CIM MAGAZINE

2024 MEDIA KIT

REACHING KEY INFLUENCERS IN THE MINING INDUSTRY

View an issue

Circulation*

7,377

Readers per copy

2.5**

Issues per year

8

Total audience

18,442

Why 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"

Sources: *Publishers Sworn Statement July 2023, **2022 Reader Survey conducted by McCorr Research

LETTER FROM THE EDITOR

CIM Magazine is a key benefit for the members of the Canadian Institute of Mining, Metallurgy and Petroleum and an essential resource for people working in the minerals, metals and materials sectors. We bring expert insight and editorial rigour to industry-related news, research, innovations and leading practices. From the geoscience and financial markets making mineral exploration possible to the technical and social aspects of closing a mining operation after the resource has been extracted, the award-winning and authoritative editorial in the pages of the magazine and across digital media captures the current state and developing trends in the industry.

RYAN BERGEN
Editor-in-chief

ADVERTISING

With a rich history of providing exceptional content *CIM Magazine* is recognized as a trusted authority in the mining and metallurgy industries. Aligning your brand with our award-winning publication provides you with the opportunity to have an impact on an established readership. Following is the information you need to plan your campaign with solutions that meet your business goals while considering issue topics, industry focus and bonus distribution.

Create impact with a responsive readership

INFLUENTIAL LEADERS

84%
have purchasing authority

84%
are CIM members

68%
hold a management position

ENGAGED

97%
agree *CIM Magazine* provides valuable information

95%
agree *CIM Magazine* is relevant to their job

75%
read 6+ issues

ACTION TAKERS

91%
take action or plan to take action after reading *CIM Magazine*

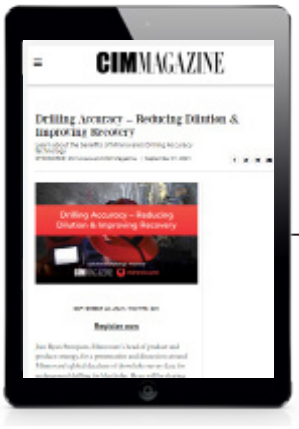
83%
plan on augmenting their education through webinars or online courses

52%
keep the magazine for future reference

Our readership is made up of loyal and influential CIM members from key companies in the mining industry. Reaching the right people increases the likelihood of meaningful interactions, conversations and partnerships.

Source: 2022 Reader Survey conducted by MaCorr Research

Versatile options to ensure you message stands out

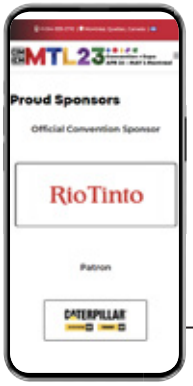


CIM MAGAZINE

Our print magazine offers unique benefits that complement a well-rounded advertising strategy. Advertising in *CIM Magazine* aligns your brand with related topics, visually showcases new products or services and benefits from bonus distribution at top industry events.

CO-BRANDED WEBINARS: *Solutions Exchange*

CIM Magazine's co-branded webinars are a critical tool to connect with your audience anywhere they may be in the world. This personalized solution will increase engagement while generating quality conversations and leads.



CIM CONVENTION 2024

Our own convention offers game-changing opportunities to create brand association, highlight product and services, boost visibility and connect directly with industry leaders.

- Sponsorship and product opportunities
- Convention communication platforms, including event newsletters, program and expo guide and convention website

SOCIAL MEDIA SPONSORED POSTS

Increase reach and visibility by appearing in the feed of your intended audience. Sponsored posts allow followers to see your shareable content with clear calls-to-action across multiple platforms.

NEWSLETTERS*

A solution that clicks with your audience! Our newsletters can help you share your valuable message alongside the news and stories in the industry.

CIM Magazine Weekly Recap

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

Open Rate: 43%

CIM Magazine

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

Open rate: 38%

Also published in French to 1,600 subscribers

CIM Community

Distributed every OTHER Wednesday with content that connects CIM branches, societies, committees, and members with relevant CIM community information.

Open rate: 32%

Also published in French to 1,600 subscribers

19,000+ engaged and responsive subscribers

CIM MAGAZINE ONLINE BRANDED CONTENT

Create a compelling storytelling experience that creates brand association and awareness. Your brand alongside relevant content will build valuable connections with our audience in an relatable way.

ONLINE**

Our online opportunities provide a seamless way to deliver your advertising message making it easy to launch your campaign quickly and in a way that is visually appealing and informative. Reach your target audience through any of these engaging sites.

MAGAZINE.CIM.ORG
10,358 average monthly visits
15,515 monthly pageviews

CIM.ORG
17,206 average monthly visits
99,185 monthly pageviews

CONVENTION.CIM.ORG
15,038 average monthly visits
31,626 monthly pageviews

Every brand has unique opportunities and budgets. Let's create a customized advertising solution for your specific needs.

Sources: *Mailchimp, January-June 2023 **Google Analytics January-May 2023

CIM MAGAZINE

Issue	Ad Space Material	Feature	Technology	Upfront	Tools of the Trade	Bonus Distribution
February	January 19 January 25	Secure supply chains and the new resource nationalism	Exploration drilling	Training and skills development	Geoscience	SME Annual Conference & Expo Canadian Mining Games PDAC 2024 International Convention
March/April	March 11 March 15	Reclamation and closure	Development drilling	Advancements in mine backfill	Ventilation	CIM Convention 2024 + Minefill
Convention Program & Expo Guide | Ad Space: April 10 Material: April 15						
May	April 12 April 18	Names to know 2024	Blasting and fragmentation	Critical minerals in Canada	Safety equipment	CIM Convention 2024 + Minefill Canadian Materials Science Conference Digitalization in Mining North America Canadian Mining Expo
June/July	May 27 May 31	Approach to water management and stewardship	Decarbonization solutions	Metallurgy and materials	Water treatment	COM 2024
August	June 24 June 28	Strategies and developments in engineering and consulting	Tires	Activity in the Oil sands	Environmental control	Oil Sands Trade Show
September/ October	August 19 August 23	The MINExpo issue – Innovation	Batteries and energy storage	Environmental monitoring	The best in new tech at MINExpo	XPLOR 2024 MINExpo ICARD Exploration Mining and Petroleum 2024 Health & Safety Society Conference
November	October 7 October 11	Energy and mine operations	Mining software	The evolution of in-situ extraction	Material handling	QC Mines + Énergie 2024 Energy and Mines Summit 2024
December/ January	November 18 November 22	Outlook 2025 – Trends to watch	Mineral processing	Outside inspiration: Key insights from other industries	Automation	Canadian Mineral Processors 2025 AME Roundup 2025 PDAC 2025 International Convention

Subject to change

IN EVERY ISSUE

New for 2024
Mining and Mental Health
This year-long series will showcase the people, programs and initiatives prioritizing the mental health of mining workers. Each article will examine how to improve worker mental health, which is key to a safe and productive workplace.

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
CIM events, activities and people in 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

Silver Winner

SILVER
Best Profile of a Company

ABBIES 2023 Award Winner

GOLD
Climate Journalism

BRONZE
Department

HONORABLE MENTION
Best Single Issue: Top 25 Issues

2024 RATE CARD

PRINT: CIM MAGAZINE

4c net 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	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

*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)

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

SPONSORED SOCIAL MEDIA

5 posts	CIM.org twitter, LinkedIn, Instagram *CIM Magazine* LinkedIn, Instagram	$1,150

CIM 2024 CONVENTION OPPORTUNITIES

2024 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

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