



CFCM

CANADIAN FINISHING & COATINGS MANUFACTURING MAGAZINE

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

2021

Media Kit

www.cfcmm.ca



@CFCMMag

CFCM is dedicated to the health and wealth of the Canadian Coatings community. From raw materials to formulating coatings of all types, to the latest on paint, wood finishes, powder coatings, anodizing and electroplating, we cover it all! Published 6 times a year, CFCM reaches industrial finishers and paint and coatings manufacturers.

REGULAR SECTIONS

Industrial Finishing
Plating and Anodizing
Paint and Coatings Manufacturing
Plus all the latest Industry News, Events and New Products

2021 EDITORIAL CALENDAR

JANUARY/FEBRUARY

Space Closing: **January 5**
Ad Material: **January 12**

Corporate Profile Issue:

A superb marketing opportunity in the Canadian marketplace. All advertisers booking a half-page ad, or larger, receive a Free Corporate Profile of equivalent size. We can even write it for you, if you like! [Profiles are subject to limits on number of words, depending on their size].

Industrial Finishing

- Aerospace Coatings
- Manual Liquid Paint Spray Guns
- Powder Coating Spray Equipment
- UV Curing Systems

Paint and Coatings Manufacturing

- Antimicrobial Coatings
- Coating Lab Testing Equipment
- The Paint Biocides Manifesto

Plating and Anodizing

- Air Pollution Control Equipment
- Thermal Control: Heating and Chilling
- Stack Testing

MARCH/APRIL

Space Closing: **February 16**
Ad Material: **February 23**

Industrial Finishing

- Large Structures
- Automatic Liquid Paint Spray Guns
- UV-Cured Wood Finishes

Paint and Coatings Manufacturing

- UV Photoinitiators
- Mixing and Dispersion Equipment
- Plastics Recycling: How it Could Hurt Paint Production

Plating and Anodizing

- Essential Components for Plating
- Plating Thickness Testing
- National Pollutant Release Inventory Reporting

*Bonus Show Distribution

Canada Woodworking East 2021
Saint-Hyacinthe, QC – April 8-9
www.canadawoodworkingeast.ca

MAY/JUNE

Space Closing: **March 30**
Ad Material: **April 6**

Plating and Anodizing

- Precious Metals Plating
- Anodizing Cleaning
- Fume Control

Paint and Coatings Manufacturing

- Corrosion Inhibitors
- Enamels
- New VOC Limits in Canada: To Be or Not To Be?

Industrial Finishing

- Marine Coatings
- Robotics
- Spray Booths and Filters

*Bonus Show Distribution

Canadian Paint and Coatings Association Annual Conference 2021 Quebec City, QC – May 26-27
www.canpaint.com

Powder Coating 2021 Orlando, FL – July 13-16
www.conference.powdercoating.org

POWDER COATING REFINES



When it comes to the new resin technology, the growing market demand for a powder coating that can be used in a wide range of applications is pushing the limits of what is possible. The latest generation of powder coatings can be used in a wide range of applications, from automotive to industrial, and even in the most demanding environments. The new resin technology allows for a wider range of colors and finishes, and it also offers improved durability and performance. This is a significant advancement in the powder coating industry, and it is expected to drive growth in the market in the coming years.

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BUYERS GUIDE 2021/22

Space Closing: **June 1**
Ad Material: **June 8**

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

The annual CFCM Buyers Guide offers free listings to all suppliers and finishers in the coatings and metals plating industries. The Guide is updated every year, and covers all products and services available to coatings companies operating in Canada. It's available as a glossy coated, printed directory, as well as being offered on our website all year round.

Go to www.cfm.ca and click on Buyers Guide to place your new free listing or update your current listing.

SEPTEMBER/OCTOBER

Space Closing: **August 3**
Ad Material: **August 10**

Industrial Finishing

- Architectural Coatings
- Powder Coating Quick Color Change
- Waterborne Wood Finishes and Stains

Plating and Anodizing

- Plating on Plastics
- Automatic Anodizing Systems

Paint and Coatings Manufacturing

- TiO₂
- Flame Retardants
- Sound Dampeners
- World Coatings Council and Sustainability Reporting

*Bonus Show Distribution

FABTECH 2021 Chicago, IL - September 13-16
www.fabtechexpo.com

SUR/FIN 2021 Detroit, MI - November 2-4
www.nasfsurfin.com

Woodworking Machinery Supply and Expo 2021

Mississauga, ON - November 4-6
www.woodworkingnetwork.com/events/woodworking-machinery-supply-conference-and-expo

NOVEMBER/DECEMBER

Space Closing: **October 5**
Ad Material: **October 12**

Industrial Finishing

- Automotive Coatings
- Masking
- Wood Lacquers and Varnishes
- Anti-reflective Coatings

Plating and Anodizing

- Nickel Plating
- Pumps and Filters

Paint and Coatings Manufacturing

- Heavy-Duty Powder Coatings
- Nanotechnology in Coatings
- Coatings in Canada: Post Pandemic?

