



PEM

Plant Engineering
and Maintenance

REM

Resource
Engineering &
Maintenance

MEDIA PLANNER 2012



**Reach and Influence
Maintenance and Reliability
Decision-Makers Across Canada**

FROM THE PUBLISHER



**John MacPherson,
Group Publisher**

We provide you with the greatest reach into the Maintenance and Reliability sector in Canada

With PEM and REM, we reach almost 26,000 print readers and over 20,000 digital subscribers that manage and perform engineering maintenance across commercial, industrial, mining and oil & gas sectors across Canada.

Not only do we give you the greatest reach, but we also have a range of media products that enable you to target the decision makers for your products and services in the format you want to deliver your message. With content-rich websites, multiple monthly e-newsletters, custom e-blasts, custom videos and our core print products, we have the media vehicles that enable you to invest your marketing dollars where you will get the greatest impact.

PEM has been the trusted information source for industrial maintenance managers, plant and operations managers and physical asset managers for over 30 years. We continue to evolve our editorial content and how we deliver it as the needs of our readers' change. And as the exclusive media partner with PEMAC for MainTrain, Canada's premier maintenance & reliability conference and educational series, we are in the unique position to report on maintenance best practices from industry experts, and offer you exclusive sponsorship opportunities.

REM is the only publication in Canada that is dedicated to reaching the maintenance and reliability decision-makers in the oil & gas, mining and aggregate sectors. Our mission is to provide readers with the information they need to increase manufacturing production and equipment uptime, integrate new technology, reduce operating costs, manage groups of skilled professionals and encourage career development and best practices.

We look forward to working with you to achieve your 2012 marketing objectives.

John MacPherson

**We provide you with media products
with unparalleled reach to the people that
purchase your products and services.**





FROM THE EDITOR



André Voshart, Editor
www.pem-mag.com

The Ideal Environment to Influence the Decision-makers with Your Marketing Message

The media landscape is changing at a staggering rate. With web search, mobile devices and the latest social-media trends widely available, people are bombarded with more news and information than ever before. With so much out there, well-established and trusted brands like **PEM** are more important than ever, helping industry insiders as a source for reliable, truthful and engaging content in whatever form they desire.

This year, we will have multiple special showcase issues, focusing on big topics such as plant safety, CMMS, condition monitoring/PdM and energy management, making them the must-see editions.

Since 1977, **PEM** has been Canada's total reliability magazine for industrial engineers, plant operators and maintenance professionals. Despite an ever-expanding web presence and weekly newsletters, our editorial mission remains the same: to provide readers with the information they need to improve reliability and asset management performance; increase manufacturing production; integrate new technology, products and services; and manage a skilled workforce.

Our loyal readers turn to the authoritative and trusted voice of **PEM** editorial contributors, such as David Berger and Ken Bannister, both respected industry leaders. **PEM** also remains actively involved with the Plant Engineering and Maintenance Association of Canada (PEMAC) and its MainTrain conference, the Power Transmission Distributors Association (PTDA) and the Bearing Specialists Association (BSA).



PEM is 100% requested!

PURCHASE INFLUENCE

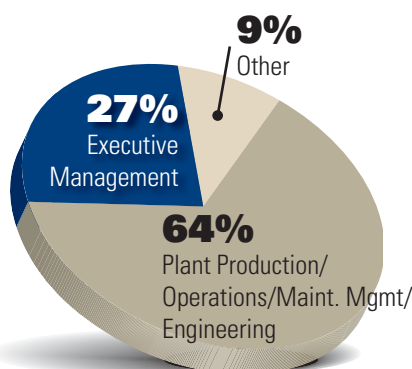


Source PEM July 2010 Reader Survey

Demographic Profile

PEM reaches over 17,400 engineers, plant and maintenance managers across Canada.

