

CANADIAN 
PACKAGING
SERVING CANADA'S PACKAGING COMMUNITY SINCE 1947

EMBALLAGES
Les Nouvelles

Highest circulation numbers in consumer
packaged goods markets

www.canadianpackaging.com

2019 MEDIA PLANNER

PRINT – VIDEO PRODUCTION – LEAD GEN

FOOD
BEVERAGE
PHARMACEUTICAL
COSMETICS
HOUSEHOLD CHEMICALS

90% of our audience prefers our
Print magazine over digital.



GET YOUR MONEY'S WORTH

Influence the maximum number of prospects

13,674

print subscribers
Source: Alliance for Audited Media

51,960

Total readership with
pass-along readers

90%

of our audience
prefers the print
edition over digital

16,500

opt-in digital audience

10,704

principal FOOD & BEVERAGE
print reach

38,000

total FOOD & BEVERAGE
with pass-along



Association Partnerships: Packaging Consortium; PMMI; Canadian Corrugated & Containerboard Assn; Canadian Produce Marketing Association; Ontario Independent Meat Processors; Canadian Meat Council; Ontario Craft Brewers; SIAL Food; Canadian Health Food Association; Baking Association.

CANADIAN  **PACKAGING**
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YOUR BUYERS READ CANADIAN PACKAGING

We live and breathe with your customers.

Engaged readers are regular readers for your ad message!



“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



“When the story ran in Canadian Packaging I heard from several of my brewery customers. Impressive!”

Jeff Rogowsky, CEO,
Sessions Craft Canning



“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.



“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.



WE MAKE VIDEOS FOR YOU

Your customers love them. Get Leads!

"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 for my company and for that I am grateful."

Nick Taraborelli,
Vice President, Paxiom Group

PAXIOM | GROUP



INVESTMENT \$5,000 CAD NET.

We shoot the film, conduct and record the customer testimonial audio and put the two together with music and contact information.

We send the video to our **16,500** opt-in e-audience and give you a full contact list of all the people who view your video. We also post the video on a weekly Canadian Packaging e-newsletter and post it for one month on Canadian Packaging TV on **www.canadianpackaging.com**.

You also receive the video to use as you please.

CONTACT STEPHEN DEAN AT 416-510-5198

START FILMING NOW!

“Prospects started calling us
10 MINUTES after
our *Canadian Packaging*
video deployed”

- Randall Belcot, **REISER**



“Our *Canadian Packaging*-produced videos work great. We had prospects calling us as soon as the video *Canadian Packaging* made for us deployed to their e-audience,” maintains Randall Belcot of Reiser Canada.

“They do everything. Shoot the video. Conduct the interview with our customer. Deploy the finished product to their e-audience. Tremendous response!”


Looking to put some zip into your marketing program? Call me today to make a video with audio interview at your facility or at one of your satisfied customers. You'll be glad you did.



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STEPHEN DEAN ☎ 416-510-5198

✉ Sdean@canadianpackaging.com

2019 EDITORIAL CALENDAR

JANUARY/FEBRUARY	MARCH	APRIL	MAY
PACKAGING MACHINERY SPECIFICATIONS MANUAL	BOTTLING SUCCESS STORIES	CASE READY FOR MEAT PACKAGING	FILMS/FLEXIBLES/STAND-UP/RE-SEALABLE POUCH PACKAGING
<ul style="list-style-type: none"> Chart form performance listings of OEM packaging machines with Automation/Motor/Integrator/Manufacturer & Distributor Address sections. 	<ul style="list-style-type: none"> Fruit & Vegetable Packaging for Success 	<ul style="list-style-type: none"> PRODUCT ID NOW case history stories on coding/marketing/labeling applications 	<ul style="list-style-type: none"> Packaging for Shelf Life/Convenience
<ul style="list-style-type: none"> High performance, integrated line stories. 	<ul style="list-style-type: none"> Metal Detection/X-Ray Detection for Food Safety 	<ul style="list-style-type: none"> AUTOMATE NOW SUPPLEMENT – Focus on servo motors & robotics 	<ul style="list-style-type: none"> Conveying/Palletizing
<ul style="list-style-type: none"> PACKAGING CONSORTIUM PAC CONNECT Supplement with bonus distribution. 	<ul style="list-style-type: none"> Stretchwrapping/Adhesive Applying/Case Packing 	<ul style="list-style-type: none"> SHOW FOCUS: SIAL Food Show, Toronto 	<ul style="list-style-type: none"> SHOW FOCUS: PACEX/ATX TORONTO – bonus show distribution.
<ul style="list-style-type: none"> SHOW FOCUS: ProFood Tech, Chicago. 	<ul style="list-style-type: none"> SHOW FOCUS: Canadian Produce Marketing Assn Trade Show Preview – bonus distribution at the event in Montreal. 	<ul style="list-style-type: none"> SHOW FOCUS: Bakery Showcase Montreal 	
<ul style="list-style-type: none"> ADVERTISER BONUS: Listing & Link in Category Captions Drop-Down Digital Directory on www.canadianpackaging.com. 			

