

Canadian

PROCESS



www.cpecn.com

EQUIPMENT & CONTROL NEWS
equipment • instruments • controls • materials

We are read by of 23,634 Process Professionals
Plan Your Message to Them Now!



2019 Media Kit

Circulation is THE KEY TO SUCCESS for every advertising program!



Our readers have **KEY** job titles in **KEY** industries

Compare Your Marketing Target With Our Readership Demographics!

Circulation by Industry Group

Chemicals & Allied Products	1,408
Pulp and Paper	1,512
Petroleum, Coal & Natural Gas Processors	944
Plastic & Rubber Products Producers	1,231
Mines & Metal Processors	1,505
Non-Metallic Minerals Processors	607
Food & Beverage Processors	1,975
Pharmaceuticals & Medicine Manufacturers	357
Power Generation	792
Textiles Processors	119
Engineering Related Services	6,133
Environmental Control	1,600
Educational Institutions	216
Other Secondary Manufacturers	2,691
Other Government Agencies	202
Wholesale Trade Distributors	1,014
Contractor Services	684
Others Allied To The Field	644
Total	23,634

Circulation by Job Title

Executive Management	3,439
Administrative Management	3,181
Maintenance Management	1,567
Purchasing	983
Plant Production Operations	5,091
Engineering	8,252
Materials Handling Personnel	188
Research & Development	834
Other Qualified Personnel	99
Total	23,634

100% 'Direct Request' From Recipient + 100% 'Mailed by Name and Title' Circulation

Great Brand Exposure and ...

We send our readers an electronic newsletter containing even more technology updates and news. The *Canadian Process eNews* also contains information on process trends, application stories, product lines available and coming events, as well as video demonstrations.

Our eNewsletter is successfully delivered every two weeks on Wednesdays (see schedule at right) to over 12,000 of our readers.

Advertising in our *eNews* platform automatically means your ad appears on the website until the next newsletter is deployed. Pricing and ad sizes are shown at the left.

We welcome all inquiries. Contact Rob Sommerville, publisher of *CPECN*, for details at rsommerville@cpecn.com.



eNEWS DEPLOYMENT DATES

- January 9 + 23
- February 6 + 20
- March 6 + 20
- April 3 + 17
- May 8 + 22
- June 12 + 26
- July 10 + 24
- August 7 + 21
- September 4 + 18
- October 9 + 23
- November 6 + 20
- December 4 + 18

Canadian PROCESS EQUIPMENT & CONTROL NEWS
Published by Canadian Process Equipment & Control News Ltd.

Large AC General Purpose Motors from Baldor
BALDOR • RELIANCE™
Learn More

HEADBOARD BANNER AD
728 x 90
\$500

Latest News
TURCK Turck Chartwell now Turck Canada
Photo: October 15, 2017. Turck has acquired the remaining 50 per cent interest in Turck Chartwell Canada of Marlham, OK, and thus is 100 per cent owner of the new subsidiary. In January 2018, the company name will become Turck Canada Inc. Mark and Steve Bothmer, the two founders of Chartwell, have signed long-term management contracts. They will continue to lead the company as president and VP sales and marketing. [Read more](#)

Process Products
Portable particulate monitor
Cameron Instruments has announced the release of a portable particulate monitor from Aerosol. The PM Sensor head plugs into Aeroqual's existing range of handheld monitors (models 200/300/500) and measures particulate 2.5 microns and less and particles 10 microns and less (PM2.5, PM10). [Read more](#)

LEFT BANNER AD

Feature Articles
Breathers Help Prevent Enclosure Condensation
Enhancing your pump reliability. Pumps are an essential part of most fluid handling systems, with system performance depending directly on pump availability and reliability. Carefully thought-out inspection and preventive maintenance programs are one of the best ways of ensuring that pumps will operate reliably and efficiently when they are called upon. [Read more](#)

Coming Events
Chem Show 2017
Savoy Center New York City
October 31 - November 2, 2017

Western Canadian Process Show
Sherwood Park, Alberta
November 26, 2017

YOUR IMPACT BOX AD HERE

IMPACT BOX AD
300 x 250
\$400

LEFT BANNER AD
400 x 60
\$400

FOOTBOARD BANNER AD
728 x 90
\$300



Content Rules!

We Keep Our Loyal Readers With Our Superior Editorial. More Is Better.

2019 CPE&CN closing dates

February Issue

Focus on **Instrumentation**

Supplement: **Safety & Security**

Editorial Close: January 4, 2019

Advertising Close: January 11, 2019

Material Due: January 16, 2019

Mails: February 11, 2019

April Issue & Gold Pages

Focus on the **Environment**

Supplement: **Fittings & Couplings**

Editorial Close: March 1, 2019

Advertising Close: March 8, 2019

Material Due: March 13, 2019

Mails: April 8, 2019

June Issue

Focus on **Maintenance & Safety**

Supplement: **SCADA & Data Acquisition**

Editorial Close: April 19, 2019

Advertising Close: April 26, 2019

Material Due: May 1, 2019

Mails: May 27, 2019

August Issue

Focus on **Plant Automation**

Supplement: **Flow Technology**

Editorial Close: July 12, 2019

Advertising Close: July 19, 2019

Material Due: July 24, 2019

Mails: August 26, 2019

October Issue & Gold Pages

Focus on **Fluids Handling**

Supplement: **Equipment Power Protection**

Editorial Close: September 6, 2019

Advertising Close: September 13, 2019

Material Due: September 18, 2019

Mails: October 8, 2019

December Issue

Focus on **Plant Communications**

Supplement: **MRO**

Editorial Close: October 18, 2019

Advertising Close: October 25, 2019

Material Due: October 30, 2019

Mails: November 25, 2019

... Proven Lead Generator

➔ **A**fter your E news ad gets delivered we put it up on our web site for the next two weeks — FREE!

