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CIM MAGAZINE
MEDIA KIT

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OUR INTERACTIVE
MEDIA KIT VIDEO](#)

CIMMAGAZINE



VIEW THIS ISSUE

Letter from the editor

CIM Magazine is the flagship publication of the Canadian Institute of Mining, Metallurgy and Petroleum, Canada's preeminent technical institute and a global leader for the minerals, metals, materials and petroleum industries. We create award-winning editorial that tracks the emerging trends and fundamental issues of the sector. As a designated "essential service," the mining industry has responded to the historic challenge of the pandemic with resilience, innovative ideas and creative solutions. *CIM Magazine* has been in step, detailing the transformations this moment

has inspired. Our presence in the mail boxes - real and virtual - and the social media channels of industry professionals provides an eye on these changes. It also serves as a trusted voice of expertise and insight on the operational, social and strategic developments underway.



Ryan Bergen
Editor-in-chief
CIM Magazine

Circulation

Distribution
9,698*

Readers per copy
2.3**

Issues per year
8

Total audience
22,305

2020 Awards

CIM Magazine is an award-winning magazine



Social Standing
Silver



The Artificial Intelligence Test
Honourable Mention



May 2019 Issue
**2020 Best Single Issue:
Top 25 Issues**

Sources: *Publisher's Sworn Statement, September 2020,
**2019 Reader Survey conducted by MaCorr Research

The CIM Reader

Our exclusive readership is actively engaged in our content across multiple platforms, ensuring a sharply focused campaign.

96%

of readers look forward to reading each issue

94%

of readers agree the magazine provides information that is relevant to their job

85%

of readers are involved in the purchasing process

78%

of readers are CIM members

68%

of readers are in a management position

46%

of readers manage a budget

Top Actions Taken/Planned to Take After Reading an Issue:

1. Keep the magazine for future reference
2. Pass the magazine and/or information on to someone else
3. Visit CIM.org
4. Visit an advertiser's website
5. Visit magazine.cim.org

62%

of readers find the advertisements in *CIM Magazine* useful

Top Area of Operations



Engineering



Technical Consulting



Mining Company/Services



Research and Development



Manufacturer/Distributor

Source: 2019 Reader Survey conducted by MaCorr Research

Opportunities

Multi-platform solutions that showcase your brand, broaden your reach, and initiate conversations.



Magazine

A Canada-based and globally focused connection to the mining industry

8 Issues annually

22,300+ Readership

CIM Convention

- Event sponsorship and product opportunities
- CIM Convention Reporter



CIM's Online Learning Events



These events offer the opportunity to bring together a large audience in a way that is economical, global, timely and convenient.

These online opportunities provide flexible solutions to creating connections, sharing expertise, and engaging audiences.

Sponsorship Opportunities:

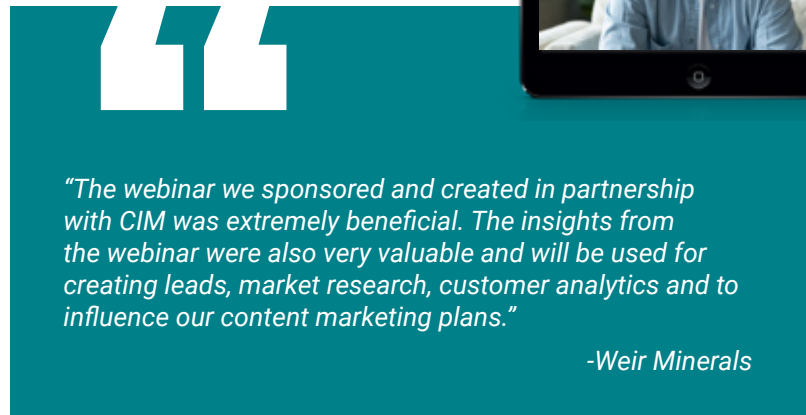
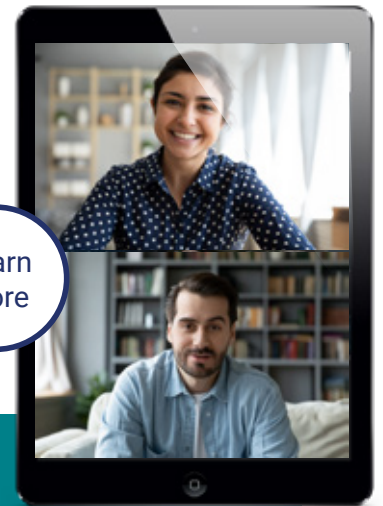
These **knowledge exchange** online events focus on content created by CIM and its constituents. This is a targeted opportunity to align your brand with the right expert content and audience.

- Knowledge Exchange (1 Webinar)
- Knowledge Series (Multiple Webinars)
- Knowledge Exchange - Short Course

Co-Branding Opportunities:

These **solution exchange** opportunities allow you to present your technical expertise and solutions to an audience of qualified industry professionals.

