

CANADIAN

# Meat Business

*The Beef, Pork & Poultry Industry Magazine*

## 2012 Media Kit



**DISTRIBUTION**  
Transportation & Logistics



**FOOD**  
Safety & Handling



**PACKAGING**  
Equipment & Supplies



**PROCESSING**  
Equipment & Supplies



# Meat in Canada

**Canadian Meat Business** is the only magazine in Canada dedicated solely to the multi-billion dollar beef, pork and poultry industry.

**CMB** is distributed to over 8,200 manufacturers, suppliers, distributors, wholesalers and retailers in the meat sector. We target food professionals involved in:

- Meat Additives, Casings, Ingredients and Seasonings
- Cleaning and Sanitation
- Cutting Equipment – Knives, Blades, Dicers, Slicers
- Safety Supplies
- Food Packaging Equipment and Materials
- Meat Processing Equipment and Supplies
- Weighing Equipment

## 2012 EDITORIAL SCHEDULE

**Canadian Meat Business** is published every two months. Each issue features timely and relevant news coverage, in-depth features and opinions from major industry players. Editorial submissions are welcome – contact [alan@meatbusiness.ca](mailto:alan@meatbusiness.ca) for more information.

In every issue we also feature the following regular departments: Cross Country News – a province-by-province breakdown of the headlines making news in the industry; Assembly Line – new product announcements for all aspects of meat business in Canada; Industry Roundup – top stories from our website's daily news section; Events Calendar – a listing of upcoming trade shows and conferences and reports from recent events; and Meat Industry Business Watch.

Advertising and editorial deadlines follow the issue dates below:

### January/February 2012

Annual Buyer's Guide  
Canadian Food Industry Review

Editorial and advertising  
deadline: Dec. 10, 2011

### March/April 2012

Pork Industry Report  
Traceability Update

Editorial and advertising  
deadline: Feb. 11, 2012

### May/June 2012

Beef Industry Report  
Restaurant Trends

Editorial and advertising  
deadline: April 15, 2012

### July/August 2012

Poultry Industry Report  
Packaging Trends and Innovation

Editorial and advertising  
deadline: June 10, 2012

### September/October 2012

Food Safety Update  
Marketing Trends

Editorial and advertising  
deadline: Aug. 12, 2012

### November/December 2012

Economic Trends  
Meat Industry Hall of Fame Class of 2012

Editorial and advertising  
deadline: Oct. 14, 2012

*\*Editorial schedule is subject to change.*

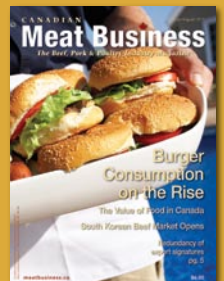
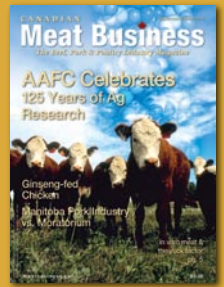
## WHAT ARE READERS SAYING?

*"Canadian Meat Business is one of the best ways to communicate directly with beef, pork and poultry processors across Canada. The quality of the magazine's editorial content and the timeliness of its online daily news make it an important publication that must be read if you want to stay on top of this very diverse and vibrant industry."*

**Phil Kimball**  
Executive Director  
North American Meat  
Processors Association

*"No other publication speaks to the meat industry in Canada like Canadian Meat Business – it's a great resource and forum for discussion for producers, processors and suppliers across the country, and an excellent venue for reaching our industry."*

**Doris Valade, President,**  
Malabar Super Spice  
Company



## 2012 CANADIAN MEAT BUSINESS BUYER'S GUIDE

Be included in the most complete equipment and services guide published in Canada. Our annual Buyer's Guide features listings of manufacturers, suppliers, distributors and wholesalers in Canada and the U.S.

This valuable resource guide offers year-round longevity and repeat exposure to your listing and advertisement. Basic listings are free of charge, enhanced listings start at only \$105.00. Get your listing form online at [meatbusiness.ca](http://meatbusiness.ca).

## CMB ONLINE

[meatbusiness.ca](http://meatbusiness.ca) is your source for event listings, feature stories and timely news – updated daily. Our Industry Roundup news section will keep you up-to-date on what's going on in the beef, pork and poultry in Canada.