➔ **T**his means your message is being delivered and it has a two-week shelf life on our web site — all for the same investment.

➔ **S**tatistics — we have them all.

➔ **L**eads in spread sheets.

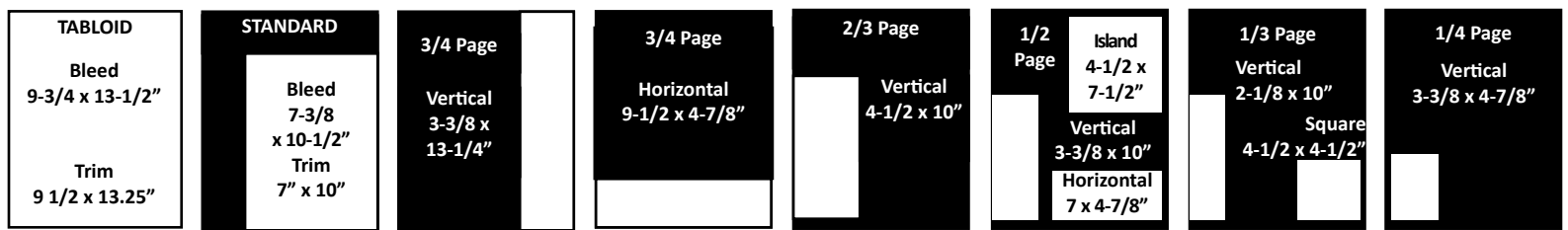
➔ **E**news delivered, opens and clicks.

➔ **W**eb page views, impressions and more!

Advertising Rates and Services for 2019

Canadian Process Equipment & Control News Magazine

Rate Card #46 • Effective January 1st, 2019



Rates for Black & White Ad *Publisher cannot accept responsibility for ads provided without contract proofs.*

	1x	3x	6x	12x
Tabloid Page	\$4650	\$4450	\$4350	\$4150
Standard Page	\$3875	\$3725	\$3570	\$3420
3/4 Page	\$3260	\$3150	\$3060	\$2960
2/3 Page	\$3060	\$2950	\$2850	\$2750
1/2 Page	\$2360	\$2280	\$2200	\$2120
1/3 Page	\$1730	\$1680	\$1630	\$1580
1/4 Page	\$1225	\$1175	\$1125	\$1070

Colour Rates

4-Colour Process:	\$1125
Standard Colour from process:	\$510
Matched Colours (PMS):	\$560

Advertising Space Rates

Based on total space used within a 12-month period from date of first insertion.

Inserts

Target your insert promotion to our readers and segment our list by region, industry, or job title. A "rifle" approach to marketing. It will cost a fraction of the cost of direct mail. Contact your sales representative for a quote.

Commission & Cash Discount

Agency Commission: 15% of gross billing allowed to recognized advertising agencies on space, colour, and position. Commission is not allowed on other charges such as trimming, printing of inserts, inserting charges or mechanical charges.

Advertising Material & Specifications

Files to be supplied as Press ready PDFs and should have fonts and images embedded. Publisher accepts no responsibility for possible errors due to ripping when files have not been saved correctly. We accept files via e-mail up to 4 MB in size. Anything larger can be placed on our ftp site – please contact your sales representative for details.

Direct Mail & Target Marketing

Call for a custom quote.

Gold Pages

PUMP SOLUTIONS

The new Elima-Matic pumps from Versa-Matic offer low cost rebuild options such as replaceable valve sleeve and simple refurbishment kits. Elima-Matic pumps are designed to reduce downtime.

YORK FLUID CONTROLS LTD.
sales@yorkfluid.com



CATALOG

Automation-Direct's Volume 14 catalog offers over 12,000 industrial automation products for a wide range of applications. The catalog features product descriptions.

AUTOMATIONDIRECT
www.automationdirect.com



The Gold Pages are published in April and October within the magazine. A special section will be set aside in the April and October issues to emphasize your available literature, your website and newsletters and any training or special events you may be planning. The best news is the price for this will be the same as last year.

There will be 15 on a page and advertisers will pay only \$550, and non-advertisers will pay \$700. Promote your website, literature, and e-newsletter promotions in these valuable quick reference guides.

2019 Gold Pages Closing Dates

April

Advertising Close: March 8, 2019
Material Due: March 15, 2019
Mails: April 8, 2019

October

Advertising Close: September 13, 2019
Material Due: September 18, 2019
Mails: October 8, 2019



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