

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)	



DINAH QUATTRIN
Senior Account Executive
dquattrin@dvtail.com
905.886.6640 x 308



LEESA NACHT
Senior Account Executive
lnacht@dvtail.com
905.886.6640 x 321



CHRISTOPHER FORBES
Vice-President Sales
cforbes@dvtail.com
416.918.9008

DOVETAIL COMMUNICATIONS

Send contracts/insertion orders/material to:


Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202,
Richmond Hill, ON L4B 1J2
Tel.: 905.886.6640; Fax: 905.886.6615
cim@dvtail.com
www.dvtail.com

  @DvtailMags

125
ANS
YEARS

Published by:
Canadian Institute of Mining, Metallurgy
and Petroleum
1040 – 3500 de Maisonneuve Blvd. West
Westmount, QC H3Z 3C1
Tel.: 514.939.2710
Fax: 514.939.2714
cim@cim.org
www.cim.org

 @CIMorg

 @canadian-institute-of-mining-
metallurgy-and-petroleum

 @CIM.ICM

CIMMAGAZINE

 @magazine.cim

 @CIMMag

 @cim_mag