

# Our Editorial Calendar for 2022 with solutions to help you succeed in a post-pandemic world

These are indeed challenging times. But rest assured that Graphic Arts Magazine and Graphic Arts Media will always support your company's marketing and sales objectives with timely and professional creation, promotion and distribution of your messages that will educate, inform, inspire and ultimately convert our readers into purchasers of your products and services.



## 2022 Editorial Calendar

Please keep and refer to this 2022 Editorial Calendar. If you have any comments or suggestions, please don't hesitate to contact Joe Mulcahy at 1-877-513-3999 or e-mail [joe@graphicartsmag.com](mailto:joe@graphicartsmag.com). For B2B, digital and social-media advertising opportunities, please contact our publisher Ryan Mulcahy at 1-289-500-8595, or e-mail [ryan@graphicartsmag.com](mailto:ryan@graphicartsmag.com).

### February / March

(Print & Digital Issue)

- **Cover Story:** Advances in Book Printing – How top publishers are transforming the industry
- **Secondary Feature:** Improvements in Workflow Automation Software

### September

(Print & Digital Issue)

- **Cover Story:** Offset Printing Update – World's top OEMs raise customer support to a new level
- **Secondary Feature:** The Return to Successful In-Person Tradeshows – What's on the Horizon

### April / May

(Print & Digital Issue)

- **Cover Story:** Innovations in Packaging and Label Printing
- **Secondary Feature:** Women in Print

### October

(Print & Digital Issue)

- **Cover Story:** The Phenomenal Rise of Digital Textile Printing
- **Secondary Feature:** Recruiting and Keeping Talent

### June / July

(Print & Digital Issue)

- **Cover Story:** Wide-Format Printing – Advances, Benefits and Adding Wide-Format Technology
- **Secondary Feature:** Value-added Finishing and Embellishments

### November / December

(Print & Digital Issue)

- **Cover Story:** The Predominance of Digital Inkjet Technology
- **Secondary Feature:** The Year in Review

#### Deadlines for all printed and digital issues

- **Editorial:** 15th day of the previous month (i.e. January 15th for February/March issue)
- **Advertising:** The 20th day of the previous month (i.e. January 20th for February/March issue)

#### Distribution and posting for printed and digital issues

- Digital issues posted online during the second week of the publication month
- Printed issues delivered during the first or second week of the publication month

IMPORTANT NOTICE: Topics above are subject to change without notice. Please contact us well in advance if you or your clients wish to advertise or submit editorial content based on these or other industry topics.

**OUR GOAL:** Graphic Arts Magazine and Graphic Arts Media are here to support your company's marketing and sales initiatives by converting our readers into purchasers of your products and services. It's that simple. We can also help you create your print, online and video campaigns with compelling content and eye-catching design.

# Digital advertising opportunities

## Bi-Weekly E-Newsletter Advertising

A targeted e-mail broadcast sent out twice a month on alternate Wednesdays to our CASL-compliant list of 8,500 Canadian printing professionals.

- Top Position = \$500/month (minimum 3 months).  
Size = 700 pixels wide x 200 pixels deep.
- Middle Position = \$300/month (minimum 3-months).  
Size = 700 pixels wide x 150 pixels deep.
- Bottom Position = \$200/month (minimum 3-months).  
Size = 700 pixels wide x 150 pixels deep.

## Sponsored E-blasts

Communicate your value proposition to other industry leaders, companies and prospects via a dedicated e-blast sent to the inboxes of 8,500 print and related professionals across Canada.

- Click rate = 2% – 4%
- Open rate = 19% – 46%
- Can be distributed by geographic region

Cost = \$1,250 per E-blast

## Website banner advertising

### Leaderboard Advertising

- 1,110 pixels wide x 80 pixels deep = \$1,000 per month
- 750 pixels wide x 80 pixels deep = \$700 per month
- 360 pixels wide x 80 pixels deep = \$500 per month

### Box Ads (Each 360 pixels wide x 300 pixels deep)

- Top position = \$500 per month
- Middle position = \$400 per month
- Bottom position = \$350 per month

## Video advertising




### Three to five minute Corporate/Sales/New Product Videos

Expose your company and its products to thousands of visitors through our website. GAM's creative team will direct, film and edit a three to five minute video, then host it for six months on our website. Your company will also receive the files created to use for your own marketing campaigns.

Cost = \$2,500 per video

## Social Media Statistics

10,632 Total Impressions

-  7,470 Twitter followers
-  1,554 Facebook followers
-  1,608 LinkedIn followers

# We're here to help you and your business – right now

As print professionals across Canada continue to endure this exhausting pandemic, and with an uncertain 2022 looming on the horizon due to COVID-19 variants, we're here to tell you that you're not alone. Our team at Graphic Arts Media will always be here to help you during these challenging times. Here are our printed magazine display advertising prices and sizes along with information about paid advertorials:

# of issues	1/8 page 4" x 2.375"	1/6 page 2.625" x 5"	1/4 page 4" x 5"	1/2 page 4" x 10.5"	1/2 page 8" x 5"	Full page 8.5" x 11" plus 1/8" bleed
1 issue =	\$350 per	\$675 per	\$880 per	\$1,200 per	\$1,200 per	\$2,265 per
3 Issues =	\$320 per	\$600 per	\$775 per	\$1,080 per	\$1,080 per	\$1,925 per
6 Issues =	\$300 per	\$540 per	\$690 per	\$995 per	\$995 per	\$1,750 per

## Cover Advertisements

Outside Back	\$3,500	Small Lug	\$800	Large Lug	\$1500
Inside Front	\$2,500	4.25 in X 1.226 in		8.5 in X 1.25 in	
Inside Back	\$2,000				

## Advertorials

Trusted, real-life examples of the benefits of your products and services

### What is an advertorial?

One of the most compelling marketing tools is the advertorial or case study. An advertorial conveys information via an engaging, real-life story about one of your customers who's experienced success directly because of your products and/or services. As reflected by its name, advertorials combine advertising and editorial content and can include superlatives and comparisons. These claims ring true because they're usually quotes from actual users of your products or services. The most effective advertorials clearly outline proven financial and business benefits – such as boosting print quality, increasing productivity, cutting costs, reducing waste, improving workflow, and so on. And because advertorials involve real people at real companies in real time, they're much more trusted. Expose your advertorial to our audience of 9,350 printed magazine readers and 25,000 monthly website visitors.

### How it works

- Page must be clearly slugged "Advertorial" at the top.
- You supply text and accompanying high-res images or we can write it for you.
- Text limit is 700 words per page. Image limit is two per page.
- We design the page and send you a PDF for final approval.
- You receive an approved PDF for your own promotional purposes.

### Cost

\$2,500 per page