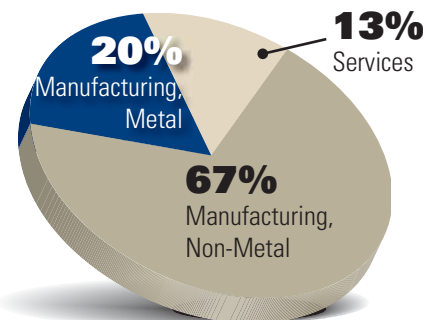
BREAKOUT BY TITLE



Source PEM June 2011 BPA Audit Statement Purchase Influence



BREAKOUT BY INDUSTRY





INTEGRATED EDITORIAL CALENDAR

2012

Platform	Mailing/Web/Go Live Dates	Editorial Lineup	Closing Dates
January/February Issue	February 13	SPECIAL: PEM Maintenance Awards FOCUS: Oil & Lubrication Compressors & Standby Power Motors & Drives Pumps, Piping and Valves Lifts & Cranes	Closes: Jan. 9th Mat'l Due: Jan. 16th
January E-newsletters	January 3, 10, 17, 24, 31	Safety Oil & Lubrication Power Transmission Tips & Tools	One Week Prior
February E-newsletters	February 7, 14, 21, 28	Maintenance Award Winner Blast Motors & Drives Pumps, Piping and Valves	One Week Prior
Web	Continuously updated	The latest industry news and product releases	One Week Prior
March/April Issue	April 3	SPECIAL: Condition Monitoring Showcase Fastening & Adhesives Power Transmission & Bearings Material Handling Planning & Scheduling Facility Management	Closes: Mar. 1 Mat'l Due: Mar. 7
March E-newsletters	March 6, 13, 20, 27	CMMS Oil & Lubrication Compressors & Standby Power	One Week Prior
April E-newsletters	April 3, 10, 17, 24	Condition Monitoring Power Transmission & Bearings Material Handling	One Week Prior
Web	Continuously updated	The latest industry news and product releases	One Week Prior
May/June Issue	June 12	SPECIAL: Plant Safety FOCUS: CMMS Showcase Oil & Lubrication Compressors & Standby Power Pumps, Piping and Valves Lifts & Cranes	Closes: May 8 Mat'l Due: May 15
May E-newsletters	May 1, 8, 15, 22, 29	CMMS Fastening & Adhesives Facility Management	One Week Prior
June E-newsletters	June 5, 12, 19, 26	Safety Electrical Maintenance Oil & Lubrication	One Week Prior
Web	Continuously updated	The latest industry news and product releases	One Week Prior

Platform	Mailing/Web/Go Live Dates	Editorial Lineup	Closing Dates
July/August Issue	August 21	SPECIAL: Energy Management Issue HVAC/R and Air Quality Boiler Repair & Efficiency Condition Monitoring Motors & Drives Green Maintenance	Closes: July 17 Mat'l Due: July 24
July E-newsletters	July 3, 10, 17, 24, 31	Condition Monitoring Motors & Drives Energy Management	One Week Prior
August E-newsletters	Aug 7, 14, 21, 28	Energy Management HVAC/R and Air Quality Safety	One Week Prior
Web	Continuously updated		One Week Prior
September/October Issue	October 11	SPECIAL: 2012 Salary Survey FOCUS: Electrical Maintenance Oil & Lubrication Pumps, Piping and Valves Materials Handling Facility Management	Closes: Sept. 7 Mat'l Due: Sept. 14
September E-newsletters	Sept 4, 11, 18, 25	2012 Salary Survey blast Power Transmission Materials Handling	One Week Prior
October E-newsletters	Oct 2, 9, 16, 23, 30	Safety Pumps, Piping and Valves Oil & Lubrication	One Week Prior
Web	Continuously updated		One Week Prior
November/December Issue	November 27	SPECIAL: Power Transmission Showcase Planning & Scheduling Condition Monitoring Power Transmission & Bearings Lifts & Cranes Compressors & Standby Power	Closes: Oct. 23 Mat'l Due: Oct. 30
November E-newsletters	Nov 6, 13, 20, 27	CMMS Condition Monitoring	One Week Prior
December E-newsletters	Dec 4, 11, 18	Lifts & Cranes Safety	One Week Prior
Web	Continuously updated	The latest industry news and product releases	One Week Prior

In Every Issue:

- Safety
- Software
- Lubrication
- Power Transmission
- Reliability and Best Practices



REM

Resource
Engineering &
Maintenance

FROM THE EDITOR



André Voshart, Editor
www.rem-mag.com

Canada's Only Dedicated Resource Maintenance & Reliability Publication

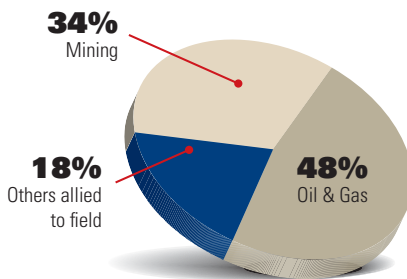
Launched in Fall 2008, REM has matured and found its voice as a champion of world-class maintenance activities in Canada's burgeoning resource sectors. While other magazines focus on resource prospecting, financing or product news, REM is Canada's only magazine dedicated to maintenance and reliability in the resource sector. The magazine helps key facility and field/remote decision-makers in the oil and gas (including offshore), mining and aggregate sectors improve critical-path equipment maintenance and reliability performance, as well as reduce operational costs.

REM also remains actively involved with the Plant Engineering and Maintenance Association of Canada (PEMAC) and its MainTrain conference, which has made two successful trips out West (to Edmonton and Fort McMurray, Alta.), further enforcing the brand's dedication to the trends and issues more relevant to its readers. When equipment is already in place, the onus is on the maintenance department to reduce downtime and keep sites running profitably, safely and efficiently. REM is there to help.

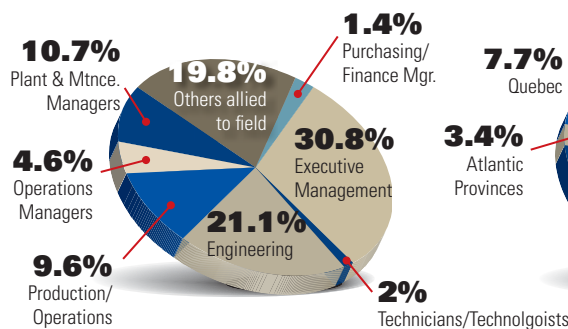
Demographic Profile

REM reaches over 9,000 maintenance professionals and executives in the oil and gas, mining and aggregate sector across Canada.

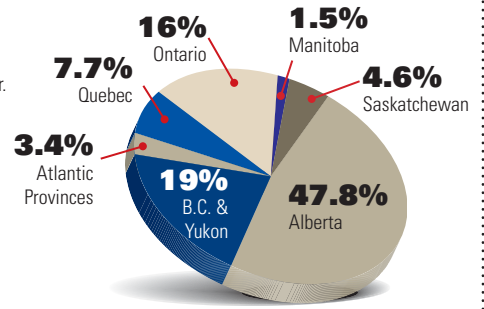
BREAKOUT BY INDUSTRY SECTOR



BREAKOUT BY TITLE



BREAKOUT BY PROVINCE





INTEGRATED EDITORIAL CALENDAR

2012

Web Updates: The latest mining, oil & gas and aggregate sector news and product releases every week. Information required one week prior.

