

# "I am Canadian Packaging"

*Stephen Graham, Chief Marketing Officer  
and Parbinder Cheetam, Director,  
Packaging Innovation & Sustainability*

Maple Leaf Foods



## CANADIAN **PACKAGING**

SERVING CANADA'S PACKAGING COMMUNITY SINCE 1947

## 2014 MEDIA KIT



**EMBALLAGES**  
*Les Nouvelles*

[www.canadianpackaging.com](http://www.canadianpackaging.com)

# DIG DEEPEST

**into Canada's Food, Beverage, Drug Packagers...**

**CANADIAN PACKAGING** will not be topped when it comes to delivering the executive, production, marketing and purchasing management decision-makers at the largest number of food, beverage, pharmaceutical, personal care and household product companies across Canada.

What's more, we "**speak your language**" to these decision-makers with Canada's most comprehensive line-up of in-plant photo-essays and interviews.

## FOOD & BEVERAGE:

**9,573 principal readers**

(plus 27,000 additional pass-along readers).

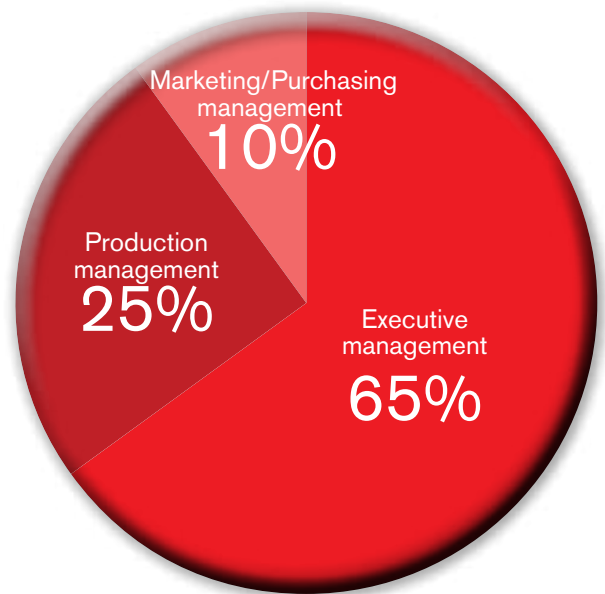
**Total readership: 36,573.**

## CHEMICAL (PHARMA, PERSONAL CARE, HOUSEHOLD PRODUCT):

**2,248 principal readers**

(plus 6,520 additional pass-along readers).

**Total readership: 8,768.**



**52, 250** Total principal and pass-along readership



# "I am Canadian Packaging"

*Campbell's*

David Schelter  
Plant Manager



 **Ultima**  
Aliments - Foods

Gerry Doutre  
President



Unilever

Kelly Sheppard  
Plant Manager



**MCAUSLAN**

Margo Pollock  
Director of  
Marketing

Celine Marenger  
Bottling Line  
Manager



Paul Rutherford  
Operations  
Manager



 **Pinnacle**  
Cidre de glace - Ice Cider

Charles Crawford  
Owner



**Interact with the people who are Canadian Packaging**



# CANADIAN PACKAGING "speaks our language" to the people who understand it and who have the authority to act on it.

## WE CAN'T OFFER YOU MORE. BUT YOU CAN'T SETTLE FOR LESS.

### MARKETING COLUMNS

#### PACKAGE DESIGN

### THE ART OF PERSUASION

Shopper insight reveals the eight simple rules of persuasive packaging

BY MARK BALTAZAR

It has often been said that the only constant in change, is change. In an environment where media fragmentation is increasingly a reality in the marketing community that brands are having a difficult time breaking through to consumers with a marketing message. What is the discipline of shopper marketing but to become a hot topic in marketing circles around the world in recent years.

The important component of a brand's shopper marketing program is its packaging strategy, with packaging finally being rightly treated as a strategic asset and managed as a valuable component of a brand's portfolio of assets.

In a recent BrandSpark International study, we found that only one-third of consumers know exactly which brands they were going to buy on their next visit to the grocery store. While alarming for some, this statistic points to the importance of winning the on-shelf battle.

A product's packaging is, in most cases, the last opportunity a marketer has to convince the shopper that their product is superior and worth buying, compared to the many options available on the shelf. In packaging, you can make a difference in whether a shopper considers your product, how they feel about it and even whether they are willing to pay a premium for it.