JUNE	JULY/AUGUST	SEPTEMBER	OCTOBER
FILLING/CAPPING/LABELING TURNKEY OPERATIONS	ANNUAL BUYERS' GUIDE	MODIFIED ATMOSPHERE/VACUUM PACKAGING – MEAT/POULTRY/FISH	PACKAGING FOR TRANSIT
<ul style="list-style-type: none"> AUTOMATE NOW SUPPLEMENT – Focus on pneumatics, human machine interface, PLC's 	<ul style="list-style-type: none"> Materials, Containers, Packaging Machinery, Converting Machinery, Services, Manufacturer/Distributor Addresses. 	<ul style="list-style-type: none"> AUTOMATE NOW SUPPLEMENT Machine Vision, Inspection, Robotics 	<ul style="list-style-type: none"> Palletizing/Stretchwrapping Overview
<ul style="list-style-type: none"> End of Line Performance – Stretchwrapping, tape sealing. 	<ul style="list-style-type: none"> Top Production/Packaging Lines in Canada Reports 	<ul style="list-style-type: none"> Top Canadian OEM Profiles – incorporating high-end automation systems for global sales. 	<ul style="list-style-type: none"> Adhesive Applying/Case Sealing
<ul style="list-style-type: none"> Adhesive Applying Products Overview 	<ul style="list-style-type: none"> SHOW FOCUS: IBE Las Vegas Bakery Show 	<ul style="list-style-type: none"> SHOW FOCUS: Pack Expo Las Vegas Preview  	<ul style="list-style-type: none"> Labeling Technologies Product Overview & Case History Stories.
<ul style="list-style-type: none"> EVENT SUPPLEMENT: PAC Canadian Leadership Awards Magazine – bonus distribution at the Awards Gala at PACEX. 	<ul style="list-style-type: none"> SHOW FOCUS: Pack Expo Las Vegas Preview  	<ul style="list-style-type: none"> SHOW FOCUS: OIMP Meat Industry Expo 	<ul style="list-style-type: none"> SHOW FOCUS: Ontario Craft Brewers Association Show & Conference issue – bonus distribution

NOVEMBER	DECEMBER
PACKAGE PRINTING/CONVERTING ADVANCEMENTS	CODING/LABELING/TRACEABILITY
<ul style="list-style-type: none"> Digital Printing for CPG Flexibility 	<ul style="list-style-type: none"> AUTOMATE NOW SUPPLEMENT – Automation control & motor/Integrator interviews/product highlights
<ul style="list-style-type: none"> Retail Ready/Point of Purchase Success Stories & Overview 	<ul style="list-style-type: none"> Contract Production/Packaging Profiles
<ul style="list-style-type: none"> Package Printing Inks add texture and security 	<ul style="list-style-type: none"> Beer/Spirits Plant Performance Stories
<ul style="list-style-type: none"> Food Safety – X-Ray/Metal Detection Overview 	<ul style="list-style-type: none"> SHOW FOCUS: IPPE Poultry/Meat Show, Atlanta
<ul style="list-style-type: none"> Conveying & Line Integration Success Stories 	

Reach **2 BIG MARKETS** for Automation Products with **AUTOMATE NOW** and **AUTOMATE NOW PLUS E-ZINE**



AUTOMATE NOW publishes in the **April, June, September** and **December** issues of Canadian Packaging.

AUTOMATE NOW PLUS deploys quarterly.

AUTOMATE NOW PLUS E-Zine ad page rate: \$1,000 NET.

2019 RATE CARD & MECHANICAL SPECS

ISSUANCE & CLOSING DATES

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

GENERAL ADVERTISING RATES

Rates quoted in Canadian net Dollars

TABLOID	1 TIME	6 TIMES	10 TIMES
Tabloid page	\$5,800	\$5,500	\$5,300
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

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

DIGITAL PRINT AD MATERIAL 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

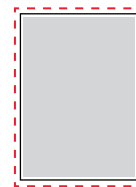
All hi-res pdf files are to be uploaded to the loading dock.
 The Annex loading dock for all ads should be submitted via:
annexnorth.loadingdock.ca

- 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 at
888-599-2228 ext. 235 or by email at bcomer@annexweb.com