Platform	Mailing/Web/Go Live Dates	Editorial Lineup	Closing Dates
REM E-newsletters	January 5 & 19	Power Transmission & Condition Monitoring	One week prior
Winter Issue	February 21	SPECIAL: CMMS Communications Bearings Material Handling & Conveying	Closes: Jan. 20 Mat'l Due: Jan. 27
REM E-Newsletters	February 9 & 23	Material Handling, CMMS and Safety Tools/Tips	One week prior
REM E-Newsletters	March 8 & 22	Power Transmission and Condition Monitoring	One week prior
REM E-Newsletters	April 5 & 19	Safety, Power Transmission and Heavy Equipment	One week prior
Spring Issue	May 22	SPECIAL: Heavy Equipment Healthy & Safety On-site Energy & Generators Skills Training & Education	Closes: Apr. 20 Mat'l Due: Apr. 27
REM E-Newsletters	May 3 & 17	Oil & Lubrication and On-site Energy	One week prior
REM E-Newsletters	June 7 & 21	Power Transmission and Condition Monitoring	One week prior
REM E-Newsletters	July 5 & 19	Safety, Oil & Lubrication and PT	One week prior
Summer Issue	August 21	SPECIAL: Energy Management Condition Monitoring Material Handling & Conveying Pumps & Fluid Handling	Closes: July 20 Mat'l Due: July 27
REM E-Newsletters	August 9 & 23	Heavy Equipment, CMMS and Material Handling	One week prior
REM E-Newsletters	Sept 6 & 20	Condition Monitoring and Safety Tools/Tips	One week prior
REM E-Newsletters	Oct 4 & 18	Safety, Oil & Lubrication and PT	One week prior
Fall Issue	November 13	SPECIAL: Condition Monitoring Communications On-site Energy & Generators Motors & Drives	Closes: Oct. 12 Mat'l Due: Oct. 19
REM E-Newsletters	Nov 8 & 22	Condition Monitoring, Heavy Equipment and CMMS	One week prior
REM E-Newsletters	Dec 6 & 20	CMMS, On-site Energy and Oil & Lubrication	One week prior
REM E-Newsletters	Continuously updated	The latest industry news and product releases	One Week Prior

In Every Issue:

- Power Transmission
- Heavy Equipment
- Oil & Lubrication
- Health & Safety

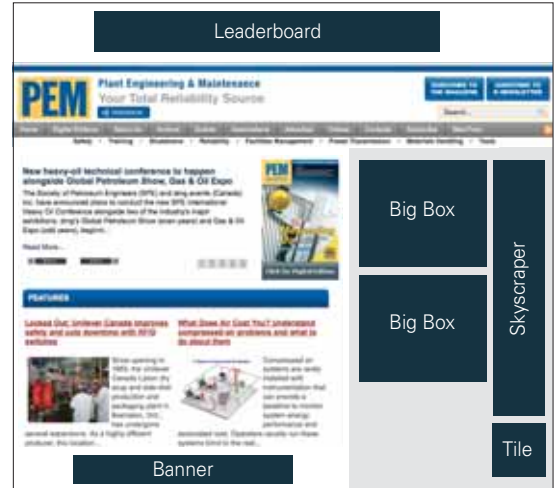


BUYING WEB

Cost Per Thousand (CPM) pricing:
Get exactly what you pay for!

Our cost per thousand pricing is simple: You'll always understand exactly how many exposures your ad received and that is what you will pay for. You will be charged for run-of-site page views – no surprises, no inflated impression numbers.

Ad	Ad Sizes (Pixels)	CPM rate
Leaderboard	728 x 90	\$85
Skyscraper	120 x 600	\$85
Big Box	300 x 250	\$85
Standard Banner	468 x 60	\$65
Button/Tile	125 x 125	\$50



BUYING E-NEWSLETTERS

PEM's e-newsletter is delivered to over 18,000 recipients each week across Canada. Or you can choose our custom e-blasts which are tailored exactly to your needs. This list reaches almost 13,000 recipients with your defined and targeted message.



E-Newsletter Rates and Sizes

Ad Size	Dimensions W x H	PEM	REM
Leader Board	728 x 90 pixels	\$995.00	\$595.00
Skyscraper	120 x 600 pixels	\$995.00	\$595.00
Banner	468 x 60 pixels	\$795.00	\$395.00
Button	125 x 125 pixels	\$495.00	\$295.00
E-product Showcase	524 x 256 pixels	\$1295.00	\$795.00
Custom E-News			
Base Price (Flat Rate)		\$2,900 (net)	\$1,500 (net)
Add Rich Media (Includes video, PDFs, etc.)		\$450.00 per item	\$450.00 per item

CONNECTS

PEM and REM can get your product out to the market with our specialized product e-blasts. This is a unique and economical way to get your product information, digital brochures and videos into the hands of our readers – your customers.