So what are the keys to success in the on-shelf battle?

For over 10 years, we have been testing packaging with consumer packaged goods shoppers through custom studies, as well as our company's high-profile annual *Flow 'N' Tracker Awards* national competition. This global database of insight spans nearly every product category—spanning us with a better understanding of what truly motivates packaging purchase decisions.

With shop-er insights, we can help you understand how consumers think, feel and behave.

1. **Know your consumer.** The consumer benefit opportunities that highlight only the features of the product.

At marketers, we sometimes have the tendency to sell consumers and shoppers alike as much as possible about the product.

But let's face it, most shoppers don't care. What they really want to know is how the product will help and benefit them.

Therefore, leverage the back of the package to outline any key features relevant to your differentiated product and help the shopper understand the value of the package.

2. **Benefit-Driven Design.** The packaging design—shape, color, packaging features, etc.—must be able to clearly communicate and emphasize the product and brand benefit.

In laundry care, for example, the main consumer benefit is to remove stains, brighten the colors, and soften the whites. This would suggest packaging that is clean—being free of design and copy clutter—and bright with vibrant colors, which also visually highlights the "whiteness" benefit.

The packaging for the *Softland* brand line of *Country Natural* all-natural soaps (see photo) was recently evaluated by shoppers in one study, which revealed a shelf-level strength stemming from its simplicity and the use of natural colors to provide a clear connection to the product's benefits.

The shopper summarized it in a nutshell: "Simple label on package. Not the usual clutter in your face."

3. **Bright and Visible.** Think of your packaging as a billboard in Times Square. There is a lot of competition for the attention of the shopper and the billboard must stand out from the rest of the pack.

Packages that use the attention and differentiation of bright colors to provide a clear connection to the product's benefits.

4. **Keep it simple.** Shoppers operate with a healthy dose of skepticism when they see in the buying aisle.

They don't really fret the disappointment of opening a bag of chips only to find out that they are half-filled, so offering a glimpse of what's inside the package goes a long way to reassure the shopper that they're getting what they are paying for.

Whether it's a small kitchen window or a full-transparent package, you are more likely to purchase a product if you see your product by showing them what's inside.

5. **Multisite Packaging.** While this is not the primary reason shoppers will buy your product, it definitely will tip the balance in your favor. If your packaging is used long after the product inside has been consumed.

In general, packages that are able to apply such as coffee filters, coffee makers, etc. that can be used long after the product inside has been consumed.

6. **Attract your Target.** This may seem like a "no-brainer," but what a marketer thinks is attractive may not be what the target market thinks is attractive. Make sure to test packaging with your core target and those of your target's target before making significant investments in packaging production. The degree of attractiveness is a strong contributor to a package's performance in the marketplace.

7. **Transparency.** Keep in mind that shoppers operate with a healthy dose of skepticism when they see in the buying aisle.

They don't really fret the disappointment of opening a bag of chips only to find out that they are half-filled, so offering a glimpse of what's inside the package goes a long way to reassure the shopper that they're getting what they are paying for.

Whether it's a small kitchen window or a full-transparent package, you are more likely to purchase a product if you see your product by showing them what's inside.

8. **Multiple Use.** While this is not the primary reason shoppers will buy your product, it definitely will tip the balance in your favor. If your packaging is used long after the product inside has been consumed.

In general, packages that are able to apply such as coffee filters, coffee makers, etc. that can be used long after the product inside has been consumed.

### ENVIRONMENTAL/SUSTAINABILITY COLUMNS

#### ECO-PACK NOW

### U.S. GROCER MAPS OUT A CLEAR VISION FOR SUSTAINABLE PACKAGING

While some consumer packaging may admittedly be more difficult to recycle than others, such obstacles are really an opportunity to diagnose for companies like **Clearly Clean Products, LLC**, which has recently developed what it claims to be the world's first recyclable MAP (modified atmosphere packaging) tray for fresh meat, poultry, and seafood.

Already approved for food-contact use by the FDA (U.S. Food and Drug Administration) in the U.S., the new MAP tray—made from the same PET (polyethylene terephthalate) plastic material as water bottles—was a special event, printed label that provides sufficient barrier protection to help packaged meat maintain effective shelf-life, which is then easily recycled of the tray after use at home to make the tray ready to go into the recycling bin.

