

CIM MAGAZINE

Canadian Institute of Mining,
Metallurgy and Petroleum



Marketing Planner
2012 

Where the business of mining happens

www.cim.org



The Canadian Institute of Mining, Metallurgy and Petroleum (CIM)

CIM is Canada's leading technical society of professionals in the minerals, metals, materials and energy industries.

Renowned for its leadership and industry expertise, it is one of the world's top mining and exploration business development networks. Through its technical societies and branches, high-quality conferences, esteemed publications, enhanced web services and social media tools, CIM offers a diverse selection of customized marketing solutions for businesses worldwide.

Letter from the editor



CIM
MAGAZINE

The strength of CIM is our membership and our relevance to their professional objectives. Over the past year, CIM took many steps to ensure that we were responding to our members' needs, and began developing the necessary tools and resources to support them. As a result, we now have an expanded international presence, new alliances with the global minerals community, and many new initiatives and activities designed to enhance the value for our members.

One of the most visible and exciting outcomes will be realized in 2012 with the implementation of the first phase of a new state-of-the-art information technology infrastructure for the organization, including the launch of a new CIM web site. Although the full range of features and functionalities of this comprehensive new system will be phased

in over the course of the next couple of years, we are extremely pleased that an online version of *CIM Magazine* is slated to be a key component of the initial launch.

There is also a broad range of changes planned to the layout and template of the print version of *CIM Magazine*. This includes a smart new feature highlighting the latest tools of the minerals trade, an expanded Upfront section that will enable us to delve into a broader range of topics, and a trip to the front of the magazine for some of our most sought-after columns. The CIM editorial team will be growing in 2012 — both on the print and the web fronts — as will our roster of correspondents and contributors. Our goal is to bring readers the latest stories and developments, wherever in the world the business of mining is happening.

Angela Hamlyn
Editor-in-Chief
CIM Magazine

CIM Magazine: Canada's #1 mining and minerals magazine

Reach more mining and minerals professionals than any other Canadian industry magazine with *CIM Magazine*, today's market-leading publication.

Issues: 8

Circulation: 10,822*

Readers per copy: 2.4**

Total audience: 25,972

Source: **CIM Magazine* November 2011 sworn statement
** 2010 *CIM Magazine* reader survey

Maximize your business potential

CIM Magazine has the power to connect you with rewarding business partners, across a burgeoning community, all pursuing a common goal — to foster the growth of Canada's mining and minerals market at home and around the world.

"Over the past few years, through our presence in *CIM Magazine*, Snowden has benefited from the exposure, as well as the association with one of the industry's leading magazines. We look forward to ongoing participation in the publication."

Pips Kumleben
Marketing Manager, Snowden

Editorial with depth



Our focus:

- Promising new research
- Innovative technologies and processes
- Operations profiles
- Project execution
- Sustainability
- Advances in safety and business practices
- New developments in exploration, operations and maintenance



CIM Magazine is read by top mining and minerals experts, engineering consultants and exploration professionals.

Together, their expertise places Canada as a globally recognized source of mining leadership.

Purchasing power

Nearly 70% of CIM readers are in a management position

60% are involved in the recommendation and/or approval process

22% are engineers who plan, design, organize and supervise the development of mines, mine facilities, systems and equipment

Career field

18% work in consulting

18% work in engineering

17% work in a mining company

9% work in exploration

Canadian firms are responsible for the largest share of exploration spending in Canada, the United States, Latin America, Central America, Europe and, most recently, Africa.



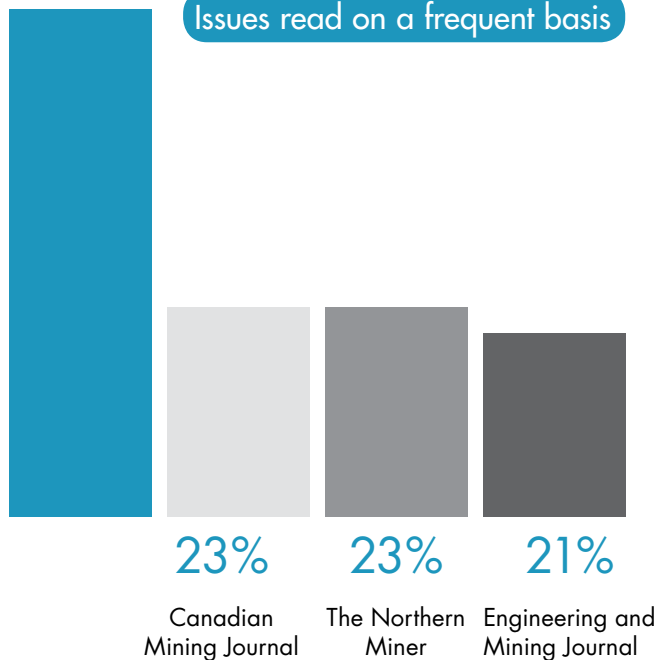
Ranked #1 by reputation and circulation

CIM Magazine has a higher circulation than any other Canadian minerals publication and is the magazine of choice.

