Canadian electronics

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E-BLASTS • E-NEWSLETTERS • VIDEOS

2015
MEDIA
PLANNER

Canadian electronics industry grows on innovation

Mike Edwards
Editorial Director
medwards@annexweb.com
905-713-4389

Canada's electronic industry continues to innovate and make itself relevant on the global stage, whether in video or broadcast, factory automation or resource sectors.

Supply chain executives at EDS 2014 sited Canada's electronics design engineers as early adopters, leading to successful product introductions with leading edge technologies such as the latest in embedded systems. These same executives also noted that Canada leads North America in sales growth.

Today, with an engaged electronics engineering audience and a variety of print and digital services, *Canadian Electronics* is well positioned to serve this growing market throughout 2015. *Canadian Electronics* offers marketers 4 print editions per year, weekly e-newsletters, a daily updated website, an ever-expanding video library and opportunities to reach our buying audience through custom e-blasts.

As Editorial Director and an electronics engineering technologist, I strive to ensure that every issue and digital media offering of *Canadian Electronics* helps keep readers informed about products, news, technologies and thought leader developments in the industry. In our 2014 Reader Survey, 72% of *Canadian Electronics* readers said it was an important source of electronics design engineering information for keeping up-to-date on the industry.

In addition to the print edition of *Canadian Electronics* and its interactive digital edition, newsletters, website and frequent video postings keep readers up to date. For the electronics engineer, technologist executive and technician in Canada, the *Canadian Electronics* brand is a recognized name that industry professionals have trusted since 1986.

CE's Market Place

Canada's Information and Communications Technology (ICT) manufacturing sector includes computer and peripheral equipment, communications equipment, electronic component, instruments, wire and cable, and industrial machinery. In the most recent data from Statistics Canada, Canadian exports of ICT goods reached **$17.8 billion**. Exports of commercial industry machinery **($383 million)**, instruments **($295 million)** and electronic components **($293 million)** make up the bulk of this sales volume.

From this data, exports of ICT goods to the U.S. are tabulated at **$11.0 billion**, accounting for **61.9%** of Canadian ICT goods exports. Imports of ICT goods, on the other hand, are at **$43.6 billion**, the data reveals.

The statistics reveal that imports of wireless communications equipment are followed by wired communications equipment.

Instruments accounted for the largest proportion of exports of ICT goods in this data **(22.4%)**, while computer and peripheral equipment accounted for the largest proportion of imports of ICT goods **(27.6%)**.

Canadian electronics

MEET OUR COMMUNITY*

" Your magazine keeps me interested and informed. Keep up all the great work. "

+ CONNECTED

94% boast more than 5 years experience in the industry

17,448 Average circulation of Canadian Electronics' annual 4 issues

79% say trade magazine industry e-newsletters and websites are important or very important to staying informed

1/3

70%

91%
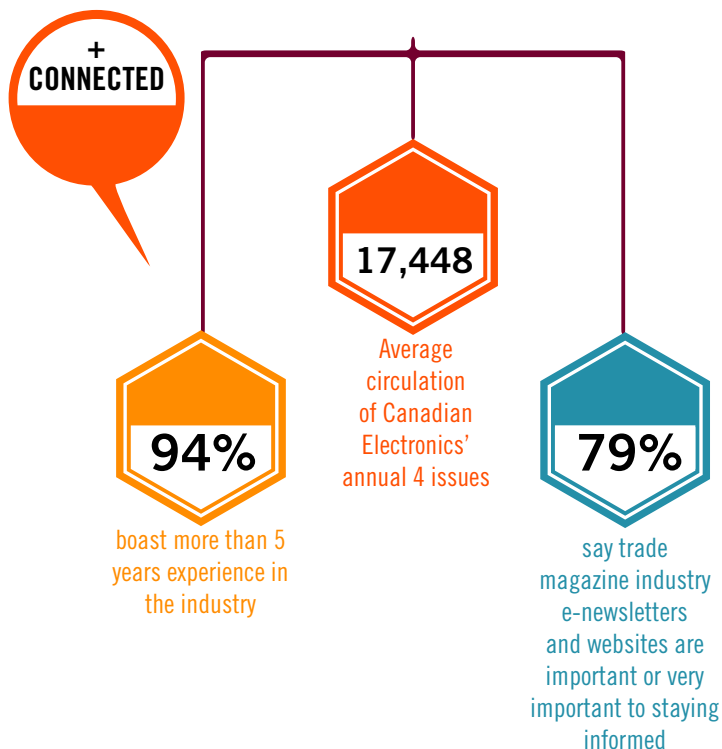
INFLUENTIAL are owners, partners or managers, or industry professionals; almost 70% have been in the industry over 15 years