A few months ago, **Savbury, Penn.**-headquartered supermarket chain **Webb Market Inc.**, replaced the traditional flat-sided plastic meat trays with the **Clearly Clean MAP trays** for poultry across all of the 162 grocery stores it operates in Pennsylvania, Maryland, New Jersey, New York and West Virginia as part of its company-wide sustainability drive.

"This new packaging program underscores our strong commitment to adopting sustainable practices to minimize our impact on the environment," says **Webb Market's** sustainability manager **Paul Olewick**, adding the recyclability of the new trays make them far preferable to traditional foam and flat-sided plastic trays.

"We are continually increasing our conservation efforts, providing recycling opportunities for both our associates and customers, and evaluating our store design to meet with our standards for environmental leadership and stewardship," Olewick states.

"We strive to lead, by example, helping to make a significant difference in our communities."

According to the **South Western, Conn.**-based **Clearly Clean**, the new trays are made from most post-consumers to be used using existing recycling equipment.

Says **Clearly Clean** president **Jeff Maguire**: "Clearly Clean is proud to be able to help companies extend their sustainability focus from the farm to the store to the home, and **Webb Market** is a great example of a company that has embraced this concept."

### ECO-LABELED TETRA PAK CARTONS TAKING OFF ACROSS GLOBAL MARKETS

Leading aseptic packaging products manufacturer **Tetra Pak** estimates that more than 20 billion of its signature pouch-based and liquid food cartons sold worldwide last year carried the universally recognized **FSC (Forest Stewardship Council)** eco-label, indicating the product used to make those boxes comes from responsibly managed forests—more than double the 8.5 billion FSC-certified **Tetra Pak** cartons sold in 2010.

"With more consumers and retailers demanding environmentally-sound and ethically-produced products, brands that carry the FSC label can attest that their products are packaged using material that has passed the toughest standards of responsible forest management," says **Tetra Pak's** vice-president of marketing and product management **Charles Brad**.

Since the launch of the very first FSC-certified **Tetra Pak** in 2007 by the U.K.-based supermarket chain **Sainsbury's** (see photo), the company's eco-labeled items have been embraced by retailers and brand owners in 39 countries, including Canada and the U.S., China, and across Europe and South America.

Last year, for example, about 1.8 billion **Tetra Pak** cartons sold in Argentina carried the FSC label—representing over 70 per cent of all **Tetra Pak** packages shipped to the country—while the **Brexidex** countries of Belgium, Holland and Luxembourg sold a total of 1.2 FSC-labeled **Tetra Pak** boxes, or about 60 per cent of the total.

"More and more consumers express concern about the environment every day, which is the inclusion of the FSC logo on our milk packages contributes positively both to the brand image of our products and to public environmental awareness," says **Marcelo Masi**, marketing and business development manager with prominent Argentinian dairy producer **Wilkmar**.

"The FSC label provides proof that our packages meet the highest industry standards in terms of the use of renewable forest materials, which allows our customers to choose responsibly."

**Taco Kingma**, manager of sustainable business with the Dutch-based dairy cooperative **FrieslandCampina**, agrees.

"Consumers are increasingly looking at the environmental profile of the products they purchase," Kingma states, "and we have set goals on making our packaging more sustainable."

"The FSC certification for our pouch-based packaging is a major step in this development."

According to a recent survey of 6,600 consumers in 10 countries conducted by **Environmental** for **Tetra Pak**, nearly half of respondents said the absence of information about the environmental profile of a packaged product was an issue in their purchasing behavior, with about the same number saying they find on-pack eco-logs helpful in understanding the environmental impact of beverage packages.

Says **FSC's** business development director **Marcelo Peckert**: "By displaying FSC labeling on their packages, **Tetra Pak** is helping raise awareness of the important role that responsible forest management plays in ensuring the economic, social and environmental well-being of one of the earth's richest resources."