Our readers named *CIM Magazine* as their most preferred industry magazine. It is read 2.5x MORE FREQUENTLY than the next leading publication:

58%
CIM Magazine

Issues read on a frequent basis



Magazine influence

82%

say *CIM Magazine* provides relevant valuable content

78%

agree advertising is a useful source of products/services

63%

refer back to an issue 1-5 times per year

58%

will read every single issue of *CIM Magazine*

29%

of top buyers say trade publications are the most influential source of product/service information – more than internet, e-newsletters, trade shows or direct mail

CIM Magazine, combined with its cross-channel marketing tools, is your direct route to increasing market exposure.

Watch your brand visibility soar with *CIM Magazine's* print, digital and online resources, CIM's leading seminars, networking events, conferences, and its sold-out annual Conference & Exhibition. Only through CIM's comprehensive marketing programs can you gain complete access to Canada's prolific mining sector.



For a complete list of CIM events, please visit www.cim.org. Bonus copies of *CIM Magazine* are distributed internationally at renowned events throughout the year, including **MINExpo INTERNATIONAL 2012**.



Innovations Showcase

Reap the benefits of our Innovations Showcase, the exclusive advertorial section of *CIM Magazine*. This unique series shines a spotlight on innovation with a short summary of products, tools, equipment, techniques and services advancing the mining, metallurgy and petroleum sectors.

Rates and data

- 1/3 page detailed write-up (max. 150 words) \$2,210
- Features one main image

Benefits to the advertiser

- 1/3 of the page (4C) highlights detailed information about your brand and its unique features
- *CIM Magazine* readers turn to it to browse new products in the marketplace
- Extreme value for advertisers – read by thousands of professionals and can generate potential leads



CIM E-News

A bimonthly e-newsletter reaching 10,000+ subscribers who request updates on news, trends and projects that are impacting their business communities. Sponsorship of the e-newsletter provides exclusive opportunities to promote your company by putting your logo front and centre.

Sponsorship rates

Exclusive sponsorship \$2,500 (monthly rate)

Benefits to the advertiser

- Your logo exclusively displayed prominently to an attentive audience
- Easily measurable and can capture sales leads on the spot
- Readers can access further information by clicking through directly to your website



CIM Magazine Digital Edition

The digital issue is CIM's most interactive advertising solution available. This flip-format digital magazine is suitable for today's demanding schedules and the increasing need to access information instantly.

Digital rates

Call one of our Senior Account Executives for rates.

Benefits to the advertiser

- Exclusive sponsorship ensures your banner is represented in a prime position
- Embeds hotlinks directly to your targeted promotion, product or service
- You will be seen by buyers both in hard copy and electronically – all for the price of one!*

* When you purchase a print ad, your ad is hot linked in the digital edition for free.





Official CIM Showguide

CIM Exhibition 2012: May 6-9, Edmonton, Alberta

Following the remarkably successful event in 2011 (7,000+ visitors, 500 exhibitors), the CIM Conference & Exhibition heads to Edmonton in 2012 where exhibition space is already sold out! Capitalize on event promotions with our extremely popular show guide.

Benefits to advertiser

- Circulated to all *CIM Magazine* readers with the March/April issue
- Distributed to thousands of CIM Conference & Exhibition 2012 attendees
- Read year-round by active buyers sourcing new products and suppliers



CIM Reporter

The official publication of the CIM Conference & Exhibition, the *CIM Reporter* and *Reporter Updates* highlight the hottest news and not-to-be missed events surrounding the three-day event. Handed out to all participants each morning of the event, the *Reporter* and *Updates* offer premium exposure to advertisers.

