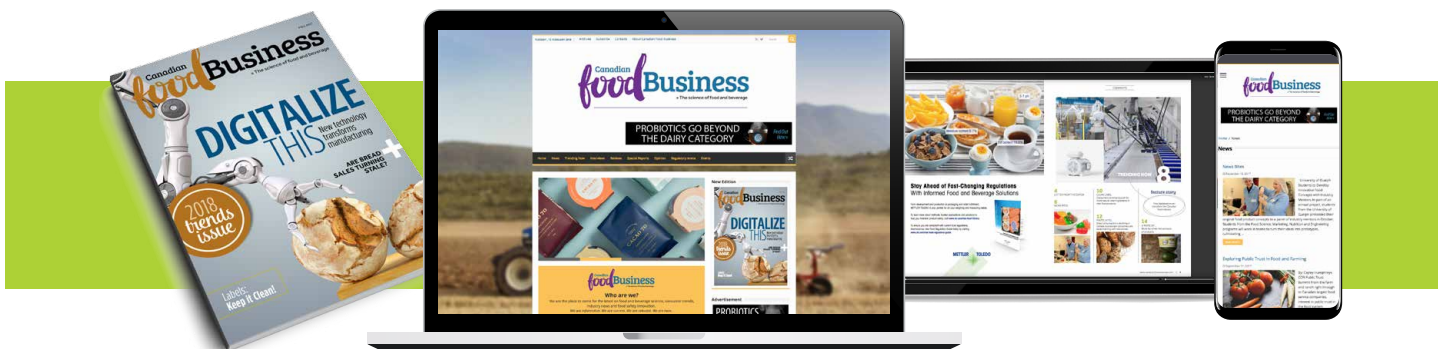


INTEGRATED MARKETING PLAN

Canadian Food Business is the hub for all consumer trends, industry news, and food safety innovation in the food and beverage science sector.



Take an integrated approach and access decision-makers through multiple platforms.



MAGAZINE

- Advertising
- Inserts

WEBSITE

- Embedded Audio/Video
- White Papers/Reports
- Leaderboard
- Big Box

DIGITAL EDITION

- Embedded Audio/Video
- Custom Ad Sizes

E-NEWSLETTER

- Delivered directly to decision-makers
- 4x annually

SPONSORED CONTENT

- Magazine
- E-Newsletter
- Online

2018 Rates & Specs

ADVERTISING RATES (GROSS RATES)

4-colour	1x	2x	3x	4x
Full Page	\$3,500	\$3,325	\$3,160	\$3,000
1/2 Page Island	2,975	2,825	2,685	2,550
1/2 Page	2,625	2,495	2,370	2,250
1/3 Page	2,275	2,160	2,050	1,950
1/4 Page	1,925	1,830	1,740	1,655
1/2 DPS	4,465	4,240	4,030	3,830
DPS	5,950	5,655	5,370	5,100
Covers				
OBC	\$4,375	\$4,155	\$3,945	\$3,750
IFC/IBC	4,200	3,900	3,790	3,600

Cover & Premium Positions Includes Colour. B&W: 25% off colour rate
Position: 15% extra

Inserts available: Call for details.

UNIQUE ADVERTISING OPPORTUNITIES

Inserts and Belly Bands	Embedded Flash
Audio	Embedded Video

Call for details

WEBSITE ADVERTISING PER MONTH

660 x 90 Leaderboard	\$995
300 x 250 Big Box	\$650
300 x 125 Medium Rectangle	\$500

SWF, GIF or JPEG in RGB colour space, 72 dpi. SWF files must have link embedded and should be accompanied by a backup GIF or JPEG. Please indicate the URL click through for all online ad creative.

SPONSORED CONTENT - Including white paper and reports

Exclusive Opportunities	Call for details
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DIMENSIONS (INCHES)

	Width	Height
Trim Page	8.125"	10.875"
Bleed Page	8.375"	11.125"
Live Area	7"	10"
1/2 Page Island	4.625"	7.5"
1/3 Page Vertical	2.125"	10"
1/2 Page Horizontal	7"	4.875"
1/3 Page Square	4.625"	4.875"
1/4 Page Square	3.375"	4.875"
1/6 Page	2.25"	4.875"
DPS	16.25"	10.875"

MECHANICAL REQUIREMENTS

Electronic material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Mac-based QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format. To ensure the accuracy of all art, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10 MB.
Send to chimes@jesmar.com.

FTP site: Please send an email to ftp@jesmar.com for login information for Canadian Food Business FTP site.

