

PIQ

PRODUITS pour
L'INDUSTRIE
QUÉBÉCOISE

**YOUR MARKETING VEHICLE INTO
QUÉBEC'S MULTI-BILLION DOLLAR MARKET
ONLINE AND IN PRINT**



www.piq-mag.ca Produits de soudage / Produits de fabrication / Contrôle du mouvement

PRODUITS pour L'INDUSTRIE QUÉBÉCOISE

Dessevant l'industrie québécoise depuis plus de 35 ans

Mars 2011 Vol 27 #2

Filage à la fraise sur les aciers durcis

Le ciel se dégage pour l'industrie de l'aérospatiale

Compagnies aéronautiques (ESQ)

Chaudière à vapeur

UNIQUE BROWSERS® 036



**PRINT • WEBSITE • E-NEWSLETTERS
E-BLASTS • DIGITAL EDITIONS • VIDEOS**

MEDIA KIT 2012
www.piq-mag.ca

Manufacturing in Québec

#1 requested CCAB/BPA circulation*



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Québec has seen positive gains in the course of this past year. The province's economy reached a high point early in the year, according to a recent RBC Economics Provincial Outlook report. Real GDP is forecast to advance by 2.4 per cent, just off the estimated 2.8 per cent pace of last year. Further recovery in some of the province's key manufacturing and service industries, strong business investment, and an

improving job market looks to continue to drive economic activity at a sustained rate through 2012.

And there are positive signals on the horizon for 2012 and beyond. For instance, Québec's aerospace industry is considered among the best in the world. In fact, 60% of overall Canadian aerospace industry production takes place in Québec, where sales reached some CDN\$12.4 billion in 2009. Although the market was soft in 2010, Canadian aerospace production is expected to exceed its previous 2008 peak by 2015.

Global passenger and freight air traffic has already recovered from the effects of the recession, boosting demand for new orders in the civil segment of the industry. In the coming years, demand for more fuel-efficient aircraft and the growing importance of emerging markets will generate even more business opportunities. One need only note the development of the CSeries planes that Bombardier has in development, and the efforts of Airbus and Boeing to match the efficiencies of that vessel. Quebec manufacturing plants will gain from these investment.

Québec manufacturers are retooling today to meet the challenges of this marketplace - adapting to the needs of a changing economy, and investing in machinery that can help them expand in the future.

According to a survey by the Society of Manufacturing Engineers (SME), more than 50 percent of manufacturers in Canada planned to invest in manufacturing equipment in 2011 compared to 2010. That investment growth continues, as you can see on shop floors across the country. Quebec manufacturers, like their colleagues across the country, are learning how to work smarter to compete in a tighter market. They are depending on suppliers for key insights, and PiQ is one of the sources they use for those insights.

Québec has a diversified industrial base, effective and substantial provincial incentives and improving markets. With strong fundamentals, the province's manufacturing sector will continue to grow and prosper. Be front and centre with your client base by advertising with us.

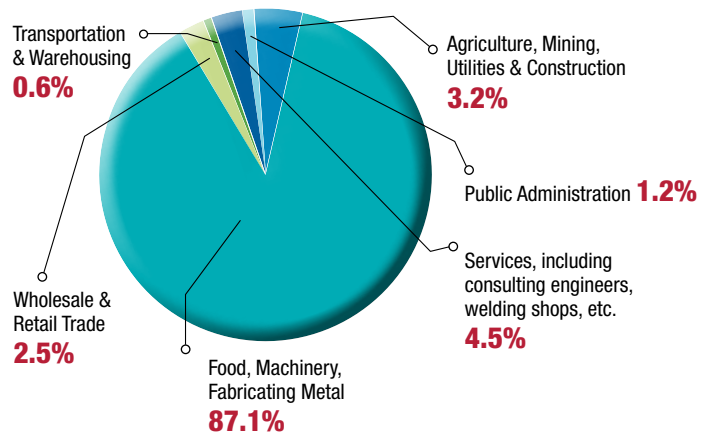
Reaching buyers in Quebec's OEM manufacturing and process/resource industries... including:

- Transportation (including Aerospace)
- Food and Beverage
- Metal Fabrication
- Machinery Manufacturing
- Electrical Equipment
- Furniture Manufacturing
- Wood Product Manufacturing
- Chemical
- Petroleum
- Forestry
- Mining
- Utilities