are involved in purchases above $100,000

A staggering 91% are actively involved in purchases

OPEN-MINDED
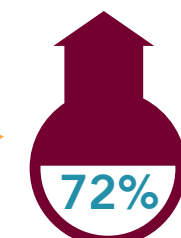
72% say Canadian Electronics is important or very important to keeping up-to-date with their industry

2/3 recall having recommended and/ or bought something they saw advertised in Canadian Electronics

" Canadian Electronics is an excellent source of information for our business and we read every issue. "

WELL READ

62% have read at least 3 of the last 4 issues they received: 44% have read all four

93% read "one or two" or most of the articles

40% of subscribers pass their copy on to 2 to 4 others for an effective average readership of 30,600 to 37,400

*Based on John Hrycak multi-sector survey conducted during Jan/Feb 2014. Results accurate within +/- 4.5%
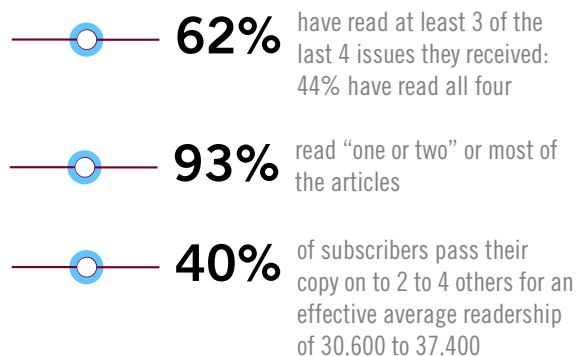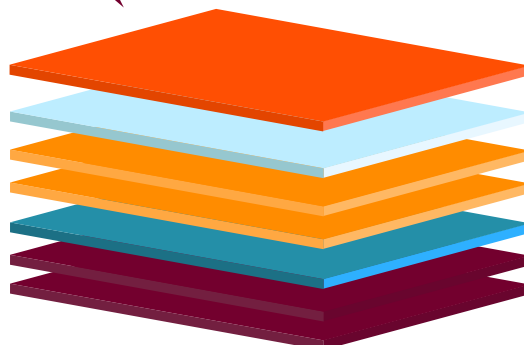
CANADIAN ELECTRONICS 2015 EDITORIAL CALENDAR

Issue	Special Feature Topics	Issue	Special Feature Topics

FEBRUARY

Editorial: Jan. 2
Ad close: Jan. 16
Ad material due: Jan. 23

- Batteries & Power Supplies
- Connectivity
- Enclosures
- Switches, Relays
- Test & Measurement

Special Feature: Electronics in AUTOMATION

SEPTEMBER

Editorial: July 24
Ad close: Aug. 7
Ad material due: Aug. 14

- Batteries & Power Supplies
- Connectivity
- Enclosures
- Switches, Relays
- Test & Measurement

Special Feature: Electronics in POWER TECHNOLOGY

MAY

Editorial: March 19
Ad close: Apr. 2
Ad material due: Apr. 9

- Batteries & Power Supplies
- Connectivity
- Enclosures, Fans & Heatsinks
- Motors & Motion Control
- Sensors
- Test & Measurement