### TECHNOLOGY COLUMNS

#### FIRST GLANCE

### TIPPING THE SCALES

The new **Pinnacle SC-Series** scale from **WeightPack Systems Inc.** is designed specifically for weighing and transferring sticky, wet, delicate and other difficult-to-handle products with containers rather than the traditional laboratory field pans to ensure more effective and efficient product transfer, according to the company. Capable of handling a very broad product weight range from five grams up to 100 pounds—including fresh fruit and vegetables, cheese, noodles, fish, poultry, confectioneries, cookies, etc.—the scale is offered in one- to four-liter configurations to meet a wide range of requirements, enhanced with a friendly design to facilitate tool-less disassembly of containers, hoppers, weigh buckets and funnels for efficient sanitation and speedy product changeover.

**WeightPack Systems Inc.**

### GOING FULL TILT

Offered on a cast-rotated frame that can be maneuvered through narrow aisles and around corners, **Flexicon Corporation's** new **Sanitary Tilt-Down Flexible Conveyor Casegrader** is designed to allow many types of bulk materials and ingredients—from sub-micron powders to large pellets—flow from the hopper into an adapter that charges the conveyor to facilitate gentle rolling action of the material being conveyed. Configured for dust-tight connection to the surface of conveyor equipment, the conveyor's speed hopper includes an air displacement vent with a special cartridge filter that is equipped with a reverse-pulse cleaning system for eliminating any dust build-up with each batch of conveyed material. The adapter provides one-to-five bag width adjustments from 200- to 1000-mm, along with an additional optional adjustment to reduce the width further to 165-mm to accommodate narrow cases. The hopper's rotating mechanism and pulleys are reinforced with brass for smooth and quiet rotation. Bag width is adjusted by means of a hand crank with a specially designed, non-slip grip. The adapter is built with high-strength and recyclable bag film placement, which is designed to fit 200- to 1000-mm bags.

**Flexicon Corporation**

### GET A GRIP!

The new model **SRG-50 (Stow Bag Gripper)** system from **KAS Automation, LLC** features adjustable width capabilities to enable cost-effective, simultaneous high-speed palletizing of multiple bag widths with a single robot in two-to-two-second rotation, or used with a single robot conveyor with multiple bag sizes. Equipped with stainless-steel fingers to withstand harsh palletizing environments to handle bags weighing up to 50 kilograms, the system's innovative design allows a wide range of one-to-five bag width adjustments from 200- to 1000-mm, along with an additional optional adjustment to reduce the width further to 165-mm to accommodate narrow cases. The hopper's rotating mechanism and pulleys are reinforced with brass for smooth and quiet rotation. Bag width is adjusted by means of a hand crank with a specially designed, non-slip grip. The adapter is built with high-strength and recyclable bag film placement, which is designed to fit 200- to 1000-mm bags.

**KAS Automation, LLC**

### CONSUMER FEEDBACK

#### UNIQUE CONSUMER FEEDBACK

### CHECKOUT SHANNON KAUPP

Getting a handle on reusable packaging

With this column in the last few years, we've had a lot of feedback from you, our readers, about the need for more sustainable packaging. One of the most common requests we received was for more information on reusable packaging. So we've created a special section for you, our readers, to share your thoughts and experiences with reusable packaging.

**GETTING A HANDLE ON REUSABLE PACKAGING**

With this column in the last few years, we've had a lot of feedback from you, our readers, about the need for more sustainable packaging. One of the most common requests we received was for more information on reusable packaging. So we've created a special section for you, our readers, to share your thoughts and experiences with reusable packaging.

**CUSTOMER STORY: RICHMOND FINE FOODS, LTD.**

At Richmond Fine Foods, Ltd., the 450-odd glass ampoules (jars) used to package the company's **Flavored Salted Almonds**, like **Duffins Cinnamon Dry Sange**, hot and spicy, and **Stuffed Peppers**, are armed with reusable handles that turn the 450-ml containers into very functional, oddly charming, and conversationally mobile "drinking vessels." Boasting screw-up lids to make sure none of the contents escape to a messy spill, they have already proven to be an excellent glassware choice around our household for a few expertly-mixed **Bloody Caesar** cocktails—making the packaging useful around the house and giving it from the recycling bin. Moreover, the highly informative decorative labels attached to the front and back—loaded with interesting tidbits about the company's bold ambi-

**GETTING A HANDLE ON REUSABLE PACKAGING**

With this column in the last few years, we've had a lot of feedback from you, our readers, about the need for more sustainable packaging. One of the most common requests we received was for more information on reusable packaging. So we've created a special section for you, our readers, to share your thoughts and experiences with reusable packaging.