- CIM Magazine Solutions Exchange Webinar
- Mining Now Podcast



"The webinar we sponsored and created in partnership with CIM was extremely beneficial. The insights from the webinar were also very valuable and will be used for creating leads, market research, customer analytics and to influence our content marketing plans."

-Weir Minerals

Online

Maximize your campaign by placing your ad on websites that create, curate and deliver leading-edge knowledge to decision-makers and industry leaders.



Magazine.cim.org*

26,823 monthly pageviews
1.35 pages/visit
1.07 minutes/visit

CIM.org*

50,026 monthly pageviews
4.15 pages/visit
1.58 minutes/visit

Convention.cim.org**

40,308 monthly pageviews
2.02 pages/visit
2.03 minutes/visit



Branded & Sponsored Content Available

Sources: *Google Analytics, Averages from January-June 2020, **Google Analytics, Averages from March-May 2018 and 2019

Newsletters

Delivered directly to the inboxes of established mining professionals



CIM Magazine

Distributed Biweekly
Highlights new and interesting stories published online in *CIM Magazine*, while serving as a portal to the magazine website.
Also published in French to 1,600+ subscribers
22% Open Rate

CIM Community

Distributed Biweekly
Connects CIM branches, societies, committees and members by being a source of information about the CIM community as well as the mining industry at large.
21% Open Rate

CIM Magazine Weekly Recap

Distributed Weekly
Catches readers up on the latest mining news from *CIM Magazine* and elsewhere.
21% Open Rate

Student Newsletter

Distributed Monthly
During the school year to 636+ students
(Sept/Oct/Nov/Dec/Jan/Feb/Mar/Apr)
38% Open Rate

18,000+
SUBSCRIBERS

Reaching the right people, at the right time, across every platform

Issue	Feature	Technology	Upfront	Bonus Circulation (Tentative)
FEBRUARY Ad Space: Jan. 14 Ad Material: Jan. 20	Coal in Canada	Exploration	Mining through the pandemic	SME Annual Conference & Expo PDAC 2021 International Convention Coal Association of Canada Conference
MARCH/APRIL		CIM 2021 Convention Issue		
Ad Space: Mar. 5 Ad Material: Mar. 11	Ethical sourcing and the metals supply chain	Ore transport	Energy transition metals	CIM 2021 Convention
 VIR TUAL CONVENTION+EXPO MAY 3-6 MAI	CIM CONVENTION PROGRAM Ad Space: Mar. 26 Ad Material: April 2			Maximize your exposure
MAY Ad Space: April 16 Ad Material: April 22	The future of precious gems	Geotechnical information and monitoring	Education and training	Canadian Mining Expo
JUNE/JULY Ad Space: June 2 Ad Material: June 7	Names to Know: CIM Award Winners	Drilling and blasting	Closure and reclamation	Conference of Metallurgists 2021
AUGUST/SEPTEMBER		MINExpo 2021 Issue		
Ad Space: July 19 Ad Material: July 26	MINExpo equipment preview	Advances in AI	Mineral processing and metallurgy	MINExpo 2021
OCTOBER Ad Space: Sept. 1 Ad Material: Sept. 6	Mining and the circular economy	Tailings reduction	Health and safety	XPLOR 2021
NOVEMBER Ad Space: Oct. 6 Ad Material: Oct. 13	Canadian mining abroad	Comminution	Ore sorting and pre-concentration	Québec Mines + Énergie 2021
DECEMBER/JANUARY Ad Space: Nov. 19 Ad Material: Nov. 24	Powering the modern mine	Autonomous operations	Logistics	AME Roundup 2022 Canadian Minerals Processors 2022

Note: Editorial calendar subject to change

In every issue

Tools of the Trade

A showcase for the newest products the market has to offer

News

Concise and comprehensive coverage of developments in finance, regulation, exploration, project development and operations

Columns

Commentary that puts the headlines into perspective

Project Profile

A close look at new mine developments

CIM News

The events, activities and people animating the industry

Mining Lore

Tales from the rich history of mining in Canada and around the world

NEW FOR 2021

Next Steps

Career building ideas and insights for young industry professionals

Current Events

Stories, interviews and profiles focused on electrification in the mining industry

