



CFCM

CANADIAN FINISHING & COATINGS MANUFACTURING MAGAZINE

2012 MEDIA INFORMATION

CFCM is Canada's Only Magazine for Industrial Finishing and Coatings Manufacturing



CFCM
CANADIAN FINISHING & COATINGS MANUFACTURING MAGAZINE

Buyers Guide 2011

- Industrial Finishes
- Industrial Finishing Equipment and Services
- Paint and Coating Raw Materials
- Paint and Coating Manufacturing Equipment and Services
- Job Shops and Custom Coaters
- Associations, Education Government

www.cfcmm.com

CFCM
CANADIAN FINISHING & COATINGS MANUFACTURING MAGAZINE

September/October 2011

Case Study: Selba Industries
Waterborne, Giving 100 Per Cent

Chromium Plating
The past, the present and the future

What's New in Anodizing?

ALSO IN THIS ISSUE

- Fillers and Extenders
- Rheology Modifiers
- Furniture Finishes
- Pre-treatment and Washing
- Power Supplies and Rectifiers

ON THE NEWS

Association News
CMAA Appoints Peter Fiedler as President

DISCUSSION

DIRECT COMMENT

www.cfcmm.com

Innovative Editorial
Unique Print and On-Line Buyers Guide
www.cfcmm.com
On-Line News Source www.cfcmm.com
Electronic Edition http://cfcmm.dgtpub.com
Bonus Show Distribution
Big Value
New Products

www.cfcmm.ca

2012

EDITORIAL CALENDAR

January/February 2012

CORPORATE PROFILE ISSUE

All Advertisers with a 1/2 standard journal page or larger ad will receive equivalent space in a **FREE Corporate Profile**. We will even write it for you.



Industrial Finishing

Powder Coating Spray Equipment
Stripping

Paint and Coatings Manufacturing

Powder Coating Resins
Low VOC Latex Paint Additives
Toxicity Issues

Plating and Anodizing

Nanotechnology in Plating
Nickel Plating

March/April 2012

TRIPLE SHOW ISSUE: Bonus circulation from our booth at:

FABTECH Canada Toronto ON March 20-23
www.fabtechcanada.com

RADTECH Chicago IL April 30- May 2
www.radtech2012.com

ACS American Coating Show Indianapolis IN
May 8-10
www.american-coatings-show.com

Paint and Coatings Manufacturing

UV Coating Formulation
Mixing and Dispersion Equipment
Adhesion
REACH Everywhere

Industrial Finishing

Low VOC Wood Finishes
Manual Liquid Paint Spray Guns
UV Curing

Plating and Anodizing

Testing Equipment
Vapour Degreasing and Precision Cleaning

May/June 2012

SHOW ISSUE: Bonus circulation from our booth at:

SUR/FIN 2012 Las Vegas NV June 11-13
www.nasf.org

Plating and Anodizing

Hard Chrome and Alternatives
Waste Water Control

Paint and Coatings Manufacturing

High Performance Coating Manufacturing
Waterborne Resins
Paint and Solvent Recycling

Industrial Finishing

Automatic Liquid Paint Spray Guns
Spray Booths and Filters

July/August 2012 BUYERS GUIDE

BUYERS GUIDE

(8-1/8 x 10-7/8 in. Journal size)

The CFCM Buyers Guide is an accurate and up to date listing of all products and services offered in Canada for Industrial Finishing & Paint and Coating Manufacturing that combines a Journal Size Print Magazine and searchable On-Line Buyers Guide. The Buyers Guide is printed on Heavy Paper with an Extra Heavy UV Coated Cover for Durability.



Go to www.cfcmercuryemail.com to place your new listing or update your current listing.

Web links in the data base will be live at no extra charge.

The Buyers Guide is a **"MUST BUY"** for all Suppliers to the Canadian market of:

- Paint and Coatings for Industrial Finishing
- Equipment and Services for Industrial Finishing
- Metal Finishing Supplies for Anodizing, Plating and PVD
- Metal Finishing Equipment
- Paint and Coating Raw Materials, Supplies and Services
- Paint and Coating Manufacturing Equipment
- Custom Coaters and Job Shops
- Associations, Education and Government

September/October 2012

TWO SHOW ISSUE: Bonus circulation from our booth at:

NAI The North American Industrial Coating Show,
St. Louis MO October 9-11
www.powdercoating.org