### FREE PRODUCT INFORMATION

JAN/FEB 2013

Circle the 5's, 6's, 8's, 9's that matches the number on the advertisement or article of interest.

FAX THIS BACK TO US AT (416) 510-5140

**Canadian Packaging covers what  
WORKS in Food and Drug  
packaging plants.**

**IDENTIFY WITH THE  
EDITORIAL COVERAGE THAT  
CAPTIVATES YOUR  
CUSTOMERS.**





# EDITORIAL CALENDER 2014

JANUARY/FEBRUARY	MARCH	APRIL	MAY
<p><b>Packaging Machinery Specifications Manual</b></p> <ul style="list-style-type: none"> <li>• unique comparative performance listings</li> <li>• OEM and distributor listings</li> <li>• automation devices section</li> </ul> <p>Focus on Line Integration &amp; Automation.</p> <p>Robotics/Servo Motors/Pneumatics Updates</p> <p>Vacuum Packaging Feature</p>	<p>Bottling For Speed</p> <p>Adhesive Applying</p> <p>Metal Detection/</p> <p>Checkweighing/X-Ray for Food Safety</p> <p>Show Round-Up- IPPE/AMI poultry &amp; meat show</p>	<p>Case Ready Packaging for the Meat Industry</p> <p><b>AUTOMATE NOW:</b> Focus on servos, robotics</p> <p><b>PRODUCT ID NOW:</b> Inkjet; lasers; labels</p> <p><b>Silent Salesman:</b> Accent on Designs that Sell.</p> <p>Bakery Showcase Product Previews</p>	<p>Packaging For Shelf Life.</p> <p>Conveying/palletizing for Efficiency.</p> <p>Point-of-Purchase Display for Retail Success.</p> <p>Personal Care/Pharma Packaging Secrets</p> <p>Film/Flexible/Pouch Resealable Packaging</p>
JUNE	JULY/AUGUST	SEPTEMBER	OCTOBER
<p>Filling &amp; Capping Turnkey Operations</p> <p><b>AUTOMATE NOW</b> Customers demand Integration</p> <p>Adhesive Applying</p> <p>Stretchwrapping/palletizing</p>	<p><b>ANNUAL BUYERS' GUIDE</b></p> <ul style="list-style-type: none"> <li>• most comprehensive listing of products, manufacturers, distributors for the packaging function.</li> </ul> <p>Canada's fastest and most accurate packaging lines.</p> <ul style="list-style-type: none"> <li>• photo/essays of what works best in select food &amp; drug plants.</li> </ul> <p>Preview to PAC's Biennial Summit.</p> <p>online listing bonuses</p>	<p><b>AUTOMATE NOW:</b> • focus on pneumatics, machine machine vision</p> <p>Modified Atmosphere Packaging</p> <p>Case Packing/End of Line.</p> <p><b>PACK EXPO CHICAGO SHOWCASE PREVIEWS</b></p>	<p><b>PACK EXPO CHICAGO</b> Preview issue</p> <p>Adhesive Applying</p> <p><b>PRODUCT ID NOW:</b> Tracking &amp; Traceability.</p> <p>Stretchwrapping New Products</p>
NOVEMBER	DECEMBER		
<p>Package Design/Innovation</p> <p>Package Converting/Printing</p> <p>Palletizing/Conveying</p> <p>Packaging for Freshness</p> <ul style="list-style-type: none"> <li>• Focus on new films, materials, methods for Food Safety</li> </ul> <p>Metal Detection &amp; X-Ray Success Stories</p>	<p><b>AUTOMATE NOW:</b> Advice from integrators/machine suppliers/controls &amp; motors suppliers</p> <p><b>PRODUCT ID NOW:</b> coding/labeling that communicates</p> <p>Contract/Private Label Packaging Leadership</p>		

## ISSUANCE & CLOSING DATES

- Published eleven times per year.
- Ad material is required on 15th of preceeding month.

