



CAMM

The official magazine of the
Canadian Association of Moldmakers

MAGAZINE

2023 MEDIA KIT



WINNIPEG OFFICE
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Winnipeg, MB Canada R2H 2S9

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August 2023

Dear Colleagues,

The Canadian Association of Moldmakers (CAMM) is pleased to announce our partnership with Matrix Group Publishing Inc., in the production of our new, full colour, glossy stock, semi-annual publication, called **CAMM Magazine**.

The publication will be individually and directly mailed twice per year (each Summer and Winter) to all members, industry stakeholders, and industry affiliates. Our targeted distribution will also reach the desks of the major decision-making powers across the country.

We are extremely pleased to announce CAMM's participation at NPE 2024: The Plastics Show, May 6-10, 2024, in Orlando, Florida. Every three years, bold leaders, creative thinkers, and visionaries from every industry in the world gather at NPE to advance their business through innovations in plastics. Copies of our Winter release will be made available to attendees at the CAMM Pavilion!

CAMM Magazine will cater editorial to the interests and concerns of those in the industry. Features will focus on hot-button issues, industry news, endeavours and successes, and the latest technology and tools that enable the industry to forge into the future. These informational and interesting updates will ensure the publication is retained and used as a reference.

The success of this publication will depend, to a great extent, on the quality and consistency of its advertisers. It is through your advertising investment we are able to publish this communication vehicle driven by industry demand. I look forward to working with you in making this publication exciting, successful, and a valuable resource for everyone in the industry.

Nicole Vlanich
Executive Director



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State of the Industry - Facts and Advantages

The main objective of the Canadian Association of Moldmakers is to promote the mold making industry locally, nationally and internationally.

- We provide representation on behalf of our industry to Federal and Provincial governments.
- CAMM weighs in on government initiatives providing important insight on behalf of the many industries our members and ever-growing prospects, serve.
 - Plastics
 - Automotive
 - Agriculture
 - Food & Beverage

One initiative of GREAT importance is the lack of skilled trades workers. The Ontario government's Minister of Education, Stephen Lecce, recently announced a plan to provide growth to the number of skilled trades workers, with a major focus on building the next generation of worker. **This is the mandatory technological education course that will be implemented, September 2024.**

- **In support of this initiative, distribution of the CAMM Magazine will include high school guidance councillors across the country in order to showcase post secondary training and employment opportunities.**

Please click below link to be directed to the full article.

<https://news.ontario.ca/en/release/1002797/ontario-helping-more-students-enter-the-skilled-trades-faster>

The **CAMM Magazine** acts as a communications vehicle and showpiece that allows industry, members and prospects to showcase their specific areas of expertise within the many key sectors and sub industries that are utilizing the technology:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Agriculture • Automotive/Transportation/Trucking • Food/Beverage/Consumer products • Healthcare/Medical/Pharmaceutical • Aerospace • Telecommunications | <ul style="list-style-type: none"> • Plastics • Packaging • Distilleries • Robotics • Plant Engineering • Building & Construction |
|--|---|

Mold making in Canada **represents multi-billions of dollars in BUYING POWER.**

To read more from this article, please see link:

<https://www.canadianmetalworking.com/canadianmetalworking/article/metalworking/tool-die-and-moldmakers-sector-report>

Injection molding machine market expects to reach \$12.3 billion by 2025.

To read more from this article/report, please click link below:

<https://www.canplastics.com/features/injection-molding-machine-market-to-reach-12-3-billion-by-2025-report-says/>



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RATES FOR 2023

COVER POSITIONS	1 Issues \$ Per Issue	2 Issues Directory
Outside Back.....	\$2,550.00	\$2,400.00
Inside Front.....	\$2,400.00	\$2,275.00
Inside Back.....	\$2,400.00	\$2,275.00

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is noncancelable.

FULL COLOUR RATES	1 Issues \$ Per Issue	2 Issues \$ Per Issue
DPS.....	\$2,565.00	\$2,470.00
Full Page.....	\$2,025.00	\$1,900.00
2/3 Page.....	\$1,825.00	\$1,750.00
1/2 Page.....	\$1,525.00	\$1,450.00
1/2 Page (Island).....	\$1,625.00	\$1,550.00
1/3 Page.....	\$1,100.00	\$1,025.00
1/4 Page.....	\$925.00	\$875.00
1/6 Page.....	\$600.00	\$550.00
1/8 Page.....	\$449.50	\$409.50

10% Discount for Black & White Advertising
Premium/Cover Positions Cannot Be Black & White

OPTIONAL ADD-ONS

Guaranteed Position.....	+ 15%
Bleed.....	+ 15%
Hyperlink*.....	+ \$75.00
Extra Listings.....	+ \$25.00
High Resolution Digital Proof**.....	+ \$60.00

*If an advertiser wants to change their hyperlink after the sales cycle is closed, there will be an additional \$200 fee charged. Please check with your sales representative for the sales close date.

** Depending on file size, the proof will be emailed or provided via Dropbox.

Advertising Agencies—Please add 15%, all rates are net

Terms of payment due upon receipt of invoice.
Add 2% per month interest on accounts over 30 days.

