

Canadian

PROCESS

EQUIPMENT & CONTROL NEWS

equipment • instruments • controls • materials



www.cpecn.com

We are read by 22,949 Process Professionals
Make An Impact With Your Message!



2020 Media Kit

Targeted circulation is THE KEY TO SUCCESS to any 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	1,072
Pulp and Paper	1,242
Petroleum, Coal & Natural Gas Processors	738
Plastic & Rubber Products Producers	957
Mines & Metal Processors	1,219
Non-Metallic Minerals Processors	478
Food & Beverage Processors	2,091
Pharmaceuticals & Medicine Manufacturers	313
Power Generation	564
Textiles Processors	163
Engineering Related Services	6,505
Environmental Control	1,064
Educational Institutions	200
Other Secondary Manufacturers	2,577
Other Government Agencies	434
Wholesale Trade Distributors	1,174
Contractor Services	701
Others Allied To The Field	329
Total	22,949

Circulation by Job Title

Executive Management	4,042
Administrative Management	3,283
Maintenance Management	1,428
Purchasing	915
Plant Production Operations	4,765
Engineering	7,425
Materials Handling Personnel	190
Research & Development	802
Other Qualified Personnel	99
Total	22,949

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

Great Brand Exposure and ...

Canadian **PROCESS EQUIPMENT & CONTROL NEWS**

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.

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

Large AC General Purpose Motors from Baldor **HEADBOARD BANNER AD**
728 x 90 \$500

TURCK **IMPACT BOX AD**
300 x 250 \$400

KEEP CALM IT'S EXPLOSION PROOF **LEFT BANNER AD**
400 x 60 \$400

HAMMOND MANUFACTURING

Breathers Help Prevent Enclosure Condensation

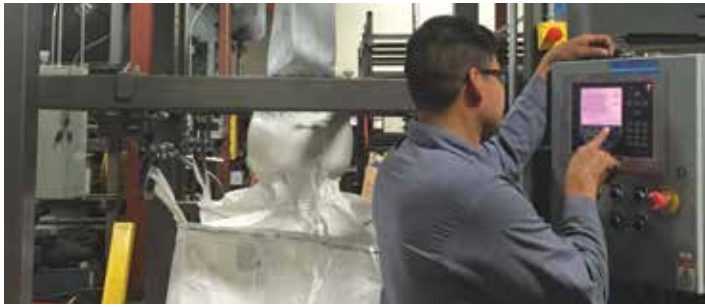
YOUR IMPACT BOX AD HERE

FOOTBOARD BANNER AD
728 x 90 \$300



eNEWS DEPLOYMENT DATES

January 15 + 29
February 12 + 26
March 11 + 25
April 8 + 22
May 6 + 20
June 3 + 17
July 8 + 22
August 5 + 19
September 2 + 16 + 30
October 14 + 28
November 11 + 25
December 16



Targeted Content Rules!

We Keep Our Readers Loyal With Superior Editorial. Better. Best. *CPECN*.

