

MANUFACTURING AUTOMATION

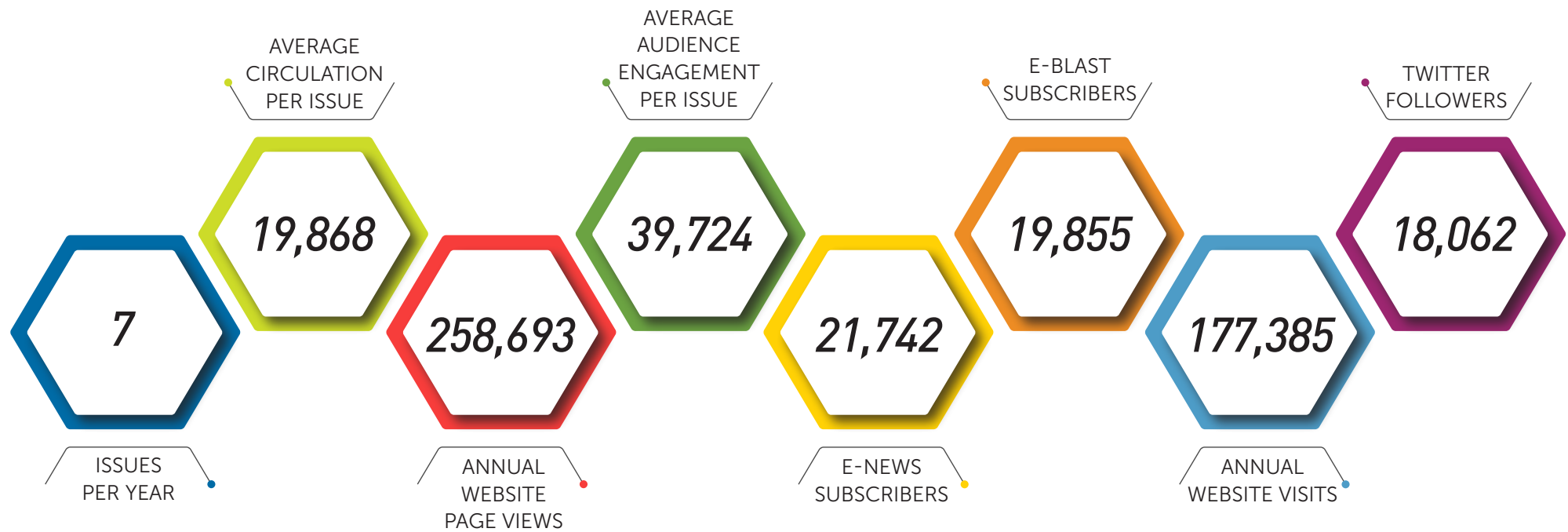
Your Resource for Canada's Industrial Automation News



AutomationMag.com

2020 MEDIA PLANNER

AUDIENCE & ENGAGEMENT



WHY ADVERTISE?

- 50% of readers have contacted advertisers directly from *Manufacturing AUTOMATION* ads
- 86.8% have purchasing influence
- 55.3 use the publication to help make purchasing decisions
- 50% have contacted advertisers from seeing their ads in *Manufacturing AUTOMATION*

OUR READERS

Manufacturing AUTOMATION is read by engineers, managers and senior executives across all industry sectors, who have a purchasing and/or specifying responsibility for automation products and equipment aimed at improving manufacturing efficiency. The MA audience is audited and verified each year by our research department.

QUALITY CONTENT

- 91.8% indicate *Manufacturing AUTOMATION* meets the needs of their industry
- 96.7% of readers rated the overall quality of *Manufacturing AUTOMATION*'s content from Excellent to Good
- 70% have visited *Manufacturing AUTOMATION*'s website
- 85.7% rate *Manufacturing AUTOMATION*'s website useful

// MA IS A GREAT SOURCE OF RELEVANT MANUFACTURING AUTOMATION-RELATED ARTICLES, NEW PRODUCT ANNOUNCEMENTS, AND [IT] GENERALLY KEEPS SUBSCRIBERS ON TOP OF NEW INDUSTRY TRENDS. //