## GENERAL ADVERTISING RATES

Rates quoted in Canadian net Dollars

TABLOID	1 TIMES	6 TIMES	10 TIMES
Tabloid page	\$5,800	\$5,500	\$5,300
2/3 tabloid page	\$5,400	\$5,100	\$4,900
1/2 tabloid page	\$5,300	\$5,000	\$4,700
1/3 tabloid page	\$3,500	\$3,300	\$2,900
1/4 tabloid page	\$3,000	\$2,900	\$2,500
1/6 tabloid page	\$2,300	\$2,100	\$2,000
1/8 tabloid page	\$1,900	\$1,700	\$1,500

STANDARD	1 TIME	6 TIMES	11 TIMES
Standard page (7x10)	\$5,300	\$5,000	\$4,700
2/3 page standard	\$4,370	\$3,935	\$3,605
1/2 page island standard	\$3,000	\$2,900	\$2,500
1/2 page standard	\$2,700	\$2,500	\$2,400
1/3 page standard	\$2,300	\$2,100	\$2,000
1/4 page standard	\$1,900	\$1,700	\$1,500
1/6 page standard	\$1,035	\$927	\$815

## INSERTS/OUTSERTS

Contact Publisher for rates & mechanical specifications

## PRINT ADVERTISING FILE FORMAT

PDF files only: a high-resolution PDF/X-1a:2001, or a generic PDF is acceptable. Convert all spot colours to CMYK. Embed all fonts. Minimum 300 dpi for all images and text. Maximum 300% ink density for CMYK.

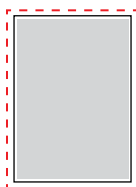
## PRINT ADVERTISING FILE SUBMISSIONS

Every attempt is made to verify the supplied file to the supplied proof, however, The Business Information Group does not accept responsibility for material content or colour trapping. Production charges apply for material not to specs or alterations.

## PRODUCTION ASSISTANCE

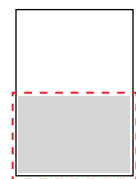
For all production related inquiries and mechanical specifications, please contact Cathy Li at (416) 510-5150 or by email at cli@bizinfogroup.ca

## TABLOID AD PAGE SIZES

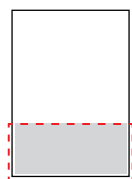


FULL PAGE - TABLOID  
Trim Size: 10 3/4 x 15 7/8  
Bleed Size: 11 x 16 1/8  
Live: 9 7/8 x 14 7/8

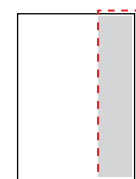
DBL PG SPREAD - TAB  
Trim Size: 21 1/4 x 15 7/8  
Bleed Size: 21 1/2 x 16 1/8  
Live: 21 x 15 5/8



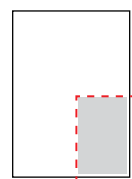
1/2 HOR - TABLOID  
Live Size: 7 1/2 x 9 3/8  
Bleed Size: 11 x 8 1/4



1/3 HOR - TABLOID  
Live Size: 9 7/8 x 4 7/8  
Bleed Size: 11 x 5 1/4

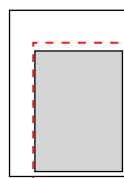


1/3 VERT - TABLOID  
Live Size: 3 3/8 x 15  
Bleed Size: 3 3/8 x 16 1/8

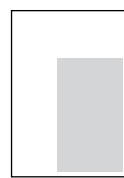


1/4 VERT - TABLOID  
Live Size: 4 5/8 x 7 1/2  
Bleed Size: 5 1/2 x 8 1/2

## STANDARD AD PAGE SIZES



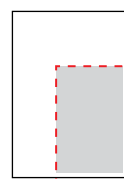
STANDARD PAGE  
Trim Size: 7 7/8 x 10 3/4  
Bleed Size: 8 1/8 x 11  
Live Area: 7 x 10



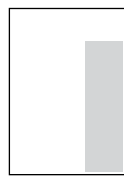
2/3 VERTICAL  
Live Size: 4 5/8 x 10



1/2 HORZ  
Live Size: 7 x 4 7/8



1/2 ISLAND  
Live Size: 4 5/8 x 7 1/2  
Bleed Size: 5 1/2 x 8 3/8



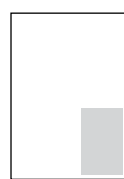
1/3 VERT  
Live Size: 2 1/4 x 10



1/3 SQUARE  
Live Size: 4 5/8 x 4 7/8



1/4 HORZ  
Live Size: 7 x 2 3/8



1/4 VERT  
Live Size: 3 3/8 x 4 7/8



1/6 HORZ  
Live Size: 4 7/8 x 2 1/4

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

# Digital Advertising

## GET FULL CONTACT LEADS

### 1. SINGLE SPONSOR LEAD TRACKING E-BLASTS

Take a proactive approach to your digital advertising. Send your e-blast/e-newsletter to our 16,000 opt-in e-audience of food, beverage, drug, chemical executive and plant management decision-makers. Get full contact/address leads from those who click on the links inside your e-blast.