2020 *CPE&CN* closing dates

February Issue

Focus on **Instrumentation**

Supplement: **Straining & Filtering**

Editorial Close: January 3, 2020

Advertising Close: January 10, 2020

Material Due: January 15, 2020

Mails: February 10, 2020

April Issue & Gold Pages

Focus on the **Environment**

Supplement: **Dust Control**

Editorial Close: February 28, 2020

Advertising Close: March 6, 2020

Material Due: March 11, 2020

Mails: April 6, 2020

June Issue

Focus on **Maintenance & Safety**

Supplement: **Sensor Technology**

Editorial Close: April 24, 2020

Advertising Close: May 1, 2020

Material Due: May 6, 2020

Mails: June 2, 2020

August Issue

Focus on **Plant Automation**

Supplement: **Bulk Powders & Solids**

Editorial Close: July 10, 2020

Advertising Close: July 17, 2020

Material Due: July 27, 2020

Mails: August 24, 2020

October Issue & Gold Pages

Focus on **Fluids Handling**

Supplement: **Cloud Data Management**

Editorial Close: September 4, 2020

Advertising Close: September 11, 2020

Material Due: September 16, 2020

Mails: October 12, 2020

December Issue

Focus on **Plant Communications**

Supplement: **Fittings & Couplings**

Editorial Close: October 23, 2020

Advertising Close: October 30, 2020

Material Due: November 6, 2020

Mails: November 30, 2020

... Proven Lead Generator

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

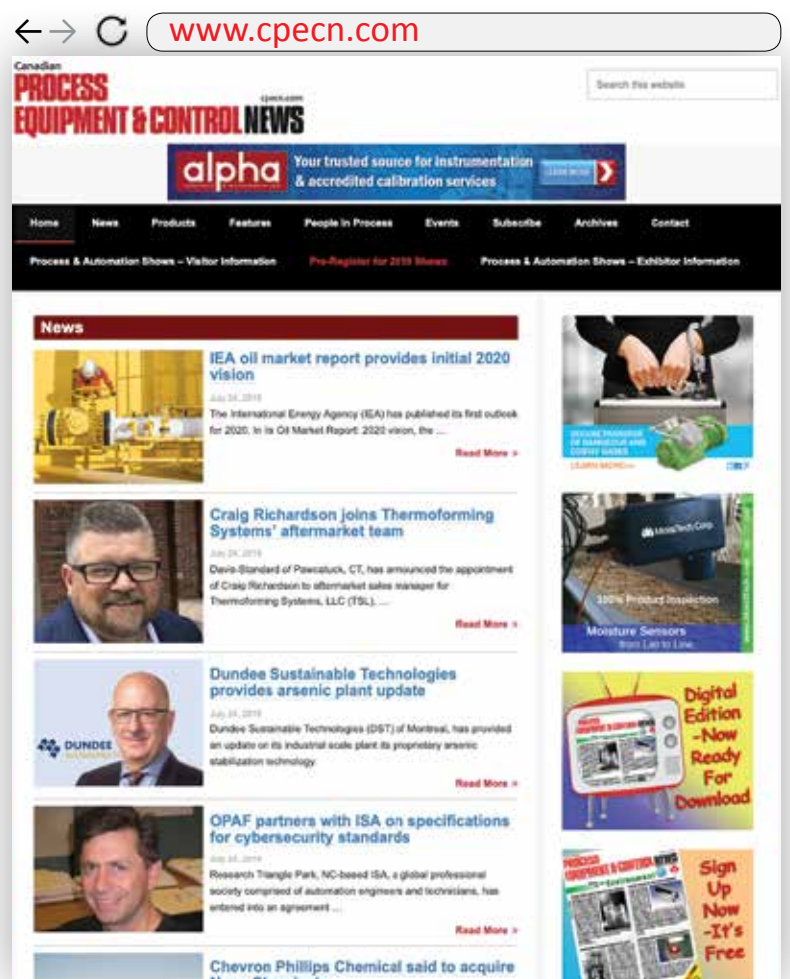
THIS means your message is being delivered and it has a two-week shelf life on our web site — all for the same investment.

STATISTICS — we have them all.

LEADS in spread sheets.

ENEWS delivered, opens and clicks.

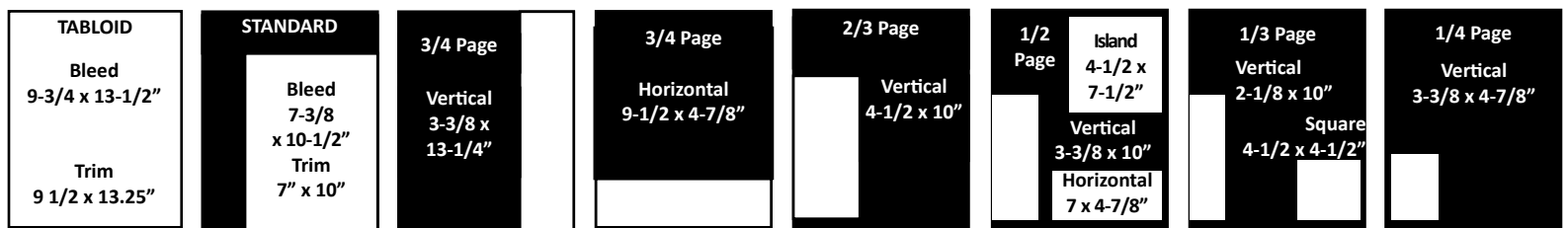
WEB page views, impressions and more!



Advertising Rates and Services for 2020

Canadian Process Equipment & Control News Magazine

Rate Card #48 • Effective January 1st, 2020



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.

2020 Gold Pages Closing Dates

April

Advertising Close: March 6, 2020

Material Due: March 11, 2020

Mails: April 6, 2020

October

Advertising Close: September 11, 2020

Material Due: September 16, 2020

Mails: October 12, 2020