TABLOID AD PAGE SIZES

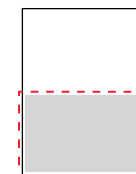


FULL PAGE - TABLOID

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

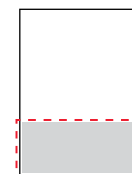
DBL PG SPREAD - TAB

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



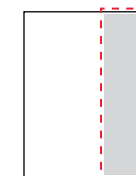
1/2 HOR - TABLOID

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



1/3 HOR - TABLOID

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



1/3 VERT - TABLOID

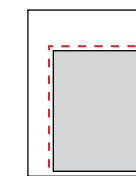
Trim Size: 3.6667 x 14.875
 Bleed Size: 3.7917 x 15.125
 Live: 3.1667 x 13.875



1/4 VERT - TABLOID

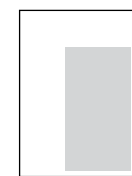
Live: 4.875 x 7.5

STANDARD AD PAGE SIZES



STANDARD PAGE

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



2/3 VERTICAL

Trim Size: 4.875 x 10



1/2 HORZ

Trim Size: 7 x 4.875



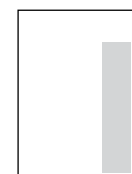
1/2 ISLAND

Trim Size: 4.875 x 7.5



1/2 VERT

Trim Size: 3.5 x 10



1/3 VERT

Trim Size: 2.25 x 10



1/3 SQUARE

Trim Size: 4.875 x 4.875



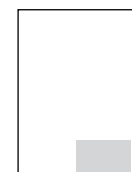
1/4 HORZ

Trim Size: 7 x 2.375



1/4 VERT

Trim Size: 3.375 x 4.875



1/6 HORZ

Trim Size: 4.875 x 2.25

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

GET LEADS FROM FOOD, BEVERAGE & CHEMICAL BUYERS

DIGITAL / LEAD GENERATION

8	557368 Ontario Inc.	Couson	Jeff	
9	MIC Pressworks	Schrick	Terry	
10	Adron Egg Farms Ltd.	Gruber	Hermann	President
11	Adventad Motion	McDougal	John	
12	Armstrong Manufacturing Inc.	Armstrong	David	President
13	Arrowhead Systems	Cunningham	Christopher	Product Manager
14	Atlantic Packaging Foods Ltd.	Barnett	Mike	Plant Manager
15	Balanced Systems Int'l Inc.	Stanhope	Mark	Director
16	BDO Canada LLP	Dele Coss	Adam	
17	Bondville Inc.	Cratt	Gary	Operations Manager
18	Bondville Canadian Div.	Unge	Luc	Dist. Sls Mgr Eastern Canada
19	Brown's Beverages Ltd.	Snider	William	
20	Bruce McLeod Enterprises Ltd.	McLeod	Sheena	Owner
21	C P Vegetable Oil Inc.	Consolvo	Nigel	
22	Cadbury Adams Canada Inc.	Blumen	Carol	
23	Cepromatic Ltee	BASSANI	ALDOZIA	President
24	Cargo Industries Ltd.	Holmes	Dave	
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SINGLE SPONSOR E-BLASTS

AUDIENCE

16,500 CASL-approved opt-in food, beverage, consumer packaged goods professionals.

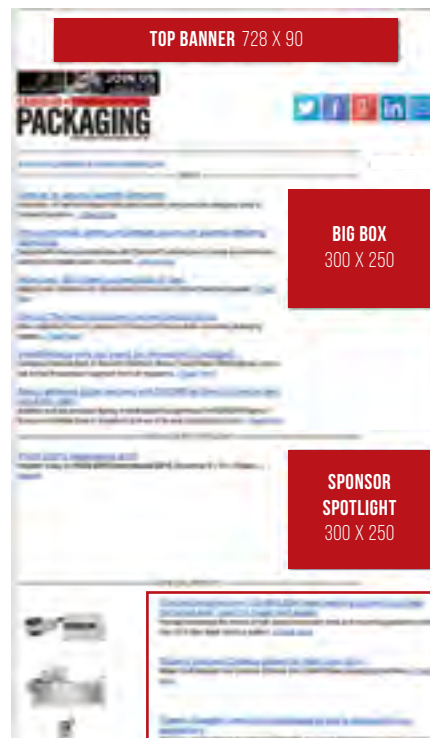
ROI

Lead reports include names, titles, companies, addresses and phone numbers.

RATE **\$2,000 CAD NET.**

BE A CATEGORY CAPTAIN IN 2019

Start your ad program with an ad in the first issue of the year, and get listed in our drop-down directory Category Captains on the home page of our site.