Special Feature: Electronics in MEDICAL TECHNOLOGY

NOVEMBER

Editorial: Sept. 25
Ad close: Oct. 9
Ad material due: Oct. 16

- Batteries & Power Supplies
- Connectivity
- Displays & LEDs
- Enclosures, Fans & Heatsinks
- Motors & Motion Control
- Test & Measurement

Special Feature: Electronics in WIRELESS TECHNOLOGY

IN EVERY ISSUE

- **Mark Borkowski**
  Business advice you can use

- **Taking License**
  Intellectual Property & Patent trends

- **Director's Chair**
  Editorial Director's look at the industry

- **Industry News**
  Latest from Vendors, Distributors, Reps, R&D

- **Teardown Garage**
  Industry experts reveal hottest components

- **Executive Q&A**
  Thought leadership from top industry executives

Technology Handbooks

$850

FEBRUARY
TEST & MEASUREMENT
Ad Close: Jan. 16
Ad material due: Jan 23

SEPTEMBER
POWER SUPPLIES
Ad Close: Aug. 7
Ad Material due: Aug. 14

MAY
CONNECTIVITY
Ad close: Apr. 2
Ad material due: Apr. 9

NOVEMBER
ENCLOSURES
Ad close: Oct. 9
Ad material due: Oct. 16

PRODUCT FOCUS	E-NEWS AD MATERIAL DUE DATE	E-NEWS LIVE DATE
JANUARY 2015		
Motors & Motion Control, Connectivity	January 2	January 8
LEDs, Displays	January 8	January 15
Power Supplies, Test & Measurement	January 15	January 22
Batteries, Terminal Blocks	January 22	January 29
FEBRUARY 2015		
Enclosures, Sensors	January 29	February 5
Microprocessors, FPGAs	February 5	February 12
Connectivity, Passive Components	February 12	February 19
Embedded Systems, Test & Measurement	February 19	February 26
MARCH 2015		
Power Supplies & Batteries, Relays	February 26	March 5
Switches, Wireless Components	March 5	March 12
Test & Measurement, Motors & Motion Control	March 12	March 19
LEDs, Sensors	March 19	March 26
APRIL 2015		
Connectivity, Wire & Cable, Enclosures	April 2	April 9
Switches, Displays	April 9	April 16
Sensors, Power Supplies	April 16	April 23
Test & Measurement, Batteries	April 23	April 30
MAY 2015		
Motors & Motion Control, Switches	April 30	May 7
LEDs & Relays	May 7	May 14
Enclosures, Test & Measurement	May 14	May 21
Power Supplies, Switches	May 21	May 28
JUNE 2015		
EDS 2015 Video Report, Connectivity	May 28	June 4
Motors & Motion Control, Displays	June 4	June 11
Power Supplies, Passive Components	June 11	June 18
LEDs, Sensors	June 18	June 25

PRODUCT FOCUS	E-NEWS AD MATERIAL DUE DATE	E-NEWS LIVE DATE
JULY 2015		
Connectivity, Wire & Cable, Test & Measurement	July 2	July 9
Enclosures, Power Supplies	July 9	July 16
Motors & Motion Control, Displays	July 16	July 23
AUGUST 2015		
Batteries, Terminal Blocks	July 30	August 6
Passive Components, Enclosures & Thermal Management	August 6	August 13
Power Supplies & Relays	August 13	August 20
Switches, Wireless Components	August 20	August 27
SEPTEMBER 2015		
Test & Measurement, Batteries & Power Supplies	August 27	September 3
Enclosures, Switches	September 3	September 10
Connectivity & Terminal Blocks, Sensors	September 10	September 17
Microprocessors, FPGAs	September 17	September 24
OCTOBER 2015		
Power Supplies, Switches & Relays	September 24	October 1
Sensors, Test & Measurement	October 1	October 8
Motors & Motion Control, Enclosures	October 15	October 22
LEDs, Displays	October 22	October 29
NOVEMBER 2015		
Connectivity, Wire & Cable	October 29	November 5
Batteries, Terminal Blocks	November 5	November 12
Sensors, Test & Measurement	November 12	November 19
Motors & Motion Control, Enclosures	November 19	November 26
DECEMBER 2015		
Displays, Power Supplies	November 26	December 3
Sensors, Test & Measurement	December 3	December 10
Passive Components, Enclosures	December 10	December 17