98%

of readers agree the magazine provides valuable information

Source: 2019 Reader Survey conducted by MaCorr Research

PRINT: CIM MAGAZINE					
4c gross rates	1x	3x	6x	8x	Dimensions (Width x Height)
OBC	\$8,655	\$8,220	\$7,810	\$7,420	Trim 8.125" x 10.875" Bleed 8.375" x 11.125" Live area 7" x 10"
IFC/IBC	\$8,305	\$7,890	\$7,495	\$7,120	
Full page	\$6,920	\$6,575	\$6,245	\$5,935	
2/3 page	\$6,230	\$5,920	\$5,625	\$5,345	
1/2 page island	\$5,885	\$5,590	\$5,310	\$5,045	
1/2 page vertical	\$5,190	\$4,930	\$4,685	\$4,450	3.375" x 10"
1/2 page horizontal	\$5,190	\$4,930	\$4,685	\$4,450	7" x 4.875"
1/3 page vertical	\$4,500	\$4,275	\$4,060	\$3,860	2.375" x 10"
1/3 page horizontal	\$4,500	\$4,275	\$4,060	\$3,860	7" x 3.25"
1/3 page square	\$4,500	\$4,275	\$4,060	\$3,860	4.5" x 4.5"
1/4 page vertical	\$3,810	\$3,620	\$3,440	\$3,270	3.375" x 4.875"
1/4 page horizontal	\$3,810	\$3,620	\$3,440	\$3,270	4.5" x 3.375"
DPS	\$11,770	\$11,180	\$10,620	\$10,090	16.25" x 10.875"
Marketplace	1x	3x	6x	8x	
1/6 page product file	\$950	\$900	\$865	\$845	3.25" x 2.875"
1/2 business card	\$295	\$280	\$270	\$255	3.25" x 1.125"
Business card	\$400	\$380	\$360	\$345	3.25" x 2.25"
1/3-page (150 words with logo). Layout by CIM	\$1,495				7" x 2.875"
Inserts & Outserts					
Rates available upon request.					

UNIQUE OPPORTUNITIES
Branded & Sponsored Content
Online Learning Opportunities - Webinars, Podcasts & Short Courses
New ways to connect and share your expertise. Contact an account rep for details.

NEWSLETTERS		
Net	\$	Dimensions (Pixels)
Weekly Recap (Rate per week)		
Banner	\$1,500	600 x 72
Rectangle	\$745	200 x 145
CIM Community (Rate 4 per month 2 English & 2 French)		
Banner	\$2,000	600 x 72
Rectangle	\$995	200 x 145
CIM Magazine (Rate 2 per month)		
Banner	\$2,000	600 x 72
Rectangle	\$995	200 x 145
Student Newsletter (Rate for 8 issues)		
Banner	\$3,800	600 x 72
Rectangle	\$2,400	200 x 145

ONLINE (RATES PER MONTH IN NET \$)					
CIM Website (cim.org)					
	1x	3x	6x	12x	Dimensions (Pixels)
HOME PAGE					
Full Banner	\$995	\$945	\$895	\$860	728 x 90
Half Page Banner	\$1,530	\$1,455	\$1,385	\$1,320	300 x 600
Big Box	\$890	\$845	\$800	\$770	300 x 250
Large Rectangle	\$1,030	\$980	\$935	\$880	336 x 280
DRILL DOWN PAGES					
Half Page Banner	\$1,325	\$1,262	\$1,202	\$1,145	300 x 600
Big Box	\$775	\$740	\$700	\$665	300 x 250
Large Rectangle	\$895	\$850	\$815	\$775	336 x 280
CALENDAR OF EVENTS					
Calendar of Events listing*	\$1,495				720 x 400
*Includes mention in event newsletter					

CIM 2021 CONVENTION OPPORTUNITIES	
2021 sponsorship and advertising opportunities available at every budget point: Contact an account rep for advertising opportunities.	

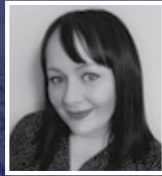
CIM CONVENTION PROGRAM		
Size	\$	Dimensions (Width x Height)
Full page IFC/IBC OBC	\$2,750	Trim 5.5" X 8.5" Bleed 5.75" X 8.75" (4-sided bleed) Live area 4.5" X 7.25"
1/2 page	\$1,500	4.5" x 3.5"

CIM Magazine Website (magazine.cim.org)					
	1x	3x	6x	12x	Dimensions (Pixels)
Leaderboard†	\$875	\$835	\$790	\$755	728 x 90
Half Page Banner*	\$1,275	\$1,215	\$1,155	\$1,100	300 x 600
Big Box**	\$600	\$571	\$545	\$515	300 x 250
Large rectangle**	\$615	\$585	\$560	\$530	336 x 280
†Leaderboard includes mobile leaderboard (320x50) *desktop view only ** desktop and mobile views					
CIM Convention Website (convention.cim.org)					
Leaderboard		\$2,500/month			728 x 90
Large Rectangle		\$1,750/month			336 x 280
Job Board (net)					
Single posting	\$325	(60-day term)			
5-posting package	\$1,250	(60-day term each)			
Bonus: Also posted once in the <i>CIM Newsletters</i>					

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. 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. *Discount will apply to rate card.	

Mechanical Requirements	
Electronic material digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CC, Illustrator CC, Photoshop CC (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 fullsize colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof. Contact Crystal Himes (chimes@dvtail.com); Tel.: 905.886.6640	

NOTES: Extra charges apply for: standard colour (\$610), matched colour (\$730), special positions (25% surcharge).



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