2020 PRINT EDITORIAL CALENDAR

ISSUE	DEADLINES	EDITORIAL THEMES	NEW PRODUCTS
JANUARY/ FEBRUARY	AD SPACE: DEC. 13 AD MATERIAL: DEC. 20	Focus: Top 5 automation technologies Automation in action: Machine vision and simulation Technology: Automation software	<ul style="list-style-type: none"> • Connectivity • Machine safety • Machine tools • Motion control • Power supplies • Test & measurement • Wire & cable
MARCH/APRIL	AD SPACE: FEB. 7 AD MATERIAL: FEB. 14	Focus: Flexible manufacturing Automation in action: Robotics Technology: Industrial networks	<ul style="list-style-type: none"> • Automation software • Electronic components • Enclosures & workstations • Programmable control • Robotics • Sensors
MAY	AD SPACE: APR. 9 AD MATERIAL: APR. 16	Focus: Canadian Automation Study Automation in action: Sensors Technology: HMI & operator interface	<ul style="list-style-type: none"> • Communications & networking • Data acquisition • Machine safety • Material handling • Motion control • Power supplies • Process control • Wire & cable
JUNE	AD SPACE: MAY 8 AD MATERIAL: MAY 15	Focus: Connected manufacturing Show report: Hannover Messe Technology: Motion control	<ul style="list-style-type: none"> • Connectivity • HMI & operator interface • Hydraulics & pneumatics • Motors & drives • Robotics • Sensors • Test & measurement
SEPTEMBER	AD SPACE: AUG. 7 AD MATERIAL: AUG. 14	Focus: Data analytics Automation in action: Process control Technology: Sensors	<ul style="list-style-type: none"> • Connectivity • Enclosures & workstations • Machine safety • Machine tools • Power supplies • Programmable control • Wire & cable
OCTOBER	AD SPACE: SEPT. 11 AD MATERIAL: SEPT. 18	Focus: Machine safety Automation in action: Robotics Technology: Mobility	<ul style="list-style-type: none"> • 3D printing • Data acquisition • HMI & operator interface • Hydraulics & pneumatics • Machine vision & inspection • Motion control • Sensors
NOVEMBER / DECEMBER	AD SPACE: OCT. 9 AD MATERIAL: OCT. 16	Focus: Cybersecurity Automation in action: Machine tools Technology: Artificial intelligence	<ul style="list-style-type: none"> • Automation software • Communications & networking • Machine safety • Material handling • Motors & drives • Process control • Robotics

REGULAR FEATURES

News: What's trending **Deal makers:** Key M&As and partnerships **International:** The latest industry news **Movers and shakers:** Appointments and notices
Industry watch: Top manufacturing challenges **Machine safety:** Best practices for protecting personnel **Going digital:** Digital strategies to optimize efficiency **Centre stage:** Q&A with industry newsmakers **New products:** New solutions now on the market **The smart factory:** Recent research studies and applications for industrial automation and robotics

* Editorial and dates subject to change without notice

Manufacturing AUTOMATION's editorial coverage is 100% focused on industrial automation and its evolving opportunities, challenges and technologies that are being used on the factory floor.

KRISTINA URQUHART

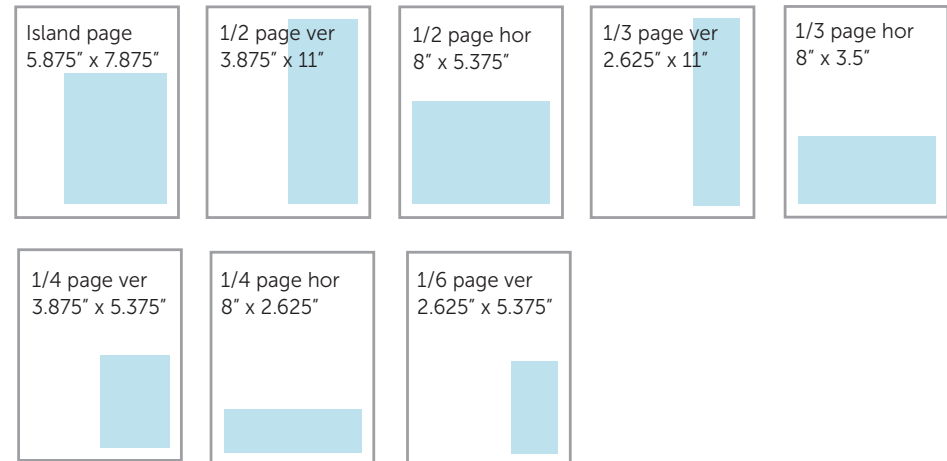
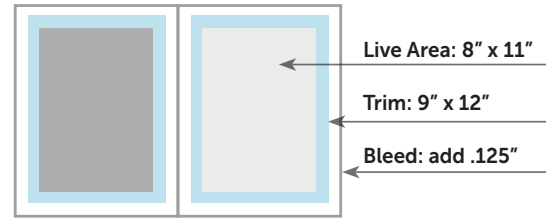
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 kurquhart@annexbusinessmedia.com
 @AutomationMag