...Delivering your information in print and online

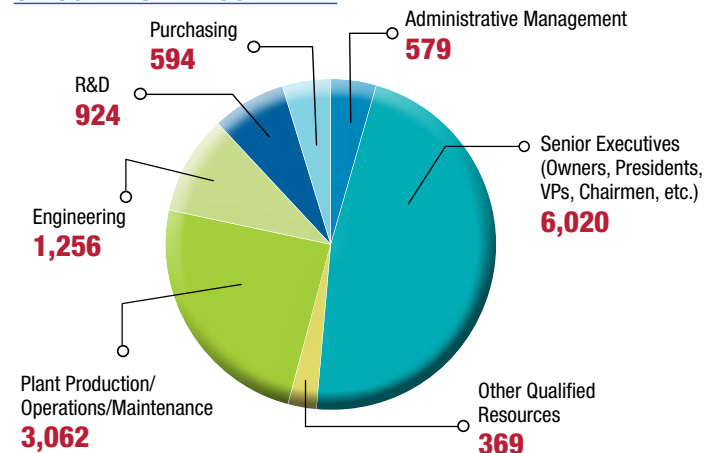
Circulation analysis total circulation **12,804**

COVERAGE BY INDUSTRY*



Reach Manufacturing Decision Makers

CIRCULATION BY JOB TITLE*



CCAB *Source: CCAB/BPA worldwide circulation statement June 2011

2012 PiQ Print Editorial Calendar



ISSUE EDITORIAL LINEUP

January/February
 Ad Close: 16-Jan
 Material due: 23-Jan
 Mail: 16-Feb
Bonus Distribution:
FABTECH Canada (Mar. 20-22)

- Aerospace Special Report
- Power Transmission / Motion Control
- Hydraulics & Pneumatics
- Cutting Tools
- Fabricating / Forming
- Plant Maintenance
- Welding

April/May
 Ad Close: 12-Mar
 Material due: 19-Mar
 Mail: 11-Apr
Bonus Distribution:
Montreal Manufacturing Technology Show (May 14-16)

- Electronics Industry Special Report
- Power Transmission
- Cutting Tools
- CNC Machine Tools
- Adhesives & Fasteners
- Sensors & Switches
- Plant Maintenance

June/July
 Ad Close: 7-May
 Material due: 14-May
 Mail: 30-May

- Energy Management Special Report
- Motion Control
- Plant Maintenance
- Fabricating / Forming
- Welding
- CAD/CAM Software
- Handheld Test Tools

September/October
 Ad Close: 30-July
 Material due: 7-Aug
 Mail: 30-Aug
Preview Issue:
 • IMTS (Sep. 10-15, Chicago)
 • Fabtech (Nov. 11-13, Las Vegas)

- Metalworking Technology Special Report
- CNC Machine Tools
- Plant Maintenance
- Enclosures
- Cutting Tools
- Adhesives & Fasteners

November/December
 Ad Close: 10-Oct
 Material due: 17-Oct
 Mail: 9-Nov

- Transportation Special Report
- Plant Maintenance
- CAD / CAM Software
- Fabricating / Forming
- Welding
- Motion Control
- Power Transmission