**Rate:** \$200/1,000 names. Less when you bundle with a print campaign.

### 2. LEAD TRACKING TEXT ADS ON CANADIAN PACKAGING E-NEWSLETTERS

Schedule your press releases and new product ads on our E-newsletter, and they automatically appear on www.canadianpackaging.com too.

### ASK ABOUT OUR POPULAR GUARANTEED LEADS PROGRAM

Call Stephen Dean at 416-510-5198.

**Alberta Distillers Ltd** Catherine Emo, Quality Assurance Manager, 1521 34 Ave. SE, Calgary AB T2G 1V9 catherine.emo@beamglobal.com (403) 265-2541 (403) 269-9443  
**Farinart Inc.** Michel Andre, Import Manager, 1150 Rang St. Edouard, St. Liboire QC J0H 1R0 mandre@farinart.com (819) 396-2669 (450) 793-2877  
**The Cdn. Salt Company Ltd.** Sorin Stefan, Logistics Analyst, 10701 Boul. Parkway, Anjou QC H1J 1S1 sstefan@windsorsalt.com (514) 352-7490 (514) 352-8317  
**Parmalat Canada** Daniel Harpell, Transportation Specialist, 78-111 Valley Woods Rd., Toronto ON M3A 2R8 daniel\_harpell@parmalat.ca (905) 565-5226  
**Conagra Foods Canada Inc.** Barbara Vernet, Directeur ressources humaines, 570 Boul. Du Curé-Boivin, Boisbriand QC J7G 2A7 barbara.vernet@conagrafoods.com (450) 433-1322  
**Scott-Bathgate Ltd.** Lynn Morin, Manager, 7118 Venture St., Delta BC, V4G 1H6 lmorin@scottbathgate.com (604) 946-8684 (604) 946-8685  
**Saputo Dairy Products Cda.** GP Maury Sauder, Project Leader-Engrg, 284 Hope St. W. RR 2, Tavistock ON N0B 2R0 msauder@saputo.com (519) 274-0798 (519) 655-2437  
**E. I. Dupont Canada** John Kruis, MOC Lead, PO Box 691, Maitland ON K0E 1P0 john.kruis@can.dupont.com (613) 348-4159  
**Cavendish Farms Ltd.** Bill Meisner, Vice-President Operations, PO Box 3500 Stn Main, Summerside PE C1N-5J5 meisner.bill@cavendishfarms.com (902) 836-5555 (902) 836-4281  
**E.D. Smith Foods Limited** Mike Cunningham, Eng Project Coordinator, 944 Highway 8, Winona ON L8E 5S3 mcunningham@edsmith.com (905) 643-1211  
**Pepsi Beverage Company** Barry Colquhoun, Maintenance, 5900 Falbourne St., Mississauga ON L5R 3M2 barry.colquhoun@pepsico.com (416) 509-4761 (905) 568-7907

The screenshot shows the 'CANADIAN PACKAGING NEWS' e-newsletter interface. The header includes the title 'CANADIAN PACKAGING NEWS' and the tagline 'SERVING THE PACKAGING INDUSTRY SINCE 1947'. A sidebar on the right promotes advertising and subscriptions. The main content area features several news items with 'read more' links:

- Maple Leaf Foods sells seven plants for \$645 million**: Food giant says it wants to concentrate on consumer packaged foods. 08/27/13 | read more
- Coke selling beer? Sort of**: Coca-Cola bottler will distribute beers for Molson-Coors in Oz. 08/27/13 | read more
- Safe and sound**: Schneider Electric Canada reaches milestone - 2 million hours without a recordable injury. 08/18/13 | read more
- Meet Coverttech Flexible Packaging**: Seville Plastics undergoes a facelift gaining a new corporate identity as part of the Coverttech family. 08/23/13 | read more
- Reiser adds more talent**: Scott Scriven joins Reiser as senior vice-president of sales & marketing. 08/15/13 | read more
- New senior VP For Anthem**: Travis Lizer named senior vice-president, group creative director leading Anthem's Atlanta and Chicago branches. 08/22/13 | read more