PRINT ADVERTISING RATES & SPECS



AD SIZE	DIMENSIONS	FOUR COLOUR RATE		
		1x	4x	7x
Full page (trim)	9" x 12"	\$6,545	\$6,415	\$6,285
Full page (bleed)	9.25" x 12.25"			
Island page	5.875" x 7.875"	\$5,260	\$5,155	\$5,050
1/2 page vertical	3.875" x 11"	\$4,915	\$4,825	\$4,720
1/2 page horizontal	8" x 5.375"			
1/3 page vertical	2.625" x 11"	\$3,435	\$3,365	\$3,295
1/3 page horizontal	8" x 3.5"			
1/4 page vertical	3.875" x 5.375"	\$2,700	\$2,645	\$2,595
1/4 page horizontal	8" x 2.625"			
1/6 page vertical	2.625" x 5.375"	\$2,015	\$1,975	\$1,935



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%.

FOR FURTHER INFORMATION

Please contact the publisher, Klaus Pirker, at kpirker@annexbusinessmedia.com or 416-510-6757.

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.

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:
550w x 684 pixels, 600w x 250 pixels, 300w x 250 pixels, 728w x 90 pixels, 468w x 60 pixels.

Image Type: .gif, .jpg, .png, Flash, HTML5 (Must be regular Flash with embedded URL to set tracking)

Image Animation (GIF):
Maximum Animation Length: 15 sec

Loop Maximum: 3

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.

2020 DIGITAL EDITORIAL CALENDAR

	THEMED E-NEWS	E-BOOKS	TECHNOLOGY HANDBOOKS	BONUS E-NEWSLETTERS
JANUARY				Top of the Month
FEBRUARY	Industrial Networks			Top of the Month
MARCH			Sensors	Top of the Month
APRIL		Robotics		Top of the Month
MAY	Machine Safety		Internet of Things	Top of the Month
JUNE		Robotics	HMI & Operator Interface	Top of the Month
JULY				Top of the Month
AUGUST	Artificial Intelligence			Top of the Month
SEPTEMBER		Robotics	Connected Manufacturing	Top of the Month
OCTOBER			Motion Control	Top of the Month
NOVEMBER	Connected Manufacturing	Robotics		Top of the Month
DECEMBER			Machine Safety	Top of the Month Top of the Year

DIGITAL CONTENT THAT INFORMS, EDUCATES AND INSPIRES

Manufacturing AUTOMATION's digital content is an extension of the great content readers have come to expect in our 7 yearly print issues. Our audience of machine builders, component manufacturers, system integrators, end-users, contractors and consultants turn to MA's website, weekly e-Newsletters, e-Products, digital magazines and other online platforms for information to expand and grow their business.

