

CIMMAGAZINE

CONNECTING YOU TO THE MINING INDUSTRY



2023 MEDIA KIT

ABOUT US

CIM MAGAZINE

➔ READ THE
LATEST ISSUE



Circulation	8,168*
Readers per copy	2.5**
Issues per year	8
Total audience	20,420

LETTER FROM THE EDITOR

When the Canadian Institute of Mining, Metallurgy and Petroleum was created in 1898, one of its animating objectives was “to promote...the economical production of valuable minerals and metals, by means of meetings for the reading and discussion of technical papers, and the subsequent distribution of such information...through the medium of publications.”

Today, 125 years later, the tools and technologies for both the production of metals and materials and the distribution of that information have advanced. The goal of sharing knowledge, innovation and expertise remains the bedrock of CIM and its flagship publication, *CIM Magazine*.



RYAN BERGEN
Editor-in-chief

The *CIM Magazine* brand is a trusted voice in the Canadian mining industry and beyond. It connects mine operators, head offices and industry professionals with the latest advances in ideas, trends and technology wherever they are found.

Whatever the medium, our audience can expect high-quality editorial and design that has earned *CIM Magazine* a growing list of awards.

In 2023, this milestone year, the mining sector is as vital as ever. The Canadian industry has a key role to play in delivering critical minerals and *CIM Magazine* will continue to be the source for trusted information.

ADVERTISING

CIM Magazine provides advertisers with the opportunity to have an impact on an established readership in the mining and metallurgy industries. Consider issue topics, industry focus and bonus distribution to plan your campaign with solutions that meet your business goals. Partner with us to celebrate CIM's 125th anniversary in the May issue.

Sources: *Publishers Sworn Statement August 2022, **2022 Reader Survey conducted by MaCorr Research

READER PROFILE

CIMMAGAZINE READERS ARE

ACTION TAKERS	ENGAGED	INFLUENTIAL LEADERS
91% take action or plan to after reading <i>CIM Magazine</i>	97% agree <i>CIM Magazine</i> provides valuable information	84% have purchasing authority
83% plan on augmenting their education through webinars or online courses	95% agree <i>CIM Magazine</i> is relevant to their job	84% are CIM members
52% keep the magazine for future reference	75% read 6+ issues	68% are in a management role

HOW OUR READERS FIND *CIM MAGAZINE* ADVERTISEMENTS USEFUL

“Looking for new projects, applications and solutions”

“Learn about new equipment and technology”

“Gives me a sense of where the industry is headed”



Source: 2022 Reader Survey conducted by MaCorr Reserach

TOTAL BRAND FOOTPRINT

ACCESS TO THE TOOLS YOU NEED TO REACH YOUR TARGET AUDIENCE

CIM MAGAZINE

Gain brand awareness, launch a new product, and align your ad with editorial or bonus distribution at top industry events. Your ad will reach an unparalleled audience in the mining and metallurgy industry.

NEWSLETTERS*

All clickable ad units appear alongside the latest industry news, allowing for an uninterrupted user engagement experience. With exceptional open rates and growing subscriber base, newsletters provide an on-target reach.

CIM Magazine Weekly Recap

Distributed every Friday with the latest mining news from the industry and CIM Magazine

Open Rate: 33%

CIM Magazine

Distributed every other Wednesday with news and stories published online in CIM Magazine

Open rate: 32%

Also published in French to 1,400 subscribers

CIM Community

Distributed bi-weekly with content that connects CIM branches, societies, committees and members with relevant CIM community information

Open rate: 27%

Also published in French to 1,400 subscribers

Student Newsletter

Distributed monthly from September to April. This is required reading for students in the mining industry

Subscribers: 660


Open rate: 38%



ENGAGED AND GROWING



Newsletters

Subscribers  16%*
+ average open rate 31%.
Industry average 21%*



CIM.ORG

Monthly pageviews and visits  71%**
LinkedIn link clicks  91%




CIM Magazine

LinkedIn pageviews  1664%
Unique visits  1255%***



CIM Convention

5,500+ record attendance
convention.cim.org
Unique visits  55%

THE TOOLS YOU NEED

ONLINE*

Place your clickable branded ad alongside top industry content to deliver your message to a targeted audience and position your brand as an industry leader.

magazine.cim.org	cim.org	convention.cim.org
15,411 monthly pageviews	76,076 monthly pageviews	27,941 monthly pageviews
1.38 pages/visits	6.6 pages/visits	2.1 pages/visits
9,102 unique visits	8288 unique visits	7,996 unique visits

CIM CONVENTION 2023

Our own convention offers unprecedented opportunities to create an impact with industry leaders and brand alignment with leading-edge knowledge.

- Sponsorship and product opportunities
- Convention communication vehicles include event newsletters, program and expo guide, convention website and app!

WEBINARS

CIM Magazine's co-branded Solutions Exchange webinars allow you to present your technical expertise directly to a larger audience. This personalized solution will increase engagement while creating trust with your target audience.

CIM MAGAZINE ONLINE BRANDED CONTENT

Create an immersive storytelling experience that is highly clickable and shareable. Your brand alongside relevant engaging content will build valuable connections with our audience.

