

ADVERTISING IS LIKE INVESTING



GROW YOUR BUSINESS SUSTAINABLY
AND RESPONSIBLY WITH US.

CANADIAN 
PACKAGING
SERVING CANADA'S PACKAGING COMMUNITY SINCE 1947

EMBALLAGES
Les Nouvelles

2020 MEDIA KIT

Magazine advertising | Digital Lead Generation | Video/Audio Customer Testimonials

LET US HELP YOU TO GROW YOUR BUSINESS

ADVERTISING IS NOT A QUICK FIX.

It's like selling. You identify your prospects. You make products and services that will help them to accomplish their objectives.

And then, you let everyone know that your company is the one best suited to help them succeed.

That's where we come in. We offer you an audience with all of your customers and prospects...the visible buying influences and the ones hidden from you:

- 10,000 principal decision-makers at food & beverage plants, plus another 20,000 pass-along readers at these same companies.
- 2,500 prime buying influences, and 5,000 more pass-along readers, at pharma, personal care, household chemical companies
- Grocery/Retail head offices.
- Package printers/converters.

And you can select from an impressive array of communications vehicles:

- 10 copies of Canadian Packaging per year.
- 4 copies per year of **EMBALLAGES**, Les Nouvelles.
- 52 deployments of the **Canadian Packaging** e-newsletter.
- Category Captains digital directory listings on www.canadianpackaging.com
- Lead-tracking 3rd party e-blasts to our 16,000 opt-in e-audience.
- **Canadian Packaging**-produced videos with audio testimonials from your customers.

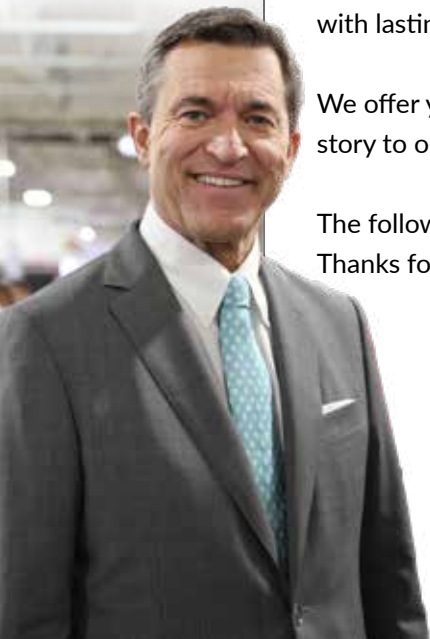
You can invest in fad stocks way after all the growth has happened. Or you can pick the blue-chips with lasting power.

We offer you the blue-chip option ... a sustainable and responsible approach to helping you tell your story to our print and digital audiences. We are committed to supporting your efforts in the long term.

The following pages outline all the communications resources we can bring to support your cause. Thanks for your consideration.



Stephen Dean
Senior Publisher
Canadian Packaging
EMBALLAGES, Les Nouvelles



DO YOU
KNOW
THAT 90%
OF THE
MARKET
STILL
PREFERS
OUR PRINT
MAGAZINE ?

- FROM OUR
ALLIANCE FOR
AUDITED MEDIA
STATEMENT.

PREFERRED
METHODS TO
RECEIVE CP:

80%
PRINT MAGAZINE

11%
DIGITAL
DEPLOYMENT

9%
PRINT & DIGITAL

LISTEN TO WHAT YOUR CUSTOMERS ARE SAYING

"What I like about Canadian Packaging are the stories on Canadian food plants and the types of materials and machinery successful operators are using."

Pascal Ramacieri, President,
Roma Foods



"I read Canadian Packaging every month. It's the best way in Canada to keep up to speed with the best packaging materials and machinery available in Canada."



Neil Catania, General Manager,
M.L. Catania Produce Company

"As we grow our business and expand into new markets, we count on the news and plant feature articles in Canadian Packaging to help us make the right packaging choices for our plant."

Andrew Mitchell, President,
Select Food Products Ltd.



"Canadian Packaging gives the ins and the outs of what works in food packaging/production plants. It keeps me informed of the best practices and technologies. I never miss an issue."



Doug Alexander, Director of Engineering,
Ippolito Fruit & Produce Ltd.

BUILD BRAND AWARENESS FIRST . . .