* Editorial content and trade show dates subject to change.

CIRCULATION

Print and Digital Edition

Region	Both	Digital	Print	Total
AB	52	1	341	394
BC	66	0	560	626
MB	38	0	199	237
NB	6	0	106	112
NL	6	0	57	63
NS	5	0	115	120
NT	0	0	3	3
ON	773	11	2,393	3,177
PE	0	0	20	20
QC	168	2	1,373	1,543
SK	6	0	144	150
YT	0	0	3	3
USA	908	59	352	1,319
Foreign	2	19	0	21
Not Specified	0	393	0	393
Total	2,030	485	5,666	8,181

Source: Market Focus Database Maintenance - September 2020

Industry	Both	Digital	Print	Total
Adhesive and Ink Manufacturing	5	8	57	70
Paint and Coating Manufacturing	381	66	454	901
Raw Material Supplier	447	94	215	756
Coating Manufacturing Equipment Supplier	84	9	93	186
Automotive and Transportation Products	63	18	1,356	1,437
Commercial Coating Contractors	10	3	5	18
Custom Coaters & Job Shops	70	40	314	424
Electroplaters and Anodizers	119	20	450	589
Furniture and Woodworking	114	22	1,429	1,565
General Manufacturing	137	82	943	1,162
Plastic Product Finishing	4	1	0	5
Supplier of Finishing Equipment	481	67	244	792
Manufacturing not otherwise classified	13	9	25	47
Consultants	56	24	47	127
Education & Government	38	22	34	94
Not Specified	8	0	0	8
Total	2,030	485	5,666	8,181

Source: Market Focus Database Maintenance - September 2020

2021 RATES AND DATA

PRINT ADVERTISING RATES

4-Color	1x	3x	6x
Full page	\$4,505	\$4,190	\$3,959
2/3 page	\$3,696	\$3,434	\$3,245
1/2 island	\$3,423	\$3,182	\$3,008
1/2 page	\$2,615	\$2,431	\$2,300
1/3 page	\$2,478	\$2,305	\$2,179
1/4 page	\$1,806	\$1,675	\$1,586

	1x	3x	6x
Inside Front Cover	\$4,820	\$4,483	\$4,236
Inside Back Cover	\$4,820	\$4,483	\$4,236
Outside Back Cover	\$4,959	\$4,609	\$4,355

Black and White - deduct \$500

Inserts and Outserts: Quoted upon request

Classifieds:

\$200 per column inch Black and White
\$300 per column inch 4-Color

DIGITAL ADVERTISING SPECS AND RATES

CFCM WEBSITE

	Specs	Per month	Per Year
Skyscraper	200 x 600 pixels	\$350	\$2,520
Banner	728 x 90 pixels	\$250	\$1,800
Box	200 x 200 pixels	\$200	\$1,440

Job Announcements (Max. 500 words) \$150

ONLINE BUYERS GUIDE

	Specs	Per Month	Per Year
Banner	728 x 90 pixels	\$250	\$1,800

DIGITAL EDITION

	Specs	Per Issue
Skyscraper	120 x 600 pixels	\$800
Banner	728 x 90 pixels	\$700
Box	120 x 120 pixels	\$500

Static ads only. JPEG or Gif files accepted.
Please send URL click through.



DIMENSIONS (INCHES)

Size	Width	Depth
Full Page Live Area	7.125	9.875
Full Page Trim	8.125	10.875
Full Page Bleed	8.375	11.125
Double Page Spread	16.5	11.125
2/3 Page	4.625	9.75
1/2 Page Island	4.625	7.5
1/2 Page Vertical	3.375	9.75
1/2 Page Horizontal	7	4.75
1/3 Page Vertical	2.222	9.75
1/3 Page Horizontal	7	3.25
1/3 Page Square	4.625	4.75
1/4 Page Vertical	3.375	4.75
1/4 Page Horizontal	7	2.375

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 as a **Press Optimized PDF** with bleed and crop marks.

ENSURE ALL IMAGES ARE IN HIGH RESOLUTION (CMYK).

TERMS AND CONDITIONS

Closing dates: See editorial lineup for each issue

Terms: Net 30 days from date of invoice

Rates billed are in net dollars (Local) plus all applicable taxes.

Agency Commission: Rates quoted are net of 15% agency fee if applicable to recognized advertising agencies on space, color 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 color 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 honoured for 12 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.



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