Canadian Electronics' Technology Handbooks are a series of digital magazines that focus on a single product category directed at the electronics industry in Canada. Posted on CE's website as an interactive flip-style magazine, our Technology Handbooks provide specific market and product information, as well as trends within that specific product category, to electronics design engineers, PCB designers, electronics technicians, test and measurement engineers, and embedded systems designers.

Each of *CE*'s 2015 Technology Handbooks will be promoted via:

- *CE's weekly e-newsletter sent to more than 15,000 opt-in subscribers (open rate: 25%)*
- *Dedicated e-blasts sent to subscribers*
- *Online ads on www.CanadianElectronics.ca*
- *Twitter: @cdnelectronics*

Advertisers in each Technology Handbook receive the following:

1) Full page ad – 8-1/4" x 11"
2) 500-600 word article, posted opposite ad (article to include logo and one other graphic); article can focus on thought leadership, company expertise, technology and electronics solutions, or consist of a company profile, case study or Q&A interview with a company representative
3) Embedded rich-media element (e.g., video, slide show)

www.**CanadianElectronics**.ca

Online display advertising is one of the foundations of digital media. Whether it is a wallpaper, leaderboard, big box or standard banner, online display advertising keeps your brand and message in plain sight of online visitors. They are a simple, yet effective method of gaining exposure among potential customers and generating traffic to your website.

BENEFITS
- GENERATE BRAND AWARENESS
- PROMOTE NEW PRODUCTS AND EVENTS
- DRIVE NEW TRAFFIC TO YOUR WEBSITE OR ONLINE STORE
- MAXIMIZE YOUR MARKETING MESSAGE THROUGHOUT THE WEBSITE

Ad sizes (pixels):		Net Rate/Month
Wallpaper	550 px (w) x 684 px (h)	**$1,800**
Super Big Box	300 px (w) x 600 px (h)	**$1,400**
Leaderboard Rotating & run of site	728 px (w) x 90 px (h)	**$800**
Big Box	300 px (w) x 250 px (h)	**$800**
Standard Banner	468 px (w) x 60 px (h)	**$750**

Q&A Interview

- Display your company's thought leadership via a **Q&A interview**
- **2-3 minute video** with company executive/representative in our in-house studio
- **Video branded** with company logo and web site
- **Video posted** on CanadianElectronics.ca. and included in one of CE's weekly e-newsletters
- Video provided to client for use in our marketing platforms

Cost: $995

Corporate Video

Corporate video espousing the benefits of your company to potential clients
Contact Klaus Pirker for more details

Lead Generation (e-news, e-blasts, CE Connects and Technology Handbooks)

Two weeks after deployment, we will provide complete metrics, including open rates and a click-through report.
We will also provide all contact information — excluding e-mail addresses — from those that clicked on your ad, which includes a name, job title, company, phone number, number of clicks, address, company size and NAICS code.

e-Newsletters

Deliver your sales message right to buyer inboxes. Reach more than 15,000 (opt-in) email subscribers with our weekly e-Newsletters, often achieving open rates exceeding 28%.

BENEFITS

- HIGHLY-TARGETED BRANDING
- DIRECT-RESPONSE WITH CLICK-THROUGH CAPABILITIES
- ASSOCIATION WITH RELATED EDITORIAL CONTENT/NEWS
- INTERACTION WITH A HIGHLY-ENGAGED OPT-IN AUDIENCE

Ad sizes (pixels):	Net Rate/Issue
Sponsor message Headline blurb (75 words), link image (300 x 250)	**$1,250**
Leaderboard/Mobile Banner image 1 (728 x 90) + link image 2 (300 x 50) + link	**$800**

*Sponsorships are sold on a first-come, first-served basis

CE Connects

Need attendees for your seminar, training course or online demo? Want to drive traffic to a particular whitepaper, product or website? Whatever your message, promote your event, product or service with CE Connects, one of our publications most cost-effective advertising opportunities. With a reach of more than 15,000 opt-in email subscribers, this monthly e-newsletter could profile your product, whitepapers, software demos, technical training, seminars and more.