14,832 PRINCIPAL AUDIENCE

28,000 PASS-ALONG READERS

10,741 FOOD & BEVERAGE
(principal readers before pass-along)

2,403 PHARMA/PERSONAL CARE/
HOUSEHOLD PRODUCT

16,000 OPT-IN E-AUDIENCE



50%

OF READERS REPORT CONTACTING AN ADVERTISER WITHIN THE LAST YEAR.



99%

OF READERS RATE CANADIAN PACKAGING "GOOD TO EXCELLENT."



92%

SAY CANADIAN PACKAGING MEETS THE NEEDS OF THE MARKET.



... NEXT YOU WILL INCREASE YOUR LEADS

1

LEAD-TRACKING E-BLASTS

Rate: \$2,500 CAD net
Audience: 16,000



2

WEEKLY E-NEWSLETTER & CANADIANPACKAGING.COM

	1x	3x	6x	12x
Top Banner	\$1,000	\$900	\$700	\$500
Big Box	\$1,000	\$900	\$700	\$500
Text Ad	\$800	\$700	\$600	\$500



3

360 DEGREES E-ZINES:

Folding Cartons/Cartonning; Flexibles; Labels;
Corrugated - from design to printing to
consumption.

Rate: \$1,000 CAD net
\$750/page for 4X or greater frequency
Audience: 17,000

2020 EDITORIAL CALENDAR HIGHLIGHTS

JANUARY/FEBRUARY

PACKAGING MACHINERY SPECIFICATIONS MANUAL (*chart-form comparative machine performance listing & contacts*)

- High-Performing Packaging Line Stories.
- Automation/Robotics
- Special Feature: PAC Connect magazine with bonus distribution to PAC Membership)



SHOW FOCUS: National Seafood Expo

- Packaging for E-Commerce

SPECIAL BONUS: Category Captains Digital Directory Links



MARCH

BOTTLING/CANNING LINE SUCCESS STORIES

- Food Safety: Metal Detection/X-Ray Inspection
- Search for the Sustainable Food Tray
- Cannabis Packaging

SHOW FOCUS: SIAL Food Montreal



APRIL

CASE READY FOR MEAT PACKAGING

- Product ID NOW
- AUTOMATE NOW – servo motors, guided vehicles, robotics

SHOW FOCUS: Canadian Produce Marketing

Assn Toronto

SHOW FOCUS: Bakery Showcase Toronto

MAY

FILMS/FLEXIBLES/STAND-UP POUCHES

- Packaging for Freshness
- Packaging for e-Commerce
- Conveying/Palletizing
- Plastics Recycling Update



JUNE

FILLING/CAPPING/LABELING

- AUTOMATE NOW – PLC's, HMI, pneumatics
- Adhesive Applying
- Retail Ready/Point of Purchase Display
- Packaging for Craft Brew/Beer

JULY/AUGUST

ANNUAL BUYERS' GUIDE (*materials, containers, machinery, services, addresses*)

- PAC to the Future Conference Preview
- Package Design Success Stories
- Packaging Sustainability checkpoints

SEPTEMBER

MODIFIED ATMOSPHERE PACKAGING (*meat/poultry/fish*)

- Cannabis Packaging
- AUTOMATE NOW Supplement – machine vision, inspection, robotics

SHOW FOCUS: Meat Industry Expo



OCTOBER

PACK FOR E-COMMERCE

PACK EXPO CHICAGO PREVIEW

PACKAGING FOR TRANSIT

- Stretchwrapping
- Case Packing/Sealing
- Adhesive Applying

SHOW FOCUS: Ontario Craft Beer Toronto – bonus distribution



NOVEMBER

PACKAGE PRINTING/CONVERTING

- Retail Ready
- Corrugated Success stories
- Packaging Inks Innovations
- Food Safety – Detection systems & packaging for shelf life
- Conveying/Line Integration

DECEMBER

CODING/LABELING/TRACEABILITY

- AUTOMATE NOW – controls & motors; line integration
- Contract/Custom Packaging Lines
- Cannabis Packaging

SHOW FOCUS: IPPE Poultry/Meat Atlanta



2020 RATE CARD & MECHANICAL SPECS

GENERAL ADVERTISING RATES

Rates quoted in Canadian net Dollars

TABLOID	1x	6x	10x
1 page	\$5,800	\$5,500	\$5,300
1/2 page	\$5,300	\$5,000	\$4,700
1/3 page	\$3,500	\$3,300	\$2,900
1/4 page	\$3,000	\$2,900	\$2,500
STANDARD	1x	6x	11x
1 page (7x10)	\$5,300	\$5,000	\$4,700
2/3 page	\$4,370	\$3,935	\$3,605
1/2 page island	\$3,000	\$2,900	\$2,500
1/2 page	\$2,700	\$2,500	\$2,400
1/3 page	\$2,300	\$2,100	\$2,000
1/4 page	\$1,900	\$1,700	\$1,500
1/6 page	\$1,035	\$927	\$815

ISSUANCE & CLOSING DATES

- Published ten times per year.
- Ad material is required on 20th of preceding month.