Benefits to advertiser

- Picked up by the biggest buyers in the world
- Ideal for product launches, innovative tools and cost-effective solutions
- Contains up-to-the-minute news that is very popular with the attendees
- Bonus: advertisers' logos are also featured prominently on full-colour daily *Reporter Updates*

Rates and data

Space closing: Feb. 10, 2012 Material closing: Feb. 17, 2012

4C	Rates (\$)	Dimensions (inches)
Logo in listing	305	2.0 x 0.5
Logo around map	615	2.0 x 0.5
Product profiles	1,025	5.0 x 2.375
Full page (trim)	6,920	5.25 x 8.25
Full page (bleed)	6,920	5.5 x 8.5
Full page (live)	6,920	4.375 x 7.5
½ page	5,190	4.375 x 3.5
IFC/IBC	8,310	5.25 x 8.25
OBC	8,650	5.25 x 8.25
Tabs - One side	7,960	5.25 x 8.25
Tabs - Two sides	11,945	5.25 x 8.25

Rates and data

Space closing: Mar. 23, 2012 Material closing: Mar. 30, 2012

Tabloid Page	Rates (\$)	Dimensions (inches)
Logo in listing	305	2.0 x 0.5
OBC/IFC/IBC (trim)	17,580	10.875 x 14.5
Full 4C (trim)	13,185	10.875 x 14.5
Full 4C (bleed)	13,185	11.125 x 14.75
3/4 4C	11,740	7.5 x 13.375
2/3 4C	10,105	10 x 8.75
1/2 4C	8,080	7.0 x 10
1/3 4C	5,190	7.0 x 6.0
1/3 B&W	5,060	7.0 x 6.0
1/4 4C	3,535	7.0 x 4.875
1/4 pg 4C V.	3,535	4.875 x 6.5
1/4 B&W	3,215	7.0 x 4.875
1/4 pg B&W V.	3,535	4.875 x 6.5
1/8 B&W	1,600	4.875 x 3.25



CIM Magazine expands online!

In 2012, access Canada's market-leading publication via its brand new website!

To live up to the changing needs of our readers, this one-stop website will become a top source of information for Canadian mining and minerals news. Users of the site can view articles from the current issue, flip through the digital edition and browse our full list of archived copies.

For more information, please call one of our Senior Account Executives.



We're relaunching cim.org!

In 2012, the official CIM website will unveil its new navigational system to allow quick and easy access to pertinent industry information. As part of its ongoing efforts to enhance the quality and availability of content to professionals worldwide, it promises a new level of connectivity and user engagement.

CIM Magazine will engage an even broader market online through its:

- Popular feature articles
- Global news
- Market trends
- Technology focus
- Innovation highlights
- Mining development updates

Benefits to the advertiser:

- Reaches a wide global audience
- Gauge ad performance through CIM's web insight tools
- With CIM Magazine's exclusive online content, your ad will resonate with an active and engaged audience
- Cost-effective and provides instant sales leads
- Reinforces brand messaging from print and email campaigns

Website Features

- Branches & societies pages
- Membership directory
- Technical papers, online courses
- Professional development programs
- Job boards
- Exhibition dates and links to key industry events

Advertisers can maximize their online package by coinciding additional promotional coverage in the digital edition, bi-weekly e-news and display ads.

Current Banner Rates	Dimensions	1x	3x	6x	12x
Small banner	120 x 60	\$385	\$1,100	\$2,085	\$3,940
Square button	120 x 120	515	1,470	2,780	5,255
Vertical banner	120 x 240	775	2,205	4,170	7,880
Horizontal banner	300 x 60	775	2,205	4,170	7,880

Job Board Rates

Single posting (60-day term)	\$325	5-posting package (60-day term each)	\$1,250
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Issue	Editorial features	Bonus distribution
<p>February Ad space: Jan. 6 Ad material: Jan. 13</p>	<p>Optimizing operations Getting maximum return on technology investments (Features the preliminary program for Edmonton 2012) Tools of the trade: Exploration showcase</p>	<ul style="list-style-type: none"> • PDAC 2012 International Convention • 2012 SME Annual Meeting & Exhibit
<p>March/April Ad space: Feb. 10 Ad material: Feb. 17</p>	<p>Latin America An exploration of the emerging mining jurisdictions to the south Tools of the trade: Drilling and blasting</p>	<ul style="list-style-type: none"> • Includes the official showguide of CIM Edmonton 2012 • RockEng 2012
<p>May Ad space: Mar. 23 Ad material: Mar. 30</p>	<p>Minerals for all seasons Edmonton 2012 Conference & Exhibition edition Working through the challenges of natural and economic cycles Tools of the trade: Crushers and grinders</p>	<ul style="list-style-type: none"> • CIM Conference & Exhibition Edmonton 2012 • MassMin 2012
<p>June/July Ad space: May 11 Ad material: May 18</p>	<p>Mining leaders in the modern era Special section on the women in mining to watch Tools of the trade: Safety</p>	<ul style="list-style-type: none"> • Safety & Reliability in Mining Resources Symposium 2012
<p>August Ad space: June 22 Ad material: June 29</p>	<p>Extreme mining The MINExpo edition Mining at high latitudes and higher altitudes Tools of the trade: Truck and shovel</p>	<ul style="list-style-type: none"> • MINExpo INTERNATIONAL 2012 • Conference of Metallurgists, COM 2012
<p>Sept./Oct. Ad space: Aug. 10 Ad material: Aug. 17</p>	<p>Coal and oil sands The energy-industrial complex Tools of the trade: Water treatment</p>	<ul style="list-style-type: none"> • Oil Sands Trade Show and Conference
<p>November Ad space: Oct. 5 Ad material: Oct. 12</p>	<p>Ontario's Ring of Fire Turning prospects into modern projects Tools of the trade: Dewatering</p>	<ul style="list-style-type: none"> • Exploration Québec
<p>December Ad space: Nov. 9 Ad material: Nov. 16</p>	<p>Outlook/Preview 2013 Industry perspectives on the year behind us and the year ahead Tools of the trade: Communications</p>	<ul style="list-style-type: none"> • AME BC Roundup 2012