2012 PiQ Digital Media Editorial Calendar

NEWSLETTERS (2X/MONTH)		E CONNECTS		
MATERIAL DUE DATES	ONLINE TOPICS	LIVE DATES	AD CLOSE	SENT
JANUARY				
E-letter #1: Jan. 3 E-letter #2: Jan. 17	<ul style="list-style-type: none"> • Motion Control • CAD / CAM Software 	10-Jan 24-Jan	19-Jan	26-Jan
FEBRUARY				
E-letter #1: Feb. 7 E-letter #2: Feb. 21	<ul style="list-style-type: none"> • Enclosures • Plant Maintenance 	14-Feb 28-Feb	16-Feb	23-Feb
MARCH				
E-letter #1: Mar. 6 E-letter #1: Mar. 20	<ul style="list-style-type: none"> • Adhesives & Fasteners • Cutting Tools 	13-Mar 27-Mar	15-Mar	22-Mar
APRIL				
E-letter #1: Apr. 3 E-letter #2: Apr. 17	<ul style="list-style-type: none"> • Power Transmission • CAD / CAM Software 	10-Apr 24-Apr	19-Apr	26-Apr
MAY				
E-letter #1: May 1 E-letter #2: May 15	<ul style="list-style-type: none"> • Welding • Fabricating / Forming 	8-May 22-May	17-May	24-May
JUNE				
E-letter #1: Jun. 5 E-letter #2: Jun. 19	<ul style="list-style-type: none"> • Motion Control • CNC Machine Tools/Cutting Tools 	12-Jun 26-Jun	21-Jun	28-Jun
JULY				
E-letter #1: July 3 E-letter #2: July 17	<ul style="list-style-type: none"> • Sensors • Switches 	10-Jul 24-Jul	19-Jul	26-Jul
AUGUST				
E-letter #1: Aug. 7 E-letter #2: Aug. 21	<ul style="list-style-type: none"> • Cutting Tools • Power Transmission 	14-Aug 28-Aug	16-Aug	23-Aug
SEPTEMBER				
E-letter #1: Sep. 4 E-letter #2: Sep. 18	<ul style="list-style-type: none"> • CAD / CAM Software • Manufacturing Automation 	11-Sep 25-Sep	20-Sep	27-Sep
OCTOBER				
E-letter #1: Oct. 2 E-letter #2: Oct. 16	<ul style="list-style-type: none"> • Safety Technologies • Welding 	9-Oct 23-Oct	18-Oct	25-Oct
NOVEMBER				
E-letter #1: Nov. 6 E-letter #2: Nov. 20	<ul style="list-style-type: none"> • Hydraulics & Pneumatics • Enclosures 	13-Nov 27-Nov	22-Nov	29-Nov
DECEMBER				
E-letter #1: Dec. 4 E-letter #2: Dec. 11	<ul style="list-style-type: none"> • Fabricating / Forming • Motion Control 	11-Dec 18-Dec	13-Dec	20-Dec



PIQ Online

PIQ's newly re-designed website provides video, and links to the latest news and technical information for those engaged in the manufacturing production and purchasing functions and is tightly integrated with our print product. We provide our readers and visitors direct access to a host of online tools and services. Visitor traffic to the PIQ site continues to grow making it an excellent marketing platform for your online presence. PIQ print issues are delivered and available in digital format on the PIQ site 24/7.



Advertising Rates (non-rotational):

- Leaderboard**
728 x 90 pixels \$500/month
- Big Box**
300 x 250 \$500/month
- Skyscraper**
120 x 600 \$500/month
- Banner**
468 x 60 \$400/month
- Tile/Button**
125 X 125 \$200/month

E-newsletter

76.8% of respondents find PIQ's E-newsletter a useful source of information (you receive a lead report, see below)

Now there are twice as many opportunities for you to deliver your marketing message through the twice a month E-newsletter written by PIQ's editors Rob Colman. The E-newsletters have become an integral part of our increased editorial coverage connecting with our readers.

ADVERTISING RATES PER E-LETTER:

- Leaderboard 728 x 90 pixels – \$600 net.**
- Skyscraper 120 x 600 – \$600 net.**
- Banner 468 x 60 – \$350 net.**
- Tile 125 X 125 – \$250 net.**
- Sponsor message: Logo, photo and 50 words \$950.**



E-Blasts

(you receive a lead report, see below)

The PIQ custom E-blast allows you to create your own E-blast offer to PIQ's readership. The format consists of an editorial news lead from the editor. As a single sponsor you will receive 2 banner ads. The E-blast has a history of very high open rates and is sent to over 6,000 email subscribers. The E-blast offers marketers an opportunity to contact buyers directly with their customized product offer.

- Banner 468 x 60 pixels**
- Banner 705 x 290 pixels.**
- Advertising rate \$1,795 net.**

PIQ Connects (you receive a lead report, see below)

With a reach of over 6,000 PIQ email subscribers, PIQ CONNECTS issued monthly, profiles your products and services to Québec's industrial market at a very low cost. Advertising your products in this cost effective digital media is easy. Just send us your logo • product image • 25 word description • URL link
As an advertiser you will receive a report on the subscribers who clicked on your site including name, title, company name, address, phone number, company size and industry classification. Reach prospects in Québec's industrial market who recommend and buy products and services for a net cost of just \$495.