INSERTS/OUTSERTS

Contact Publisher for rates & mechanical specifications

DIGITAL PRINT AD REQUIREMENTS

- The preferred method for ad submission is PDF.
- Please ensure your PDF is Grayscale or CMYK, Acrobat 5 (PDF 1.4) compatible, with images prepared at 300 DPI minimum.
- Prepare your PDF with all fonts embedded, crop marks, and bleed if required.
- Your file should be named to allow for easy identification, i.e.:
Company_Name_Product_.pdf

FILE SUBMISSION

All hi-res pdf files are to be uploaded to the Annex loading dock via:

annexnorth.loadingdock.ca

- Enter your email address
- Write a brief description of the file. Be sure to include the publication name and Month
- Under Notifications select Trina Dillon, Production Artist
- Select the number of files you are uploading and attach file/s

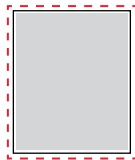
PRODUCTION ASSISTANCE

For all production related inquiries and mechanical specifications, please contact Barb Comer, Account Coordinator
888-599-2228 ext. 235
bcomer@annexweb.com

NOTE:

All standard partial ads are indicated with grey boxes and reflect the live area. Bleed size is indicated with the red dotted lines.

TABLOID AD PAGE SIZES

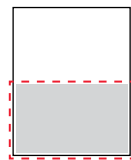


FULL PAGE

Trim: 11 x 14.875
Bleed: 11.25 x 15.125
Live: 10 x 13.875

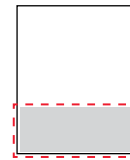
DBL PG SPREAD

Trim: 22 x 14.875
Bleed: 22.25 x 15.125
Live: 21 x 13.875



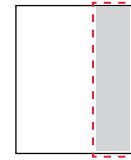
1/2 HORIZONTAL

Trim: 11 x 7.4375
Bleed: 11.25 x 7.565
Live: 10 x 6.9375



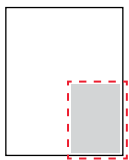
1/3 HORIZONTAL

Trim: 11 x 5.0891
Bleed: 11.25 x 5.2141
Live: 10 x 4.5891



1/3 VERTICAL

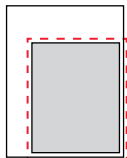
Trim: 3.6667 x 14.875
Bleed: 3.7917 x 15.125
Live: 3.1667 x 13.875



1/4 VERTICAL

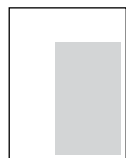
Live: 4.875 x 7.5

STANDARD AD PAGE SIZES



STANDARD PAGE

Trim: 7.875 x 10.75
Bleed: 8.125 x 11
Live Size: 7 x 10



2/3 VERTICAL

Trim: 4.875 x 10



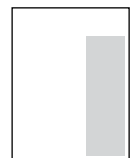
1/2 HORIZONTAL

Trim: 7 x 4.875



1/2 ISLAND

Trim: 4.875 x 7.5



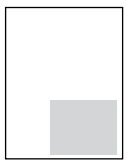
1/2 VERTICAL

Trim: 3.5 x 10



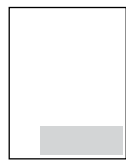
1/3 VERTICAL

Trim: 2.25 x 10



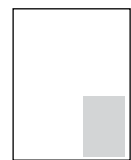
1/3 SQUARE

Trim: 4.875 x 4.875



1/4 HORIZONTAL

Trim: 7 x 2.375



1/4 VERTICAL

Trim: 3.375 x 4.875



1/6 HORIZONTAL

Trim: 4.875 x 2.25

BE IMMORTAL...