In every issue



- **Tools of the Trade**
- **News**
Mining and exploration developments from around the world
- **Columns**
Eye on business
HR outlook
MAC economic commentary
Standards
Supply side
Guest commentary
- **Upfront**
Reporting on leading people, innovation, technology and projects

Includes:
Engineering exchange,
Exploration, Processing,
Technology, Sustainability,
CSR and Q&A
- **Project Profile**
- **CIM News**
The events, activities and people shaping the industry



4C Gross Rates	1x	3x	6x	8x
Full	\$6,920	\$6,575	\$6,245	\$5,935
2/3	6,230	5,920	5,625	5,345
1/2 isl.	5,885	5,590	5,310	5,045
1/2	5,190	4,930	4,685	4,450
1/3	4,500	4,275	4,060	3,860
1/4	3,810	3,620	3,440	3,270
DPS	11,770	11,180	10,620	10,090

B&W Gross Rates	1x	3x	6x	8x
Full	\$4,420	\$4,200	\$3,990	\$3,790
2/3	3,980	3,780	3,590	3,410
1/2 isl.	3,315	3,150	2,995	2,845
1/2	2,875	2,730	2,595	2,465
1/3	2,210	2,100	1,995	1,895
1/4	1,770	1,680	1,595	1,515
DPS	7,955	7,560	7,180	6,820

Covers	1x	3x	6x	8x
OBC	\$8,655	\$8,220	\$7,810	\$7,420
IFC/IBC	8,305	7,890	7,495	7,120

Standard colour: \$610

Matched colour: \$730

Inserts/outserts: Rates available upon request

Special positions: 25% surcharge

Product File Net Rates	1x	3x	6x	8x
A showcase for your product or service				
1/6 page (horiz.)	\$950	\$900	\$865	\$845

Professional Directory Net Rates	1x	3x	6x	8x
Place your business card in our magazine directory				
1/2 Business card	\$295	\$280	\$270	\$255
Business card	\$400	\$380	\$360	\$345

Dimensions*	Width	Height (Inches)	
Trim page	8.125	x	10.875
Bleed page	8.375	x	11.125
Live area	7	x	10
2/3 page	4.5	x	10
1/2 page island	4.5	x	7.5
1/2 page vert.	3.375	x	10
1/2 page horiz.	7	x	4.875
1/3 page horiz.	7	x	3.25
1/3 page sq.	4.5	x	4.5
1/3 page vert.	2.375	x	10
1/4 page vert.	3.375	x	4.875
1/4 page sq.	4.5	x	3.375
1/6 page horiz.	3.25	x	2.875
1/2 Business card	3.25	x	1.125
Business card	3.25	x	2.25
DPS	16.25	x	10.875

*Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim.

Mechanical Requirements

Electronic Material Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

File Transfer Media DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com and jforbes@dvtail.com.

FTP Site [ftp.dvtail.com](ftp:dvtail.com). Please send an e-mail to ftp@dvtail.com for password information for the *CIM* FTP site.

Design Services: Complete design services are available at an additional charge.

For details, please contact:

Roberta Dick, robertad@dvtail.com or

Joanna Forbes, jforbes@dvtail.com, Ph: 905.886.6640

Terms & Conditions

Agency Commission:

Fifteen percent (15%) of gross to recognized agencies.

Terms: Net 30 days.

Two percent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes, which will be added to invoices and clearly identified. Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Mail or fax contracts/insertion orders and material to:

Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Tel: 905.886.6640 Fax: 905.886.6615

Email: cim@dvtail.com **Website:** www.dvtail.com

Cancellations and space changes not accepted after closing date.



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