PEM — \$495.00

REM — \$295.00

Included in your Product Profile:

- Logo
- Product image
- 35-45 words of description
- Link to the URL of your choice

Include video and/or a digital brochure link

- Add a video or digital brochure for \$450
- Add both a video and a digital brochure for \$675



EVENTS / SPONSORSHIP



MainTrain is Canada's premier asset management industry event and is organized by the not-for-profit Plant Engineering and Maintenance Association of Canada (PEMAC), Canada's largest industry association that looks after the training, networking and business needs of Canada's



maintenance, reliability and physical asset management practitioners and professionals. This direct involvement from industry practitioners and true peer-to-peer knowledge transfer is what separates MainTrain from all other maintenance events.

www.maintrain.ca

Inquire about Available Sponsorship Opportunities.

SPECIAL TARGETED DIGITAL SUPPLEMENTS



Food & Beverage Engineering & Maintenance Digital Supplement

Presented on an easy-to-read digital platform, this interactive supplement can include all types of rich media such as video, PDF files, along with links to your URL of choice.

Targeting over 5,000 key individuals in the food and beverage sector across Canada, the F&B digital issue features editorial on equipment maintenance, safety, packaging requirements, HACCP requirements and more while highlighting the unique challenges faced in this sector.

Digital Publishing: April and September 2012



**Plant Engineering
and Maintenance**



**Resource
Engineering &
Maintenance**

MORE THAN JUST MAGAZINES



We are one of Canada's largest B2B publishers, producing 40+ B2B magazines and directories, 40+ websites and e-news products, and numerous conferences and events. But we are much more than just publishers — we also provide a full range of custom printing and publishing services, custom digital media and video production services and event and sponsorship services.



Bring your message to life with custom media & marketing services.

With projects ranging from writing, designing and producing customer magazines for clients and industry associations, to producing print and digital brochures and catalogues, e-newsletters, websites, webinars and videos – we have the expertise you need to craft and deliver your message for maximum impact. By accessing our vast pool of service providers, we can negotiate great rates for your projects.



Events and Roundtables

Get face to face with your customers and prospects at events. Annex Publishing & Printing can deliver high-impact and successful industry events such as seminars, workshops, conferences, focus groups and roundtables. Have an existing show that needs a boost? Work with us to create a show within your show to bring additional attendees and sponsors.

Digital Brochures

Let Annex turn your brochures, catalogues and other printed marketing materials into interactive digital versions that can take your message well beyond the printed page.



Video Production and Distribution

Videos are a powerful marketing tool and we are helping customers rapidly build and distribute their video inventories. Annex's Video-2-Business (V2B) division produces everything from corporate profiles, new product demos and event coverage to video sales kits and feature documentaries.

We can provide a free no obligation quote and walk you through every step of the process.

It's easy, affordable and effective.

Check out some of our video at www.v2bstudio.com



RATES & SPECIFICATIONS



**Plant Engineering
and Maintenance**



**Resource
Engineering &
Maintenance**



Ad Size	Dimensions W x H	Frequency Rate			
		1x	3x	6x	12x
Full Page*	8" x 10 3/4"	\$6,675	\$6,205	\$5,660	\$5,270
1/2 Page Island	4 5/8" x 7 1/2"	\$5,145	\$4,765	\$4,345	\$4,045
1/2 Page Horizontal	7" x 4 7/8"	\$4,555	\$4,235	\$3,860	\$3,590
1/2 Page Vertical	3 3/8" x 10"	\$4,555	\$4,235	\$3,860	\$3,590
1/3 Page Square	4 5/8" x 4 5/8"	\$3,785	\$3,520	\$3,210	\$2,985
1/3 Page Vertical	2 1/4" x 10"	\$3,785	\$3,520	\$3,210	\$2,985
1/4 Page Standard	3 3/8" x 4 7/8"	\$2,995	\$2,785	\$2,535	\$2,360
1/4 Page Horizontal	7" x 2 3/8"	\$2,995	\$2,785	\$2,535	\$2,360
Product Showcase	2 1/4" x 2 7/8"	\$750	\$700	\$650	\$600

All rates quoted are gross and in Canadian dollars. Four-colour only.