E-NEWSLETTERS

PRODUCT FOCUS	E-NEWS AD MATERIAL DUE DATE	E-NEWS MAIL DATE
JANUARY		
Education & Training, Automation Software	Jan. 2	Jan. 8
Machine Tools, Machine Safety	Jan. 8	Jan. 15
Energy Management, Hydraulics & Pneumatics	Jan. 15	Jan. 22
Top of the Month	Jan. 18	Jan. 25
Material Handling/Packaging, Wire & Cable, Sensors	Jan. 22	Jan. 29
FEBRUARY		
Machine Safety, Enclosures & Workstations	Jan. 29	Feb. 5
Connectivity, Wireless Technology & Security	Feb. 5	Feb. 12
Education & Training, Power Supplies, Process Control	Feb. 12	Feb. 19
Themed e-News: Industrial Networks	Feb. 17	Feb. 24
Automation Software, Motion Control	Feb. 19	Feb. 26
Top of the Month	Feb. 22	Feb. 29
MARCH		
HMI/Operator Interface, Programmable Control	Feb. 26	Mar. 4
Communications & Networking, Motors & Drives	Mar. 4	Mar. 11
Machine Safety, Machine Vision	Mar. 11	Mar. 18
Test & Measurement, Automation Software, Machine Tools	Mar. 18	Mar. 25
Top of the Month	Mar. 21	Mar. 28
APRIL		
Education & Training, Robotics, Sensors	Mar. 25	Apr. 1
Electronic Components, Power Supplies	Apr. 1	Apr. 8
Energy Management, Programmable Control	Apr. 8	Apr. 15
Connectivity, Comm. & Networking, Motion Control	Apr. 15	Apr. 22
Top of the Month	Apr. 18	Apr. 25
MAY		
Wireless Technology & Security, Wire & Cable	Apr. 29	May 6
Machine Safety, Machine Tools	May 6	May 13
Motors & Drives, Sensors	May 13	May 20
Themed e-News: Machine Safety	May 18	May 25
Automation Software, Connectivity	May 20	May 27
Top of the Month	May 23	May 30
JUNE		
HMI/Operator Interface, Test & Measurement	May 27	Jun. 3
Machine Vision & Sensors, Motion Control	Jun. 3	Jun. 10
Machine Safety, Power Supplies	Jun. 10	Jun. 17
Material Handling/Packaging, Motors & Drives	Jun. 17	Jun. 24
Top of the Month	Jun. 20	Jun. 27

PRODUCT FOCUS	E-NEWS AD MATERIAL DUE DATE	E-NEWS MAIL DATE
JULY		
Programmable Control, Wire & Cable	Jul. 1	Jul. 8
Education & Training, Automation Software	Jul. 8	Jul. 15
Energy Management, Enclosures & Workstations	Jul. 15	Jul. 22
Top of the Month	Jul. 18	Jul. 25
Test & Measurement, Motion Control	Jul. 22	Jul. 29
AUGUST		
Machine Safety, Programmable Control	Jul. 29	Aug. 5
Automation Software, Connectivity	Aug. 5	Aug. 12
Motors & Drives, Power Supplies	Aug. 12	Aug. 19
Themed e-News: Artificial Intelligence	Aug. 17	Aug. 24
Robotics, Hydraulics & Pneumatics	Aug. 19	Aug. 26
Top of the Month	Aug. 22	Aug. 29
SEPTEMBER		
HMI/Operator Interface, Automation Software	Sep. 2	Sep. 9
Machine Safety, Test & Measurement	Sep. 9	Sep. 16
Education & Training, Wire & Cable, Wireless Technology & Security	Sep. 16	Sep. 23
Top of the Month	Sep. 19	Sep. 26
Machine Vision & Sensors, Electronic Components	Sep. 23	Sep. 30
OCTOBER		
Energy Management, Communications & Networking	Sep. 30	Oct. 7
Machine Safety, Programmable Control	Oct. 7	Oct. 14
Education & Training, Power Supplies, Motion Control	Oct. 14	Oct. 21
Test & Measurement, Wire & Cable	Oct. 21	Oct. 28
Top of the Month	Oct. 24	Oct. 31
NOVEMBER		
Automation Software, Connectivity	Oct. 28	Nov. 4
Electronic Components, Robotics	Nov. 4	Nov. 11
Enclosures & Workstations, Programmable Control	Nov. 11	Nov. 18
Themed e-News: Connected Manufacturing	Nov. 16	Nov. 23
HMI/Operator Interface, Automation Software	Nov. 18	Nov. 25
Top of the Month	Nov. 21	Nov. 28
DECEMBER		
Machine Safety, Motors & Drives, Motion Control	Nov. 25	Dec. 2
Hydraulics & Pneumatics, Machine Vision & Sensors	Dec. 2	Dec. 9
Process Control, Test & Measurement	Dec. 9	Dec. 16
Top of the Month	Dec. 12	Dec. 19
Top of the Year	Dec. 22	Dec. 29

Deliver your sales message right to buyer inboxes. Reach more than 21,500 (opt-in) email subscribers with our weekly e-newsletters, often achieving open rates exceeding 25%.

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
Sponsored spotlight Headline, blurb (75 words), link, image (300 x 250)*	\$1,400
Big Box (300 x 250)	\$975
Leaderboard Image 1 (728 x 90) + link Image 2 (300 x 50) + link	\$950

Editorial subject to change without notice

*Positions are sold on a first-come, first-served basis.