AAC 2012 Anodizing Conference and Show
Chicago IL.
<http://anodizing.org>

Paint and Coatings Manufacturing

TiO₂

Flame Retardants

Global Harmonized System

Industrial Finishing

Powder Coating Quick Colour Change

Flat Line Finishing Systems

Pretreatment and Washing

Plating and Anodizing

Anodizing Trends

Power Supplies and Rectifiers

November/December 2012

SHOW ISSUE: Bonus circulation from our booth at:

FINISHING TECHNOLOGIES Pavilion and Conference at FABTECH

November 12-14, Las Vegas, NV
www.fabtechexpo.com

Plating and Anodizing

Barrel Plating

Air Pollution Control

Paint and Coatings Manufacturing

Anti Corrosion Additives

Biocides, Algaecides, and Preservatives

Health and Safety Across Canada

Industrial Finishing

E-Coat

Masking

Testing Equipment

REGULAR SECTIONS

- Association News
- Calendar of Events
- Environmental Updates
- New Products
- People

Mechanical Requirements

Format: Tabloid

Live Area: 10" x 15"

Trim: 11" x 16½"

Bleed: 11¼" x 16½"

Note: all bleed edges require a minimum 1/8" bleed allowance on each side that the image bleeds off of.

TABLOID AD SIZES: Inches

Size	Width	Deep
Full Page Tab	10	15
Full Tab Bleed	11	16 ½
1/2 Page Tab horiz.	10	7 ½
1/3 Page Tab vert.	3 ¾	15
1/3 Page Tab Banner	10	4 ¾
1/4 Page Tab vert.	2 ¾	15
1/4 Page Tab Banner	10	3 ¾
1/6 Page Tab Banner	10	2 ½

JOURNAL AD SIZES: Inches

Size	Width	Deep
Full Page	7	9 ¾"
2/3 Page	4 ¾	9 ¾
1/2 island	4 ¾	7 ½
1/2 page vert.	3 ½	9 ¾
1/2 page horiz.	7	4 ¾
1/3 page vert.	2 ¾	9 ¾
1/3 page horiz.	7	3 ¾
1/3 page sq.	4 ¾	4 ¾
1/4 page sq.	3 ¾	4 ¾
1/4 page horiz.	7	2 ¾

JOURNAL

Live Area: 7½" x 9½"

Trim: 8½" x 10½"

Bleed: 8¾" x 11½"

Note: The July/August Buyers Guide will be a journal size.

Mechanical Specifications: Keep all critical matter or illustrations 1/4" from trim size. Publisher reserves the right to crop 1/8" from either side of all bleed ads. All advertisements to be supplied in Mac format (Quark, Adobe Illustrator, Adobe Photoshop, or Press Optimized PDF with bleed and crop marks) on a CD ROM disk or to ftp site. MAKE SURE ALL IMAGES ARE IN HIGH RESOLUTION (CMYK). DO NOT SEND FILM. Please include a colour-key or colour laser print to match colour likeness. Ftp info on request. Send all material to: Pete Wilkinson pete.wilkinson@cfc.ca



ADVERTISING RATES

Tabloid: Full Colour Rates

	1 time	3 time	6 time
Full page 4-colour Tab	\$ 5100	\$ 4750	\$ 4490
2/3 page 4-colour Tab	\$ 4950	\$ 4610	\$ 4355
1/2 page 4-colour Tab	\$ 4290	\$ 3990	\$ 3770
1/3 page 4-colour Tab	\$ 3060	\$ 2850	\$ 2690
1/4 page 4-colour Tab	\$ 2550	\$ 2375	\$ 2245
1/6 page Tab Banner	\$ 2360	\$ 2195	\$ 2075

Covers:

	1 time	3 time	6 time
2nd cover 4-colour Tab	\$ 5475	\$ 5245	\$ 4985
3rd cover 4-colour Tab	\$ 5475	\$ 5245	\$ 4985
4th cover 4-colour Tab	\$ 5720	\$ 5320	\$ 5030

Journal: Full Colour Rates

	1 time	3 time	6 time
Full page 4-colour	\$ 4290	\$ 3990	\$ 3770
2/3 page 4-colour	\$ 3520	\$ 3270	\$ 3090
1/2 island 4-colour	\$ 3260	\$ 3030	\$ 2865
1/2 page 4-colour	\$ 2490	\$ 2315	\$ 2190
1/3 page 4-colour	\$ 2360	\$ 2195	\$ 2075
1/4 page 4-colour	\$ 1720	\$ 1595	\$ 1510

Black and white - deduct \$500

Inserts and Outserts - Quoted upon request

Product Profiles 4-colour 1/8 standard page

1x \$500, 3x \$450, 6x \$390 per insertion

Shoppers News Classifieds and Job Postings

\$100 per column inch Black and White

\$150 per column inch 4 colour

The Big Picture- Special Offers

Book 3 ads in 2012 CFCM and receive **one extra** ad the same size **no charge**.