Lead Report

DIGITAL PERFORMANCE: EXPOSURE REPORT						
Connects Image	Description	Date sent	# emails delivered	Total Opens	Unique Click throughs	Total # click throughs
	PIQ Connexion	2012-09-01	6100	1000	100	100

RESPONSE REPORT													
Ad image	Company Name	Last Name	First Name	Job Title	Clicks on Main Ad	Phone #	City	Province	Address	Postal	Company Size	NAICS code	
	AMERICAL TECHNOLOGIES INC.	CHARRON	CHRISTOPHE	CHARRON	1	514-350-0000	MONTRÉAL	QC	1000 BOULEVARD DE LA SÉCURITÉ	H3T 1Y6	50-99	38000	
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	AMERICAL TECHNOLOGIES INC.	CHARRON	CHRIST										

2012 PiQ Advertising Rates

**NEW
size**

FOR 2012!

Tabloid live type area: 8-5/8" x 12-1/4"

B/W RATE

AD SIZE	DIMENSIONS	1x	3x	6x	9x	12x
Tabloid page (trim)	9-5/8" x 13-1/4"	\$4,770	\$4,610	\$4,450	\$4,255	\$4,095
Tabloid page (bleed)	9-7/8" x 13-1/2"					
1/2 Tab horizontal	8-5/8" x 5-3/4"	\$3,190	\$3,085	\$2,935	\$2,820	\$2,790
1/2 Tab vertical	4-1/4" x 12"					
1/3 Tab horizontal	8-5/8" x 3-3/4"	\$2,685	\$2,590	\$2,485	\$2,340	\$2,280
1/3 Tab vertical	2-5/8" x 12"					
Jr. page	6-3/8" x 9-3/4"	\$3,190	\$3,085	\$2,935	\$2,820	\$2,790
1/2 Page jr. island	4-1/4" x 7-1/4"					
1/2 Page jr. horizontal	6-3/8" x 4-3/4"	\$1,905	\$1,865	\$1,755	\$1,695	\$1,610
1/2 Page jr. vertical	3-1/8 x 9-3/4"					
1/3 Page	4-1/4" x 4-3/4"	\$1,445	\$1,405	\$1,300	\$1,245	\$1,205
1/4 Page vertical	3-1/8" x 4-3/4"	\$1,050	\$1,025	\$970	\$930	\$875

Four colour: \$1,125 • Standard colour: \$375

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%.

COMBINED RATES:

Advertisers who utilize more than one Annex Business Media publication are entitled to frequency discounts earned in all publications.

FOR EXAMPLE:

6 Jr. pages in *MP&P* and 6 Jr. pages in *PIQ (Produits pour l'industrie Québécoise)* earns the 12 time rate in both publications.

FOR ADVERTISING INFORMATION PLEASE CONTACT:



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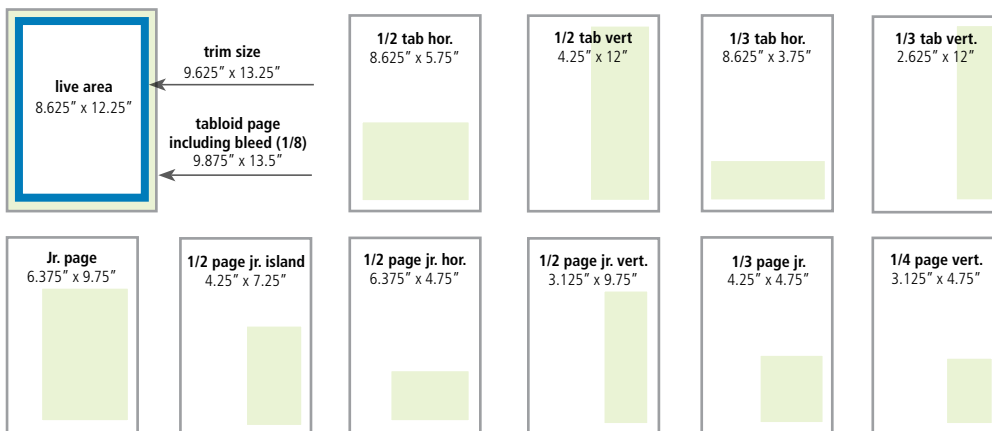
Roger Heritage
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Annex Business Media
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We are one of Canada's largest B2B publishers, producing 40+ B2B magazines and directories, 40+ websites and e-news products, and numerous conferences and events. 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. We would appreciate the opportunity to discuss how we can provide solutions for any of your marketing needs.

www.annexweb.com



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.
- Black and white ads must be supplied with a laser proof.

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:** 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.

For further information, please contact your account co-ordinator, Alice Chen, at achen@annexweb.com or 905-713-4369