Monthly Net Rate
$595

You should take advantage of this inexpensive and measurable way to promote your service. We do all of the layout work, so all you need to provide are images, text and URL.

Included in the Profile:
- Logo
- Image of Product or Service
- 25 word description
- Link to the URL of your choice
- 350 px (w) x 247 px (h)

Month	Ad close	Sent
JAN.	Jan. 5	Jan. 12
FEB.	Feb. 2	Feb. 9
MAR.	Mar. 2	Mar. 9
APRIL	Apr. 6	Apr. 13
MAY	May 4	May 11
JUNE	Jun. 1	Jun. 8
JULY	Jul. 6	Jul. 13
AUG.	Aug. 4	Aug. 10
SEPT.	Sept. 8	Sept. 14
OCT.	Oct. 5	Oct. 13
NOV.	Nov. 2	Nov. 9
DEC.	Dec. 7	Dec. 14

Custom e-Blast (Custom e-Newsletter)

Promote events, whitepapers and new products, and boost your web traffic with a custom e-Blast. Reach more than 15,000 opt-in email subscribers, plus receive lead generation reports following deployment.

Image Dimensions: (W x H) 558 x variable (or Custom HTML copy instead)

1: $2,550 net
2 or more: $2,000 net (per e-Blast)

We have been proactive in addressing Canada's Anti-Spam Legislation (CASL), which took effect on July 1, 2014. Our digital marketing team has renewed and re-qualified 15,000+ subscribers who have provided express consent or implied consent under CASL regulations. This helps ensure your message will be successfully delivered to *Canadian Electronics* readers.

CANADIAN ELECTRONICS 2015 ADVERTISING RATES

Tabloid live type area: 8-5/8" x 12-1/4"

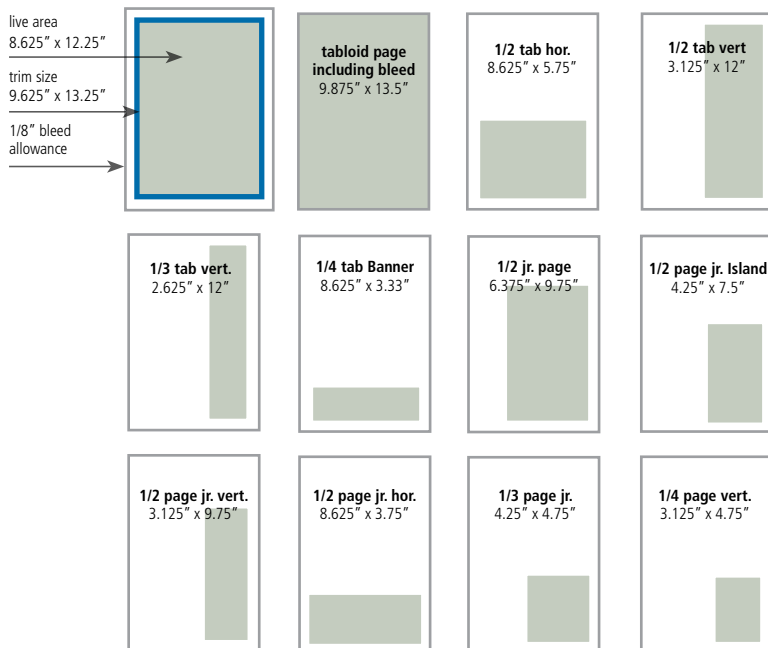| AD SIZE	DIMENSIONS	FOUR COLOUR RATE		
		1x	2x	4x
Tabloid Page (trim)	9-5/8" x 13-1/4"	$5,990	$5,775	$5,425
Tabloid Page (bleed)	9-7/8" x 13-1/2"			
Jr. Page	6-3/8" x 9-3/4"	$4,595	$4,390	$4,135
1/2 Tab horizontal	8-5/8" x 5-3/4"	$4,420	$4,250	$4,005
1/2 Tab vertical	4-1/4" x 12"			
1/3 Tab vertical	2-5/8" x 12"	$4,025	$3,870	$3,655
1/2 Page Jr. island	4-1/4" x 7-1/4"	$3,055	$2,930	$2,780
1/2 Page Jr. hor.	8-5/8" x 3-3/4"			
1/4 Tab banner	8-5/8" x 3-1/3"	$2,860	$2,760	$2,625
1/3 Page square	4-1/4" x 4-3/4"	$2,415	$2,335	$2,210
1/4 Page vertical	3-1/8" x 4-3/4"	$1,890	$1,820	$1,745
Product Showcase	2" x 4"	$600	$550	$500