Book 6 ads in 2012 CFCM and receive **two extra** ads same size **no charge**.

Closing dates for space is the 10th of the month prior. Material is due by the 15th of the month prior.

Terms - Net 30 days from date of invoice

Rates are in net Canadian dollars, taxes extra. US advertisers will be charged in US dollars converted from Canadian dollars using the current exchange rate at time of invoicing.

Agency Commission

Rates quoted are net of 15% agency fee if applicable to recognized advertising agencies on space, colour and position. Commission is not paid on mechanical charges.

Copy and Contract Regulations

The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher. Advertisers and advertising agencies assume liability for all content, including text, representations, and illustrations of advertising printed, and for any claims against the publisher that may be brought by any person arising out of the publication of any such advertisement. The publisher reserves the right to refuse any material, either advertising or editorial which is not keeping with the publications standards. Advertiser and agency agree that the publication will be under no liability for the failure for any cause to insert any advertisement. Publisher will not be responsible for reproduction of colour advertisements unless progressive proofs, as specified are supplied. All production costs will be charged to the advertiser. Customs duties and sales taxes on imported material will be charged to the advertiser. Publisher is not bound by any condition, printed or otherwise, appearing on contracts or copy instructions, when such conflicts with policies covered by this rate card. Verbal agreements are not recognized. Advertising contracts will be honored for twelve months from the date of the first insertion at the rate prevailing at the date of the contract provided the first insertion is used within two months. If the first insertion is not used within two months from the date of the contract, and new rates are issued, the new rates will apply. Publisher is entitled to payment as herein provided, upon having completed the printing of the advertising and having taken reasonable steps to ensure that the publication was distributed.

Electronic Advertising

The CFCM Website has weekly news updates, pricing announcements and new products. www.cfcmm.ca is the Canadian source for industry news and includes the search-able on-line Buyers Guide www.cfcmm.mercuryemail.com.

CFCM also now has an Electronic Edition of the print magazine cfcmm.dgtpub.com that is free distribution worldwide that archives, is keyword search-able and all links in ads and editorial are active.

On-line Electronic Advertising

Website: www.cfcmm.ca

Skyscraper: (120x600 pixels) \$1,200 per year 1 only (does not rotate)

Banner Ad: (468x60 pixels) \$400 per year (5 per site rotating)

Box Ad: (120x120) \$300 per year

Job Announcements: \$150 (500 words) PO Box Available

New Product Profiles: Photo and 500 words \$300

On-line Buyers Guide

Website: www.cfcmm.mercuryemail.com

Banner ad: (468x60 pixels) \$400 per year

Electronic Edition

Website: <http://cfcmm.dgtpub.com>

(5 tabloid issues per year)

Banner ads: (468x60 pixels) \$800 per issue rotating

NEW Skyscraper: (120X600 pixel) 1 per issue non rotating \$1200

Circulation

The September 2012 issue mailed to 9,240 readers.

Circulation Geographical Breakdown

Alberta	519
British Columbia	873
Manitoba	301
Newfoundland	69
New Brunswick	139
Nova Scotia	157
Northwest Territories and Yukon	6
Ontario	3,826
Prince Edward Island	30
Saskatchewan	207
Quebec	1,996
USA	1,087
Foreign	30

CFCM Circulation Industry Breakdown

Paint And Coating Manufacturing

Adhesive and Ink Manufacturer	79
Paint & Coating Manufacturer	918
Raw Material Supplier	703
Paint Manufacturing Equipment Supplier	223

Industrial Finishing

Automotive & Transportation	1,944
Custom Coaters & Job Shops	469
Electroplating, Anodizing, Electronics	697
Furniture & Woodworking	1,927
General Manufacturing 1374	
Supplier of Finishing Equipment	702
Consultants	91
Education & Government	84



Wilkinson Media Canada Inc.

225 The East Mall, Suite 1103, Toronto, ON Canada M9B 0A9

Web site: www.cfcmm.ca

Editor

Sandra Anderson

Tel: 1-519-442-4071 Fax: 1-519-442-1359

E-mail: sandra.anderson@cfcmm.ca

Publisher and Sales

Pete Wilkinson

Tel: 1-416-255-1808 Fax: 1-416-519-1313

E-mail: pete.wilkinson@cfcmm.ca

Accounting, Circulation and Sales

Brian Jones

Tel: 1-905-405-1500

E-mail: brian.jones@cfcmm.ca