You can also follow CMB on Twitter: [twitter.com/cdnmeatbusiness](https://twitter.com/cdnmeatbusiness)



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## ARTWORK SPECIFICATIONS

### SOFTWARE

**Adobe Acrobat 7.0 and earlier (preferred format)**  
PDF files must be created with Acrobat Distiller, saved at a minimum resolution of 300dpi and all fonts must be embedded.

### InDesign CS2 and earlier

Make sure to provide all linked files and fonts.

### QuarkXPress version 4.1 and earlier

Make sure to provide all linked files and fonts.

### Adobe Photoshop CS2 and earlier

Files must be saved in TIFF or EPS format.

### Adobe Illustrator CS2 and earlier

Make sure to provide all linked files and convert all text to "Outlines."

### OTHER FILE FORMATS

There will be an added charge for converting files of other formats. Image quality and text flow can not be guaranteed.

### FONTS AND IMAGES

All documents supplied must be accompanied by both screen and printer fonts. All images must be at a reasonable dimension and must have a resolution of 300dpi at final size.

## OTHER SERVICES

- Reprint Services • Inserts • Copy Writing
- Ad Design & Preparation • Bind-In Postcards
- Marketing and Communications Consulting
- Web Development & Electronic Marketing

**NOTE:** All advertising rates are based on receiving completed electronic files. Any size, copy, image or file modifications will be charged to the advertiser at a rate of \$95 per hour. Advertising cancellations are not accepted after issue closing date. Short rates apply to schedules not completed. E-mail, fax and verbal confirmations of advertising are binding contracts – costs are due upon receipt of invoice following each published date of magazine.

## RATE CARD #6

Effective October 29, 2011

Full Colour	1x	3x	6x
Full Page	\$2,640	\$2,330	\$2,175
2/3 Page	\$2,210	\$1,990	\$1,790
1/2 Island	\$1,890	\$1,710	\$1,530
1/2 Page	\$1,750	\$1,590	\$1,410
1/3 Page	\$1,320	\$1,190	\$1,080
1/4 Page	\$ 990	\$ 890	\$ 790

## COVERS

Outside Back	\$2,980 - SOLD
Inside Front/Inside Back	\$2,790 - SOLD

## PRODUCT SHOWCASE

Highlight your new products and services in our Product Showcase section. We create your display ad with a colour photo and up to 60 words of text for a cost of \$580 per insertion. Book for six issues and your cost is \$495 per insertion.

## WEBSITE ADVERTISING

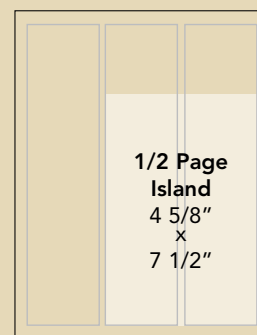
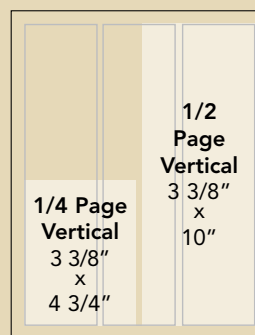
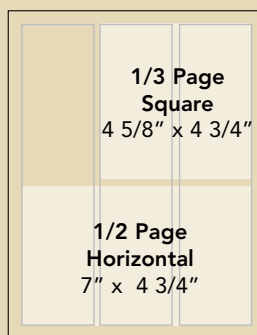
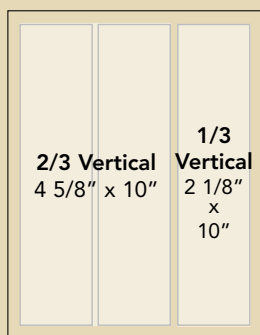
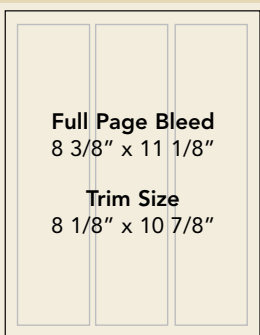
meatbusiness.ca

Lead Banner (595 x 68 pixels) \$290/month 4 month/min.

Banner (176 x 110 pixels) \$180/month 3 month/min.

Web stats are available on request. (All rates are net, taxes are extra. GST# 87301 2900 RT001)

## ADVERTISING DIMENSIONS



COMMUNICATIONS WEST INC.

## CANADIAN MEAT BUSINESS

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Website: wecomcommunications.ca