SOCIAL MEDIA SPONSORED POSTS

Ensure that your content is being seen in the feed of your intended audience. Sponsored posts allow over 42,000+ followers to see your content across multiple platforms.

PRINT, ONLINE, IN PERSON

Create a campaign that will reach your target audience wherever they are.



2023 EDITORIAL CALENDAR

CIMMAGAZINE

Issue	Ad Space Material	Feature	Technology	Upfront	Tools of the Trade	Bonus Distribution
February	January 14 January 20	Indigenous partnerships and participation	Flotation	Lithium	Assaying and analysis	SME Annual Conference & Expo Canadian Mining Games PDAC 2023 International Convention
March/April	March 8 March 14	Canada's Iron operations	Pumps	Critical minerals	Power systems	CIM Convention 2023
Convention Program & Expo Guide Ad Space: April 4 Material: April 7						
May CIM SPECIAL Anniversary issue	April 13 April 18	Mining in Ontario	Ground control	Developments in underground mining	Safety	Canadian Mining Expo
June/July	May 25 May 31	Names to know	Linings/shotcrete	Metallurgy and Materials	Hoisting	Conference of Metallurgists 2023 Hoist & Haul 2023
August	June 30 July 5	Developments in the Prairie provinces	Asset monitoring	Oil sands	Maintenance	Oil Sands Trade Show MEMO 2023
September/October	August 21 August 25	Approaches to small scale mining	Screening and screening media	Pilot projects	Surveying	XPLOR 2023 Energy and Mines Summit 2023
November	October 11 October 16	Australian operators in Canada	Slope monitoring	Management and finance	Communications	QC Mines + Énergie 2023
December/January	November 19 November 24	The innovation issue - New frontiers in mining	Comminution	Mineral processing	Underground equipment	Canadian Mineral Processors 2024 AME Roundup 2024 PDAC 2024 International Convention

Subject to change

IN EVERY ISSUE

NEW FOR 2023 The Modern Miner

Each issue, we will feature women who are leading, innovating and pushing the metals, minerals and materials industries forward



For CIM's 125th anniversary, we will share stories of people, innovations and achievements from our rich history

Tools of the Trade

A showcase for the newest products the market has to offer

News

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

Project Profile

A close look at new mine developments

Columns

Commentary that puts headlines into perspective

CIM News

The events, activities and people animating the industry

Technology

An exploration of new and emerging innovations designed for challenges that span from early exploration to closure

Upfront

Short features and one-on-one interviews focused on trending topics

AWARD WINNING



GOLD & SILVER

Best Feature Article Trade Category

HONOURABLE MENTIONS

- Best News Coverage
- Best Column or Regularly Featured Department



Top 25 Best Single Issue

Top 25 Feature Article

Silver Focus/Profile Article

RATES

PRINT: CIM MAGAZINE					
4c net rates	1x	3x	6x	8x	Dimensions (Width x Height)
OBC	\$8,655	\$8,220	\$7,810	\$7,420	
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	4.5" x 10"
1/2 page island	\$5,885	\$5,590	\$5,310	\$5,045	4.5" x 7.5"
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"
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.					
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 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

NEWSLETTERS		
Net	\$	Dimensions (Pixels)
Weekly Recap (Rate per week)		
Leaderboard	\$1,500	600 x 144
Banner	\$995	600 x 72
Bottom Banner	\$1,500	600 x 144
CIM Community (Rate per month - 2 English & 2 French inserts)		
Leaderboard	\$2,000	600 x 144
Banner	\$1,700	600 x 72
Bottom Banner	\$2,000	600 x 144
CIM Magazine (Rate per month - 2 English & 2 French inserts)		
Leaderboard	\$2,000	600 x 144
Banner	\$1,700	600 x 72
Bottom Banner	\$2,000	600 x 144
Student Newsletter (Rate for 8 issues)		
Leaderboard	\$3,800	600 x 144
Banner	\$2,400	600 x 72
Bottom Banner	\$3,800	600 x 144

SPONSORED SOCIAL MEDIA		
3 posts	CIM.org twitter, LinkedIn CIM Magazine LinkedIn	\$950

CIM 2023 CONVENTION OPPORTUNITIES

2023 sponsorship and advertising opportunities available at every budget point: Contact an account rep for advertising opportunities.

CIM CONVENTION SHOW GUIDE		
Size	\$	Dimensions (Width x Height)
Full page	\$2,750	Trim 4.625" x 7.75" 4 sided bleed: 4.875" x 8"
IFC	\$3,450	
IBC	\$2,750	
OBC	\$3,450	
1/2 page	\$1,500	3.375" x 3.5"

Note: This will be spiral bound, avoid pertinent info close to left or right margins

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.

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).

FILE TRANSFER Email (maximum file size of 10MB) to Crystal Himes (chimes@dvtail.com); Tel.: 905.886.6640

*desktop view only ** desktop and mobile views		
CIM Convention Website (convention.cim.org)		
Leaderboard	\$2,500/month	728 x 90
Big Box	\$1,750/month	300 x 250
Drill down page leaderboard	\$775/month	728 x 90
Job Board (net)		
Single posting	\$325 (60-day term)	
5-posting package	\$1,250 (60-day term each)	



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