



canadian

JOURNAL

of medical laboratory science

2022 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).

CSMLS is the national certifying body for medical laboratory technologists and medical laboratory assistants and also serves as the national professional society for Canada's medical laboratory professionals. Members practice in hospital laboratories, private medical laboratories, public health laboratories, government laboratories, research and educational institutions.

CSMLS has served the Canadian medical laboratory community for over 85 years!

In those 85 years, no one had seen anything like the past year. The pandemic tested the profession like nothing they'd experienced before, but they were one of the first health care providers on the front lines. The world looked to this industry for not only reliable information about testing, but for guidance and leadership.

Circulation: 13,548*

English: 12,988

French: 560

Readers per copy: 1.6**

Total Audience: 21,676

Home-delivered to every member 4x annually

CSMLS eNEWS

Distributed bi-weekly to **12,496** members and partners in both English and French.

Open rates are nearly **DOUBLE** the industry average***

Letter from the Editor

The current global pandemic has put a spotlight on the medical laboratory profession. Now, more than ever, our readers turn to the *Canadian Journal of Medical Laboratory Science (CJMLS)* as a reliable resource for them to succeed in their careers. With constant changes and challenges, the *CJMLS* keeps readers on top of important developments, trends and issues they may encounter.

It is also a source of practical, researched content that they can use in their daily work. Our contributors are educators, researchers, practitioners and subject matter experts. They share their professional perspectives so readers can excel in their field.

We know that members hold on to their copies of the *CJMLS* for many years, sharing and referring to them when faced with questions or challenges at work. We also know it is a highly valued part of CSMLS membership, with members ranking it as one of the top benefits. Not only does it have a 99% content satisfaction rating, but 94% of readers agree that the advertising is relevant to their profession.

The CSMLS is committed to continue to provide high quality, valuable content for readers and we encourage you to help us deliver on that commitment.



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

READERS AT A GLANCE

Our Readers Are Crucial To Canadian Health Care

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

Safety in the medical laboratory is a top priority



Our readers work in a demanding and constantly evolving profession. Making sure their skills are up-to-date is of the utmost importance.

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

READER INSIGHTS

Engaged:

72%

read 3 - 4 issues

67%

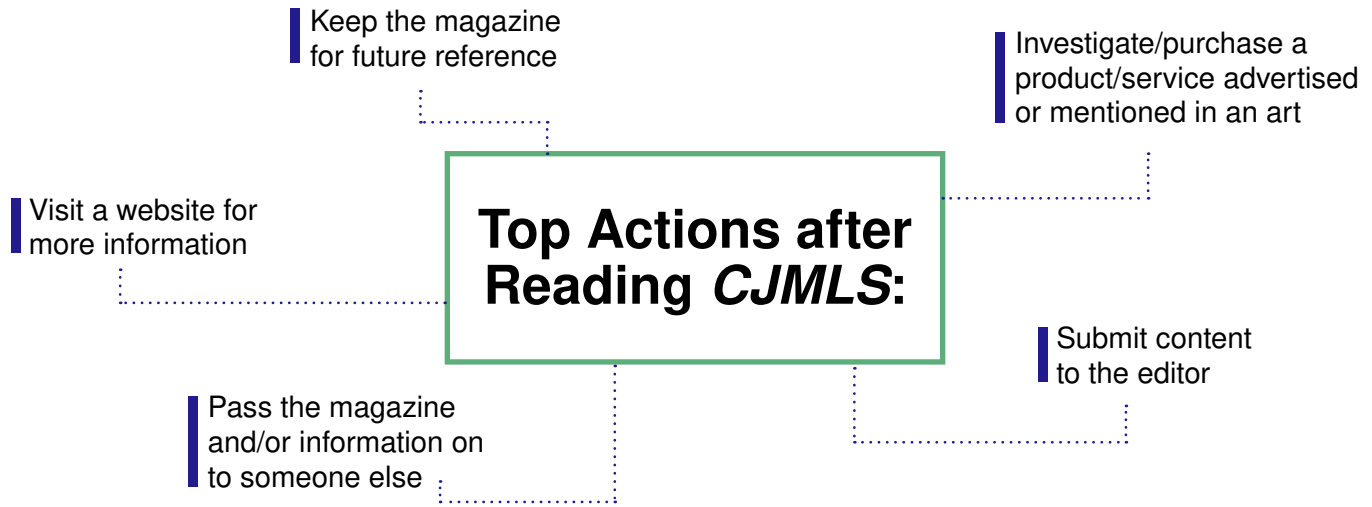
keep their copies of the magazine for over 6 months

60%

read over 50% of each issue

47%

spend 1 or more hours reading each issue



What our readers have to say:



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

I enjoy reading the journal and find it very informative.

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



97%

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

92%

are satisfied with *CJMLS*

32%

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

94%

say the advertising in *CJMLS* is relevant

On average...

85%

rarely/never read other industry magazines

CJMLS OFFERINGS

Print

Delivered to every member
4x annually
Total audience: 21,676

Keep your brand top-of-mind by reaching a highly targeted audience of key decision-makers within the medical laboratory field.



Advertorials

Our readers value both editorial content and advertising as sources of information, making an advertorial a great way to engage and attract new clients.



eNEWS

The CSMLS eNEWS is delivered biweekly to over **12,496** members and partners in the laboratory industry. It provides the latest updates, news and events in their profession. Benefit from our ability to deliver your brand directly to the inboxes of Canada's medical laboratory industry every month.

Average Open Rates:

ENG: 39.23%

FRE: 46.77%

Averages: July 2020 – July 2021

Nearly DOUBLE the industry average*

2023 Member Calendar

Printed and polybagged with the Fall issue.
Two highly sought after positions are available.
Closing date: July 25, 2022



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.

2022 EDITORIAL CALENDAR

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SPRING

Theme: Innovations in Lab Utilization

Space Deadline: Feb. 3, 2022

Material Deadline: Feb. 10, 2022

BONUS DISTRIBUTION at LABCON 2022



SUMMER

Theme: Integrating AI into Your Lab

Space Deadline: May 3, 2022

Material Deadline: May 10, 2022



FALL

Theme: Black Box Technology

Space Deadline: Aug. 10, 2022

Material Deadline: Aug. 17, 2022



WINTER

Theme: The Impact of COVID on Lab Services

Space Deadline: Oct. 25, 2022

Material Deadline: Nov. 1, 2022

*Editorial calendar is subject to change

***One of the Top Membership Benefits:
Profession specific articles and scientific papers in CJMLS***

2022 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"

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.

eNEWS ADVERTISING AND RATES*

(Net Rate)

	1x	2-6x	7-13x	14-20x	21-26x
Banner	\$350	\$298	\$253	\$215	\$182

*eNEWS is sent bi-weekly

DIMENSIONS

	Width	Height
Banner	220px	320px

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@dvtail.com.

FTP Site: <ftp.dvtail.com>. Please send an e-mail to ftp@dvtail.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:

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E-mail: cjmls@dvtail.com Website: www.dvtail.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.

CSMLS  **SCSLM**
Canadian Society for Medical Laboratory Science
Société canadienne de science de laboratoire médical

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