



canadian
JOURNAL
of medical laboratory science

2021 media kit



CJMLS INSIGHTS

The *Canadian Journal of Medical Laboratory Science (CJMLS)* is the official publication of the Canadian Society for Medical Laboratory Science (CSMLS). *CJMLS* is a quarterly publication that offers readers interesting views on trends and issues specific to the medical laboratory profession in Canada.

CSMLS is the national certifying body for medical laboratory technologists and assistants and also serves as the national professional society for Canada's medical laboratory professionals.

HOME DELIVERED TO EVERY MEMBER 4X'S ANNUALLY

Circulation: 13,364*

English: 12,776
French: 588

Readers per copy: 1.6**

Total Audience: 21,382

CSMLS E-NEWSLETTER

Distributed bi-weekly to 10,876 members and partners in the medical laboratory industry in both English and French.

Average Open Rates: ***

ENG: 49.59%

FRE: 50.90%

More than
DOUBLE
the industry
average****

LETTER FROM THE EDITOR

The *Canadian Journal of Medical Laboratory Science (CJMLS)* helps readers stay attuned to the issues and trends that inform the ever-evolving medical laboratory profession, including important developments like COVID-19 testing.

Every issue of the publication contains practical, scientific, well-researched articles that build upon the professional development toolkit. Our contributors include those who work in the field and are educators, researchers and practitioners. These professional perspectives are important to understanding and charting the progress of the laboratory profession.

CSMLS members consistently rank the *CJMLS* as one of the top benefits of membership, with 99% rating the content as relevant and 94% agreeing the advertising is relevant to their profession. Many members tell us that they often hold on to issues for many years, referring back to them and sharing articles with colleagues over and over again.

We will continue to provide the quality content our members, and the lab community has come to expect from the *CJMLS*. We encourage you to be part of our community.



Christine Nielsen | CEO
Canadian Society of Medical
Laboratory Science (CSMLS)



JOB POSITION*

- Medical Laboratory Technologist (All levels and subjects including Diagnostic Cytology and Clinical Genetics)
- Management (Manager/Supervisor/Director)
- Medical Laboratory Assistant/Technician
- Educator
- Student
- Researcher
- Consultant
- Laboratory and X-Ray Technologist

TOP 10 EQUIPMENT/SUPPLIES OUR READERS' LABORATORY PURCHASED/ PLAN TO PURCHASE:**

1. Centrifuge
2. Furniture/Work Stations
3. Freezers
4. Software
5. Computer Hardware
6. Antibodies and Immunoassays
7. Balance/Scale
8. Biochemicals
9. Real Time PCR
10. Molecular biology/genomics instrumentation

LEVEL OF EDUCATION**

88%

University/College/Technical Post-Secondary School

11%

Post-Graduate University

1%

Other (Secondary School, Masters, and ASCP)



TECHNICAL TRAINING/CONTINUING EDUCATION PROGRAMS OUR READERS PARTICIPATE IN:**

70%

In-House Training
Online Courses

60%

Professional Development Courses
Seminars/Conferences/Workshops



Sources: *2018 Member Survey, **2019 CJMLS Reader Survey

CAPTIVATING OUR READER

72%

read 3 - 4 issues

67%

keep their copies of the magazine for over 6 months

60%

read over 50% of each issue

47%

spend 1 or more hours reading each issue

WHAT OUR READERS HAVE TO SAY:

“

I enjoy reading the journal and find it very informative.

I am always excited to get my copy of *CJMLS*.

Relevant articles! Thanks for keeping us up to date on what's happening.

”

TOP ACTIONS READERS HAVE TAKEN OR PLAN TO TAKE AFTER READING *CJMLS*:

1. Keep the magazine for future reference
2. Visit a website for more information
3. Pass the magazine and/or information on to someone else
4. Investigate/purchase a product/service advertised or mentioned in an article
5. Submit content to the editor

ONE OF THE TOP MEMBERSHIP BENEFITS: PROFESSION SPECIFIC ARTICLES AND SCIENTIFIC PAPERS IN *CJMLS*

92%

are satisfied with *CJMLS*

97%

say *CJMLS* keeps me up-to-date/well informed on the medical laboratory profession