Design services: Complete design services are available at an additional charge. For details, please contact:
Roberta Dick, robertad@jesmar.com or
Crystal Himes, chimes@jesmar.com at 905.886.5040

DIGITAL REQUIREMENTS

We can accept rich media. Please see below for accepted file formats.
Advertisement animation of any format may run for a maximum of 30 seconds. Audio clips will play automatically.

Audio: mp3: mpeg1, audio layer 3, wav: uncompressed audio file,
wma: windows media file

Video: ogg: a file type capable of video, audio and subtitles, avi: audio video interleave, mpg or mpeg: moving picture experts group, mov: the quicktime video file format, wmv: windows media video file

Flash: flv: flash video file, swf: shockwave file

TERMS & CONDITIONS

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

EMAIL CONTRACTS/INSERTION ORDERS & MATERIAL TO:

JESMAR
COMMUNICATIONS INC.

Jesmar Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Tel: 905.886.5040 Fax: 905.886.6615
Email: canadianfoodbusiness@dvtail.com

Cancellations and space changes not accepted after closing date.

GENERAL ADVERTISING RATES (Gross Rates)

Four-Colour	1X	3X	6X
Full Page	\$5,635	\$5,350	\$5,080
1/2 Page island	4,220	4,010	3,805
1/2 Page	3,660	3,475	3,305
1/3 Page	2,815	2,675	2,540
1/4 Page	2,255	2,140	2,025
1/6 Page	1,690	1,605	1,520
DPS	10,140	9,630	9,150
Covers	1x	3x	6x
OBC	\$7,045	\$6,690	\$6,355
IBC/IFC	6,760	6,420	6,095

If advertising in both publications, 35% discount on 2nd ad.

Covers are non-cancellable, full page, four-colour process. Black & white rates **available upon request**.

Inserts & Outserts: Rates on request.

Special Positions: Twenty-five percent (25%) surcharge.

DIMENSIONS (inches)

	width	height	
Trim Page	8.125	x	10.875
Bleed Page	8.375	x	11.125
Live Area	7	x	10
1/2 pg. island	4.625	x	7.5
1/2 pg. horizontal	7	x	4.875
1/3 pg. vertical	2.125	x	10
1/3 pg. square	4.625	x	4.875
1/4 pg. square	3.375	x	4.875
1/6 pg.	2.25	x	4.875
DPS	16.25	x	10.875

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim

ONLINE RATES

Banner advertisements and logo tiles are available on the **LAB Business** and **Bio Business** websites, digital editions and e-newsletter.

Banner	\$635 per month
Small banner.....	\$480 per month
Large rectangle	\$480 per month
Tile.....	\$265 per month
Digital Edition Skyscraper.....	\$635 per month
E-newsletter banner	\$635 per month
E-newsletter tower.....	\$435 per month
E-newsletter tile	\$435 per month

Dimensions

Banner	488 x 72 pixels
Small banner.....	370 x 70 pixels
Large rectangle	370 x 250 pixels
Tile.....	125 x 125 pixels
Digital Edition Skyscraper.....	120 x 600 pixels
(SWF, GIF or JPEG in RGB colour space, 72 dpi. SWF files must have link embedded and should be accompanied by a backup GIF or JPEG. Please indicate the URL click through for all online ad creative)	
E-newsletter banner	488 x 72 pixels
E-newsletter tower.....	125 x 300 pixels
E-newsletter tile	125 x 125 pixels
(GIF or JPEG only, refer to specs above)	

MECHANICAL REQUIREMENTS

Printing Method: Web

Binding: Saddle-stitched

Screen: 150 lpi

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size color proof must be provided.**

The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB.

Send to design@jesmar.com and chimes@jesmar.com.

FTP Site: <ftp.jesmar.com>. Please send an e-mail to ftp@jesmar.com for password information for the FTP site.

Design Services: Complete design services are available at an additional charge.

For details, please contact: Roberta Dick, robertad@jesmar.com or Crystal Himes, chimes@jesmar.com, Tel: 905.886.6640

TERMS & CONDITIONS

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

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Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

LAB Business and **Bio Business** will consider content that reflects our editorial position. Editorial is subject to change.

To submit content for consideration, contact Theresa Rogers at trogers@dvetail.com.

MAIL OR FAX CONTRACTS/ INSERTION ORDERS AND MATERIAL TO:

JESMAR COMMUNICATIONS INC.

30 East Beaver Creek Road, Suite 202

Richmond Hill, ON L4B 1J2

Tel: 905.886.5040

Fax: 905.886.6615

E-mail: bio.lab@jesmar.com

Website: www.jesmar.com

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ON TWITTER AT
[@biolabmag](https://twitter.com/biolabmag)



ON TWITTER AT
[@CDNfood](https://twitter.com/CDNfood)



ON FACEBOOK AT
[/biolabmag](https://www.facebook.com/biolabmag)