At the bottom, there are two text ads:

- Next gen Domino color digital press**: To be unveiled in 2013, the latest Domino range offers highest resolution VDP and print resolution. Equipment debuting includes: M603 four color digital inkjet label press; and the M603 single color high resolution VDP printer. **TEXT AD**
- Ryson says: Let's get small**: The new and improved 5-inch wide slot specifically designed to handle small loads and has the capability to end-transfer small cartons and packages, or side-transfer small bottles and containers in a single file or in mass. **TEXT AD**



# DOMINATE THE CONSUMER PACKAGED GOODS DIGITAL NETWORK



Top Banner  
468 X 60

Big Box  
300 X 250

Text Ad  
620 X 125

## Web Site Rates (net Canadian dollars)

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

## 2014 E-Newsletter Ad Rates

(net Canadian dollars)

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

Top Banner  
468 X 60

Big Box  
300 X 250

Text Ad  
620 X 125



# INTRODUCING:

## PACK PRESS 2014

**Book your own press releases and articles simultaneously on:**

- [www.canadianpackaging.com](http://www.canadianpackaging.com).
- Canadian Packaging e-newsletters.
- our twitter feed
- in Canadian Packaging magazine



Call Stephen Dean at 416-510-5198 for more details

**RATES: \$350 net per release.  
\$3,000 net per year unlimited use**

# PARLEZ-VOUS FRANÇAIS?

# YOU NEED TO IF YOU WANT TO MAXIMIZE YOUR SALES EFFORTS IN QUÉBEC.



**EMBALLAGES circulates 7,500 COPIES each quarter to the most extensive consumer packaged goods audience in Québec.**

March issue - closes February 25.

June issue - closes May 25.

September issue - closes August 20.

November/December issue - closes October 31.

(Previews PackEx Montreal)

## AD RATES:

1 tabloid page - \$3,700 net.

1 standard page - \$2,775 net.

1/4 tabloid (1/2 std) - \$1,925 net

# EMBALLAGES *Les Nouvelles*

Publishes quarterly: February/March; May/June; August/September; November/December

**Un hommage bien mérité**

**Des modèles d'aires non traditionnelles**

**Une modification importante**

**DES NOUVELLES DE VOTRES SERVICES**

**UNE TÊTE QUI SAUVE VOTRE**

**UNE CAÏTE ENVELOPPÉE IMPRÉVUE**

**UNE SÉRIEUSE GRANDE DÉCISION MANAGÉRIELLE**

**DES RICHESSES EN DEUX QUALITÉS SUPÉRIEURES**

**DES SARCIS POUR VOUS SEULES**

**DES PRODUITS ET DES SERVICES DE QUALITÉ**

# EDITORIAL LEADERSHIP IN QUÉBEC



**EMBALLAGES Editor Pierre Deshamps** has been serving the Quebec market for the last 10 years in our magazine that mails separately and to its own unique Quebec-based market.

To communicate effectively with the French-speaking Quebec food, drug and other packaging markets, it only makes sense to use a publication that offers its own editorial voice and a separate and unique circulation only in Quebec.

Ask about sending French-language e-blasts to the EMBALLAGES audience  
Call Stephen Dean 416-510-5198





# CANADIAN PACKAGING

SERVING CANADA'S PACKAGING COMMUNITY SINCE 1947

Canada's gateway to the \$14 Billion Packaging Marketplace and Consumer Packaged Goods companies both small and large from coast to coast.



THE SILENT SALESMAN

GET BOTH READERSHIP AND FULL CONTACT LEADS IN CANADA'S FOOD, BEVERAGE, DRUG MARKETS

CANADIAN   
**PACKAGING** *Les Nouvelles*

[www.canadianpackaging.com](http://www.canadianpackaging.com)

CONTACT:

**STEPHEN DEAN, SENIOR PUBLISHER**

416.510.5198, [sdean@canadianpackaging.com](mailto:sdean@canadianpackaging.com)

Follow Canadian Packaging on Twitter 