ADVERTISE ON THE HOME PAGE
AND BE SEEN **EVERY TIME BUYERS**
CLICK THROUGH OUR LINKS ON OUR
WEEKLY NEWSLETTER.

SENT TO **16,500** OPT-IN FOOD & DRUG DECISION-MAKERS.

9,500 VISITORS
per month

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

2019 WEEKLY E-NEWSLETTER AD RATES

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

SPONSOR SPOTLIGHT

1X	3X	6X	12X
\$1,500	\$1,200	\$1,000	\$900

REACH YOUR QUEBEC MARKET IN FRENCH 2 WAYS



EMBALLAGES magazine circulates quarterly to 7,500 principal, 16,500 total (including pass-along readership) food, beverage, drug, packaging decision-makers across Quebec. Edited by Pierre Deschamps for nearly 15 years.

- 1 MARCH ISSUE** CLOSES FEBRUARY 23.
- 2 JUNE ISSUE** CLOSES MAY 25.
- 3 SEPTEMBER ISSUE** CLOSES AUGUST 17.
- 4 NOVEMBER ISSUE** CLOSES OCTOBER 19.

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

EMBALLAGES
Les Nouvelles

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

SPECIAL 2019 SUPPLEMENTS

DELIVER BONUS EXPOSURES

FEBRUARY ISSUE

- PAC CONNECT MAGAZINE WITH BONUS DISTRIBUTION TO PAC MEMBERSHIP

MARCH ISSUE

- PROFOOD TECH SHOW PREVIEW
- CANADIAN PRODUCE MARKETING ASSOCIATION SUPPLEMENT

APRIL ISSUE

- SIAL TORONTO FOOD SHOW PREVIEW
- BAKERY SHOWCASE SHOW

MAY ISSUE

- PACEX/ATX SHOW PREVIEW

JUNE ISSUE

- PAC LEADERSHIP DESIGN AWARDS SUPPLEMENT

JULY/AUGUST ISSUE

- PREVIEW COVERAGE FOR IBE LAS VEGAS BAKERY SHOW
- PREVIEW FOR PACK EXPO LAS VEGAS

SEPTEMBER ISSUE

- PACK EXPO LAS VEGAS COVERAGE

OCTOBER ISSUE

- ONTARIO INDEPENDENT CRAFT BREWERS EXPO & CONFERENCE SUPPLEMENT
- OIMP MEAT INDUSTRY EXPO PREVIEW

DECEMBER ISSUE

- IPPE POULTRY/MEAT EXPO

TARGET THESE KEY FOOD & BEVERAGE TRADE SHOWS AND EVENTS BY STANDING OUT WITH YOUR AD MESSAGES IN THESE SPECIAL ISSUES AND SUPPLEMENTS THAT OFFER BONUS DISTRIBUTION AT THE EVENTS.

Our partner associations help us to give you more exposure for your sales message: Packaging Consortium; PMMI; Canadian Corrugated & Containerboard Assn; Canadian Produce Marketing Association; Ontario Independent Meat Processors; Canadian Meat Council; Ontario Craft Brewers; SIAL Food; Canadian Health Food Association; Baking Association.



SUPPLEMENT INSERT BONUS

ASK ABOUT RATES TO
INCLUDE YOUR MAILER
WITH THE SPECIAL BONUS
SEGMENT TARGET MAILINGS
OF OUR SUPPLEMENTS.

SPECIAL ISSUES



JANUARY PACKAGING MACHINERY SPECIFICATIONS MANUAL



JULY ANNUAL BUYERS' GUIDE

CANADIAN PACKAGINGTV

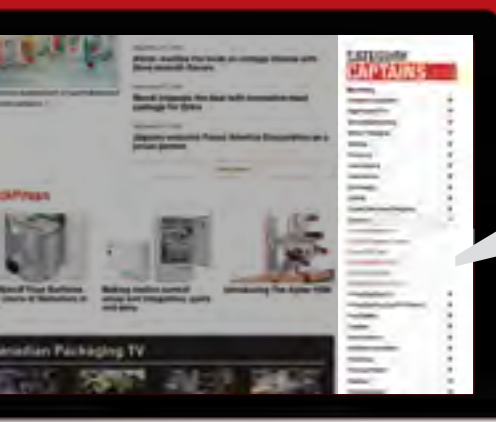


MAGAZINES

THAT TELL FOOD & DRUG PACKAGING STORIES



“BE A CATEGORY CAPTAIN” IN 2019



LEAD TO

INFO & CONTACT PAGE



CONTACT STEPHEN DEAN SENIOR PUBLISHER

416.510.5198, sdean@canadianpackaging.com



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PRINT ADVERTISING • CP-PRODUCED VIDEOS • LEAD GENERATION