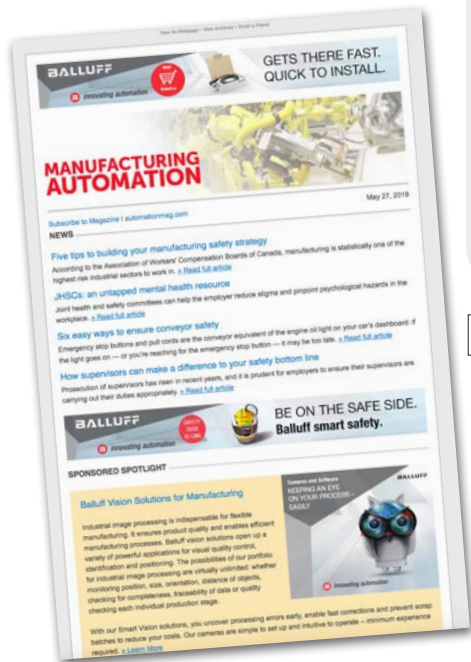
E-NEWSLETTERS

MARKET TAKEOVER

Use *Manufacturing AUTOMATION's* **bonus e-Newsletter mailings** to let Canadian machine builders, component manufacturers, system integrators, end-users, contractors and consultants know about your company's market-specific products, technologies, systems, solutions and industry **EXPERTISE!**

THEMED E-NEWSLETTERS

MA's Themed e-Newsletter offers our readers with news, articles and insights on a particular technology in the manufacturing industry, while offering advertisers the opportunity to connect their brands with a particular industry theme.



What You Get

- Exclusive takeover of e-Newsletter
- 3 ad positions: 2 leaderboards, 1 Sponsored Spotlight
- 2 links in Sponsored Content section (drives traffic back to your site)
- Lead generation report following Themed e-Newsletter deployment

COST: \$1,500

2020 SCHEDULE

- **FEBRUARY**
INDUSTRIAL NETWORKS
Release Date: Feb 24
- **APRIL**
MACHINE SAFETY
Release Date: May 25
- **AUGUST**
ARTIFICIAL INTELLIGENCE
Release Date: Aug 24
- **NOVEMBER**
CONNECTED MANUFACTURING
Release Date: Nov 23

TOP OF THE MONTH

MA's Top of the Month e-Newsletter offers our readers a recap of that month's most popular industry articles/news from MA's highly visited website. Top of the Month (released the last Saturday of every month) provides one company the opportunity to takeover an e-Newsletter with exclusive advertising throughout.



What You Get

- Exclusive takeover of e-Newsletter
- 3 ad positions: 2 leaderboards, 1 Sponsored Spotlight
- 2 links in Sponsored Content section (drives traffic back to your site)
- Feature Product (40-word description and image)
- Lead generation report following Top of the Month deployment

COST: \$1,500

E-BOOKS & TECHNOLOGY HANDBOOKS



Robotics Insider

This quarterly digital e-book offers trends, case studies, market insights and product information to machine builders, component manufacturers, end-users and system integrators in the robotics industry. The horizontal format enables you to include a wide variety of digital assets with your ad creative, including infographics, video, brochures, etc.

2020 Issues (Ad Deadline)

APRIL - March 13 • JUNE - May 15 • SEPTEMBER - August 7 • NOVEMBER - October 9

AD SIZE	Dimensions (width x depth)	1x Rate
Page – (Full Screen)	11.2" x 7"	\$2,000
1/2 – Page Vertical	5.6" x 7"	\$1,450



Technology Handbooks

MA's Technology Handbooks are a series of digital magazines that focus on a single product category within Canada's manufacturing industry. Posted on MA'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 machine builders, component manufacturers, end-users and system integrators.

2020 Issues (Ad Deadline)

MARCH Sensors	February 7	SEPTEMBER Connected Manufacturing	August 14
MAY Internet of Things	April 9	OCTOBER Motion Control	September 11
JUNE HMI & Operator Interface	May 8	DECEMBER Machine Safety	November 6



Each Technology Handbook will be promoted via:

- MA's weekly e-newsletter sent to more than 21,500 opt-in subscribers (open rate: 25%)
- Dedicated e-blasts sent to subscribers
- Online ads on AutomationMag.com
- Twitter: @AutomationMag

Advertisers in each Technology Handbook receive the following:

- Full-page ad – 8" x 10.75"
- 500- to 600-word article supplied by customer, posted opposite ad (article to include logo and one other graphic); article can focus on thought leadership, company expertise, technology and automation solutions, or consist of a company profile, case study or Q&A interview with a company representative

COST - \$1,150

ONLINE OPPORTUNITIES

AUTOMATIONMAG.COM

Online display advertising is one of the foundations of digital media and keeps your brand and message in plain sight of online visitors. It's a simple yet effective method of gaining exposure among potential customers and creating clicks to your website.