*For full page ad with bleed, please add 1/8" all around (8 1/4" x 11")

Ad Size	Dimensions W x H	Frequency Rate		
		1x	4x	8x
Full Page*	8" x 10 3/4"	\$3,930	\$3,815	\$3,430
1/2 Page Island	4 5/8" x 7 1/2"	\$3,340	\$3,245	\$2,920
1/2 Page Horizontal	7" x 4 7/8"	\$2,945	\$2,805	\$2,525
1/2 Page Vertical	3 3/8" x 10"	\$2,945	\$2,805	\$2,525
1/3 Page Square	4 5/8" x 4 5/8"	\$2,345	\$2,235	\$2,010
1/3 Page Vertical	2 1/4" x 10"	\$2,345	\$2,235	\$2,010
1/4 Page Standard	3 3/8" x 4 7/8"	\$2,045	\$1,940	\$1,745
1/4 Page Horizontal	7" x 2 3/8"	\$2,045	\$1,940	\$1,745
Product Showcase	2 1/4" x 2 7/8"	\$600	\$550	\$500

All rates quoted are gross and in Canadian dollars. Four-colour only.

*For full page ad with bleed, please add 1/8" all around (8 1/4" x 11")

Digital Requirements

We accept digital files which meet the following criteria:

- **High-resolution PDFs** (InDesign, Quark Xpress) – 2400 dpi, 150 line screen, all fonts embedded, CMYK and no spot colours.
- **Illustrator and Photoshop files** must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.
- **Process colour ads** must be supplied with a high-resolution, full-colour contract quality proof to ensure proper reproduction. Black and white ads must be supplied with a laser proof.

NOTE: We do not accept ads created in Microsoft Publisher/Office programs, Corel Draw (only if exported to Illustrator), film, DCS or CopyDot files. For further information, please contact our production department.

Web Specifications

- **Image Dimensions:** 300w x 250 pixels, 728w x 90 pixels, 468w x 60 pixels, 120w x 600 pixels, 125 x 125 pixels
- **Image Type:** .gif, .jpg, or Flash (Must be regular Flash with embedded url to set tracking, no swish files.)
- **Image Animation (Gif):** Single to infinitely looping banners accepted. *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.

CONTACT US

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WE PROVIDE MARKETING SOLUTIONS

Advertising your products through positioning in a multitude of platforms will ensure that you are constantly in front of our loyal readers - your customers. The best way to brand your company and market your products is by investing in an integrated media plan.

Integrated Marketing

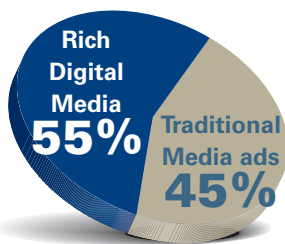
- ✦ Print advertising
- ✦ Product E-blast advertising
- ✦ E-news advertising
- ✦ Web advertising
- ✦ Custom print/online content
- ✦ Custom E-blasts
- ✦ Events and sponsorships

What are your marketing plan objectives?

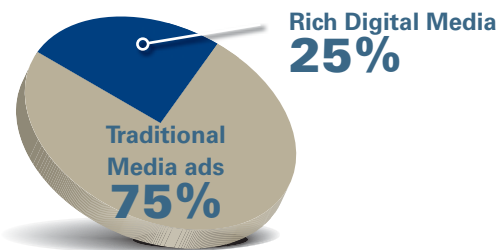
We understand that you want to reach and influence our readers – the key decision makers. It's our job to help you do that and we will work with you to find just the right of mix of media platforms needed to achieve your sales and marketing objectives.

Research has shown that a branding advertising program should be geared to reach approximately 75 percent of a target audience through traditional print media and approximately 25 percent through online rich media (web, e-news, e-blasts, video, etc.) when deciding on how to allocate the total advertising expenditure.

EDUCATION & LEAD GENERATION



BRAND/PRODUCT AWARENESS & IMAGE



Research Sources: Atlas, Penton Media, Reed Business, Jupiter Research, GlobalSpec, Forrester Research, et al.

We provide a full range of print and digital media products, including custom video production services. We would appreciate the opportunity to discuss how we can provide solutions for any of your marketing needs.



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