FULL SPECIFICATIONS
AVAILABLE
ONLINE AT
www.CanadianElectronics.ca
CLICK
Advertise

SPECIAL COLOUR: For additional colour, matched, PMS or special colours, please contact your Annex Business Media representative.

SPECIAL POSITIONS: For cover positions, add 25%. Other requested positions, add 15%.

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live area
8.625" x 12.25"

trim size
9.625" x 13.25"

1/8" bleed allowance

tabloid page including bleed
9.875" x 13.5"

1/2 tab hor.
8.625" x 5.75"

1/2 tab vert
3.125" x 12"

1/3 tab vert.
2.625" x 12"

1/4 tab Banner
8.625" x 3.33"

1/2 jr. page
6.375" x 9.75"

1/2 page jr. Island
4.25" x 7.5"

1/2 page jr. vert.
3.125" x 9.75"

1/2 page jr. hor.
8.625" x 3.75"

1/3 page jr.
4.25" x 4.75"

1/4 page vert.
3.125" x 4.75"

Digital Requirements:
We accept digital files that meet the following criteria:
- **High-resolution PDFs** created with InDesign, Quark Xpress, (2,400 dpi-150 line screen, all fonts embedded, CMYK with no spot colours or RGB images).
- **EPS or TIFF files** created in Illustrator or Photoshop (300 dpi with all images embedded and fonts as outlines).
- Process colour (CMYK) ads must be supplied with a high-resolution, full-colour, contract-quality proof to ensure proper reproduction.
- Black and white ads must be supplied with a laser proof.

PLEASE NOTE: We do not accept ads created in Microsoft Office/Publisher programs, Corel Draw (only if exported to Illustrator), film, DCS or CopyDot files.

Web Specifications:
- **Image Dimensions:** 300w x 250 pixels, 728w x 90 pixels, 468w x 60 pixels, 550w x 684 pixels
- **Image Type:** .gif, .jpg. or Flash (Must be regular Flash with embedded URL to set tracking — no swish files.)
- **Image Animation (GIF):** Single to infinitely looping banners accepted. Note: Flash files are not acceptable for e-products.
- **Image File Size:**
  - 50k maximum for static or animated GIF
  - 50k for Button Flash
  - 80k for Banner Flash
- **Linking URL:** An active URL must be provided.
- **Testing:** All creatives must function uniformly on both MAC and PC platforms, as well as multiple browser versions of Firefox, Internet Explorer and Safari.

For further information, please contact your account co-ordinator, Alice Chen, at achen@annexweb.com or 905-713-4369.

Canadian **electronics**
www.**CanadianElectronics**.ca

Advertising contacts:
Klaus Pirker, Group Publisher • 905-726-4670 • kpirker@annexweb.com
Nigel Bishop • 905-713-4395 • nbishop@annexweb.com

Editorial contact:
Mike Edwards, Editorial Director
905-713-4389 • medwards@annexweb.com

ANNEX BUSINESS MEDIA

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