Ad sizes (pixels):		Net Rate/Month
Wallpaper	550 px (w) x 684 px (h)	\$2,000
Super Big Box	300 px (w) x 600 px (h)	\$1,900
Big Box	300 px (w) x 250 px (h)	\$1,120
Leaderboard*	728 px (w) x 90 px (h)	\$1,120
In-Line Billboard	970 px (w) x 250 (h)	\$1,900

*Rotating & ROS

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

SPONSORED CONTENT

Position your company as an expert and a leader among our audience with this integrated content marketing package! You'll get increased engagement and time spent with your brand when the reader interacts with valuable content.

What You Get

- 1-2 page article written in MA style by an MA freelancer
- Article highlighted in one print edition
- Sponsored Spotlight in e-Newsletter
- Sponsored Content article in e-Newsletter
- Article posted on automationmag.com
- 2 social media posts

Contact Klaus Pirker for more details and rates

WEBINAR

- Our team promotes, moderates and hosts the presentation.
- Reach new leads and prospects and demonstrate your thought leadership.
- A range of pricing is available depending on the level of input from the sponsor

Contact Klaus Pirker for more details and rates



CUSTOM VIDEO

Interview/Product Video - \$1,500

Professional-quality interviews or product showcases produced in our onsite studio will tell your story the way it needs to be told for your audience. Finished 1-2 minute video includes up to 2 interviews with company reps and use of supplied product photos and b-roll.

Corporate Video – Starting at \$2,500

Filmed on location at your office or facility, our corporate video package tells the story of your business. Finished 2-3 minute video includes four hours onsite, an interview with up to 4 company reps, product and facility b-roll, use of supplied product photos.



E-PRODUCTS



CUSTOM E-BLAST (CUSTOM E-NEWSLETTER)

Promote events, white papers and new products, and boost your web traffic with a custom e-blast, our custom e-newsletter. Reach more than 17,000 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: **\$2,575 net** • 2 or more: **\$2,250 net** (per e-blast)

LEAD GENERATION

(E-NEWS, E-BLASTS, MA 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 email addresses – from those that clicked on your ad. Reports include a name, job title, company, phone number, number of clicks, address, company size and NAICS code.

CONTENT WEEKS

Ask about our content week opportunities! Purchase a package whereby we combine our digital properties (ex. e-Blast, Technology Handbook, webinar, video, etc.) around a single topic relating to your company (ex. machine safety or industrial networks) and get editorial coverage every day for a week! We'll match up related new and archival editorial articles on best practices, technical information and solutions – and promote you as a sponsor. Contact Klaus Pirker for rates.

MA CONNECTS

Need attendees for your seminar, training course or online demo? Want to drive traffic to a particular white paper, product or website? Whatever your message, promote it with Connects, one of our publication's most **cost-effective** advertising opportunities, with a reach of more than 19,940 opt-in email subscribers.

Connects Profile Includes:

- **Headline:** 5-10 words max.
- **Description of your Product or Service:**
 - 50 words min.
 - 75 words max.
- **Link to URL of your choice**
- **Image of Product or Service:**
 - Image (WxH pixels): 300x300
 - Max file size: 40kb
- **Accepted file types:** GIF, JPG, PNG

COST
\$795

Images will display as 150x150px for desktop users and 300x300px for mobile users. Please keep this in mind when constructing creative. For example, avoid small text and logos, they will not display well in both formats.

Material due dates	Mail date
Jan. 9	Jan. 16
Feb. 6	Feb. 13
Mar. 5	Mar. 12
Apr. 2	Apr. 9
May 7	May 14
Jun. 4	Jun. 11
Jul. 9	Jul. 16
Aug. 6	Aug. 13
Sep. 3	Sep. 10
Oct. 8	Oct. 15
Nov. 5	Nov. 12
Dec. 3	Dec. 10



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