CAMM's main objective is to promote the moldmaking industry and its members locally, nationally and internationally; as well as provide representation to the Federal and Provincial government. CAMM weighs in on government initiatives and provides insights on behalf of the industries we serve.

We ensure inclusion in global marketing initiatives to develop trade and business opportunities for our members.

The CAMM Magazine will be distributed to all International Trade offices around the world, at international events and across Canada.

We are dedicated to the education sector and the continued growth of the industry in strength and technology. We work closely with post-secondary institutions regularly.

CAMM has working agreements with other trade associations and Trade Commissioner's offices around the world.

Complete Poly-Bagging and Insert Services Are Available Upon Request.



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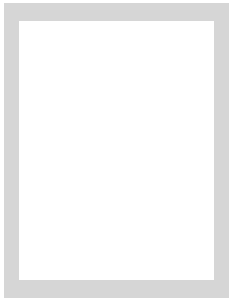
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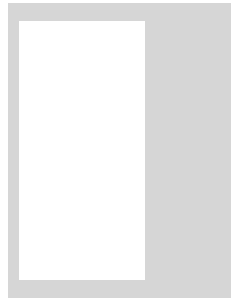
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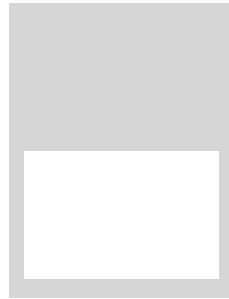
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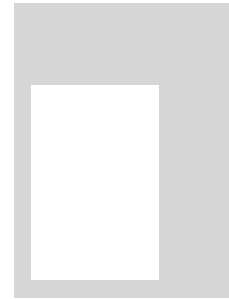
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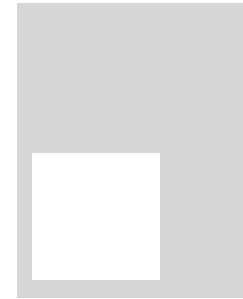
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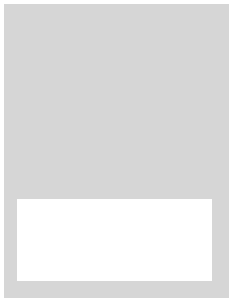
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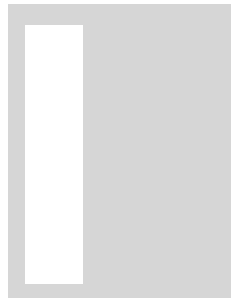
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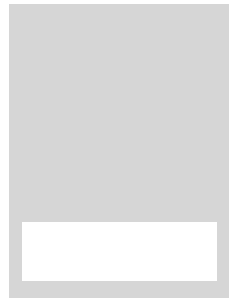
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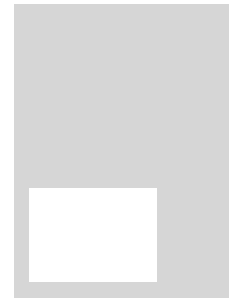
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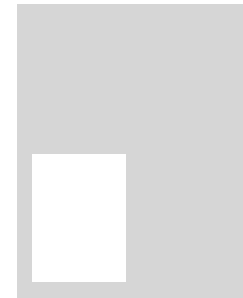
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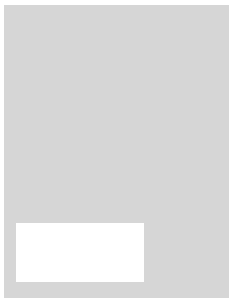
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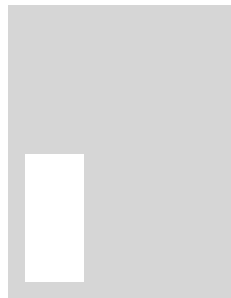
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1/4 Page Vertical
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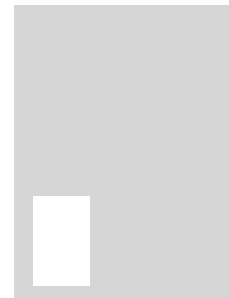
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1/6 Page Vertical
W. 2 1/8 x H. 4 5/8



1/8 Page Horizontal
W. 3 3/8 x H. 2 1/8



1/8 Page Vertical
W. 2 1/8 x H. 3 3/8

Live Space 7 by 9 1/2

Trim Space . . . 8 3/8 by 10 7/8

DPS 17 by 11 1/8

Bleed 8 5/8 by 11 1/8

All measurements are in inches

Production Requirements

The preferred method for receiving completed digital ad artwork is as a high quality (300 DPI minimum), press ready PDF file. Please ensure that all fonts have been embedded and all colour has been converted to CMYK. Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software whenever possible: Adobe CC (InDesign, Illustrator, Photoshop and Acrobat).

Email digital files to: sales@matrixgroupinc.net

Questions?

Please contact your sales representative, call our toll free line and ask for the sales manager (866-999-1299), or email: sales@matrixgroupinc.net



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