... MAKE A CUSTOMER TESTIMONIAL VIDEO

● REC

HD 4K 25FPS  99%

VIDEO PACKAGE DEAL: \$5,000 CAD

- We shoot the video of your equipment in operation at your customer's plant.
- We do an audio interview with your customer. This is the best part!
- We host the video on Canadian Packaging TV on canadianpackaging.com.
- We place the video link on e-newsletter.
- We send a lead-tracking e-blast of the video to our 16,000 opt-in e-audience.
- You get a list of those who view your video: names; titles; companies; addresses and phone numbers.
- You and your customer get a video copy to use as you please.
- You get a print story on your installation in Canadian Packaging magazine.

MENU 

00:00:20:05



“Our Canadian Packaging-produced videos work great. We had prospects calling us within 10 minutes of deployment of the video to Canadian Packaging’s e-audience”

REISER *Randall Belcot, Reiser Canada*

“I was genuinely impressed with the quality, direction and execution of Canadian Packaging’s video production team. Stephen Dean and Canadian Packaging have consistently delivered value.”

Nick Taraborelli
Vice President, Paxiom Group

PAXIOM



LET
CANADIAN
PACKAGING
FILM YOUR
BEST
SUCCESSES
AND DO
AUDIO
INTERVIEWS
WITH YOUR
CUSTOMERS.

START 2020 LIKE A RAGING BULL

BE A CATEGORY CAPTAIN

All of our e-blasts and e-newsletters funnel users through the home page of our site. Everyone using our digital products has the opportunity to find suppliers on our drop-down digital directory. Make sure they can click on the links to your listings and site in your Categories.



THIS TREMENDOUS MARKETING ADVANTAGE IS AVAILABLE FREE ONLY TO THOSE WHO START THE YEAR OFF WITH A PRINT AD IN THE FEBRUARY PACKAGING MACHINERY SPECIFICATIONS MANUAL



FREE listing links in drop-down directory for advertisers

GO VERTICAL GO MARKET SPECIFIC

Take advantage of our relationships built over many years with the top associations and trade shows important to your customers



PAC

PAC Connect magazine with bonus distribution to PAC membership (*Jan/Feb issue*)
PAC Global Packaging Conference Preview (*July/August*)

PMMI

Pack Expo Chicago Preview (*September issue*)

SEAFOOD EXPO

Show Preview (*January/February issue*)

SIAL

Montreal Show Preview (*March issue*)

CPMA

Toronto Produce Show Preview (*April issue*)

BAKERY ASSOCIATION

Bake Canada Toronto Preview (*April issue*)

MEAT INDUSTRY EXPO

Niagara Falls Show Coverage (*September issue*)

ONTARIO CRAFT BEER

Show issue with bonus distribution at event and to members (*October issue*)

IPPE

Poultry/Meat Preview for Atlanta mega show (*December issue*)

PARLE-TU FRANÇAIS?



PUBLISHES QUARTERLY:
 FEBRUARY/
 MARCH;
 MAY/JUNE;
 AUGUST/
 SEPTEMBER;
 NOVEMBER/
 DECEMBER

YOU SHOULD IF YOU WANT TO SELL IN THE LUCRATIVE QUEBEC MARKET.



Enlist **EMBALLAGES**, Les Nouvelles magazine as your silent salesman in Quebec. We've been publishing and building our audience for 15 years.

EMBALLAGES magazine circulates quarterly to 7,500 principal, 16,500 total (including pass-along readership) food, beverage, drug, packaging decision-makers across Quebec.



- March closes February 17.
- June closes May 15.
- September closes August 14.
- November closes October 16.

AD RATES

- 1 tabloid page \$3,000 net.
- 1 standard page \$2,000 net.
- 1/4 tabloid (1/2 std) \$1,500 net

SINGLE SPONSOR E-BLASTS
 3,000 EMBALLAGES E-DATABASE

\$650 CAD NET



INVESTMENT PILLARS

MAKE THE SUSTAINABLE CHOICE

Invest in Brand Awareness and then Lead Generation will follow in Canada's Consumer Packaged Goods Marketplace

MAGAZINES



CANADIAN PACKAGING TV VIDEOS/LEAD GEN



Subject: SEE THE VIDEO
Fiasco Gelato manages data/safety with X-Ray Inspection System



Subject: SEE THE VIDEO
Pet food company vacuum packs beef patties for increased sales

CONTACT STEPHEN DEAN

Senior Publisher
416-510-5198,
sdean@

canadianpackaging.com

Category Captains
2020



BE A CATEGORY CAPTAIN IN 2020



Lead to

info &
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