94%

say the advertising in *CJMLS* is relevant

85%

rarely/never read other industry magazines

32%

are involved in the purchasing process – involved in the recommendation process, make the final recommendation and/or grant final approval

TOP MEDIA THAT INFLUENCES OUR READERS DECISION WHEN PURCHASING LABORATORY EQUIPMENT



Peer recommendation/word of mouth



Internet



Trade Shows



Catalogues



Advertisements (Print/Online)



PRINT

Delivered to every member 4x's annually

Total audience: 21,382

Create lasting impressions by ensuring your message will be received by a highly targeted audience of key decision-makers within the medical laboratory field.



eNEWS

The CSMLS eNEWS is sent bi-weekly to over **10,876** members and partners in the laboratory industry, providing the latest news and events in their

profession. Our integrated marketing options allow advertisers to send their message directly to readers' inboxes each month.

Open rates are more than **DOUBLE** the industry average*



INSERTS/OUTSERTS

A highly impactful and cost-effective opportunity, with the ability to target geographically. Expand the use of your flyers, brochures or post cards to take your promotion to the next level.



ADVERTORIALS

Our readers value both editorial content and advertising as sources of information, making an advertorial a great way to effectively communicate to potential customers.



MEMBER CALENDAR

Printed and polybagged with the Fall issue. 2 highly sought after positions are available.

Integrated campaigns using print and digital have an average **sales increase of 11%****

Sources: *Mailchimp Benchmarks, October 2019, **MPA, The Association of Magazine Media

SPRING | COVID Testing Across Canada

Space Deadline: January 27, 2021
Material Deadline: February 3, 2021

SUMMER | Lab Utilization Stewardship

Space Deadline: May 3, 2021
Material Deadline: May 10, 2021

FALL | The Lab's Role in Point of Care Testing

Space Deadline: August 17, 2021
Material Deadline: August 24, 2021

WINTER | Future Technology in
Lab Service Delivery

Space Deadline: November 9, 2021
Material Deadline: November 16, 2021

*Editorial calendar is subject to change



say the articles in CJMLS are well written



say CJMLS has a good balance between
visuals and editorial



say CJMLS covers a broad range of
relevant topics

**The Voice of
Medical Laboratory
Professionals**



2021 RATES

GENERAL ADVERTISING RATES (Gross Rates)			
Four-Colour	1x	2x	4x
Full Page	\$2,600	\$2,435	\$2,365
1/2 Page Horizontal	2,000	1,895	1,835
1/2 Page Vertical	2,000	1,895	1,835
1/3 Page	1,825	1,730	1,690
Covers	1x	2x	4x
IBC/IFC	2,750	2,585	2,505

DIMENSIONS (inches)		
	Width	Height
Full Page	8.375	10.875
Live area	7.35	9.875
With bleed	8.625	11.125
1/2 Page Horizontal	7	4.875
1/2 Page Vertical	3.75	8.625
1/3 Page	2.25	8.625

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim. Rates include inclusion in English and French publication. It is the responsibility of the advertiser to provide ads in both languages.

FALL CALENDAR (Polybag with Fall issue)		
	Dimensions (WxH)	Rates
IFC	6 x 3.5	\$2,500
OBC	6 x 3.5	\$3,000

Bleed of 0.125"

eNEWS ADVERTISING AND RATES* (Net Rate)					
Banner	1x	2-6x	7-13x	14-20x	21-25X
Banner	\$350	\$298	\$253	\$215	\$182

*eNEWS is sent bi-weekly

DIMENSIONS		
	Width	Height
Banner	220px	320px

ADVERTORIALS			
1 page	2 page	3 page	4 page
\$2,600	\$4,680	\$6,630	\$8,320

Advertorial package includes 4-color design.
Reprints available at additional cost.

MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 9, (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 chimes@dvetail.com.

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

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

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.

CONTACT US TODAY!



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MAIL OR FAX CONTRACTS/INSERTION ORDERS AND MATERIAL TO:

DOVETAIL
COMMUNICATIONS



Dovetail Communications Inc.
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Tel: 905.886.6640 Fax: 905.886.6615
E-mail: cjmls@dvetail.com Website: www.dvetail.com

Cancellations and space changes not accepted after closing date.



CJMLS offers the tools and guidance to create a strong ad campaign that drives readers to take action.

Contact us today to learn more.



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