



# 2020 Media Planner

## ABOUT CM&E

Meeting planners today encounter numerous unending obstacles and challenges such as: Increased costs and budget constraints, tight timelines, growing demands from clients and stakeholders, and higher-than-ever expectations. Whether it is assistance in choosing the perfect venue or destination, selecting the right food and beverage options, staying up-to-date on the latest and rapidly changing technology and trends, dynamic marketing programs, or recruiting the qualified people they need to help make their event a success, planners are searching for different approaches and resolutions to help them address their many challenges. For a steadily growing amount of Canadian meeting planners, those solutions can be found in *Corporate Meetings and Events (CM&E)* magazine.

*CM&E* continues to deliver Canadian corporate and independent meeting planners the information and resources they need to achieve their strategic business objectives. Our coverage of the leading industry issues reaches more than 8,000 internal, senior-level staff employed by Canada's largest corporations who hold positions in meeting and event planning, marketing, sales, human resources management and executive administration. In addition, more than 2,000 independent and third-party meeting planners, event consultants, and trade show organizers from across Canada turn to *CM&E* to help them accomplish their meeting goals.



### INTERESTING FACT:

**Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.**

Source: 2016 Consumer Magazine Media Fact Book

Consulting with our respected Editorial Advisory Board and other experts representing the industry's top professionals, *CM&E* is the most reliable source for information, delivering the content needed to help meeting planners strategize and execute any type of corporate event – from an executive retreat to an international conference.

*CM&E* provides unparalleled exposure to a widespread scope of participants across the industry and the country, supplying you with a robust advertising platform that can have a significant impact on your audience. Through our ongoing dedication to offering strategic solutions for today's planner, *CM&E's* goal is to ensure that:

- Meeting planners receive the most timely, relevant and useful information at their fingertips.
- Advertisers have the best vehicle to impact regional and national decision-makers.
- Our print and digital media products provide customized programs that are strategic, affordable and enduring.

In addition to our magazine, *CM&E* is also proud of our official website, [www.corporatemeetingsnetwork.ca](http://www.corporatemeetingsnetwork.ca). The goal of our website is to allow Canadian meeting planners to interconnect with their community and to promote the Canadian meetings market with the most practical advice and articles, in-depth checklists and industry updates. Beyond the web, our other supporting digital properties include video reports and e-newsletters, along with a comprehensive online version of our Industry Sourcebook and Directory, to help advertisers reach additional potential buyers, ensuring your business' message is front and centre.

An influential and trusted voice in Canada's \$75-billion meetings industry, *CM&E* believes that meetings are a critical component of every successful business. By focusing on the issues that impact the success and delivery of corporate meetings, *CM&E* is ready to help take your business and career to the next level.

Please feel free to send us your comments, ideas and suggestions. We look forward to working with you and to bringing you the best in industry content and future advertising opportunities.

# PREMIUM POSITIONS

## COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Inside Front Cover*	8.375"	10.875"	\$4,395.00	\$4,650.00
Inside Back Cover*	8.375"	10.875"	\$4,290.00	\$4,395.00
Outside Back Cover*	8.375"	10.875"	\$4,290.00	\$4,500.00

\* **MUST** have .125" of bleed



## DIGITAL EDITION SPONSORSHIP

### READ ONLINE

Enjoy the next issue of  
**CM&E** magazine  
in your browser for free!

Click [HERE](#) for information on digital advertising.  
If you have any questions or concerns about your  
digital advertising needs, please contact your  
MediaEdge Sales Representative.

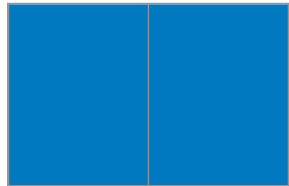


# ADVERTISING RATES

Please Note: AD Rates are Price Per Issue

Guaranteed Position: Add 15%

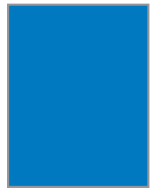
Black & White Rates: 25% discount



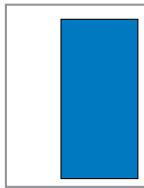
Double Page Spread (DPS)

## MECHANICAL REQUIREMENTS

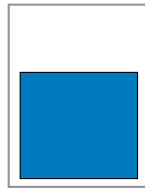
SIZE IN INCHES	WIDTH	DEPTH
<b>LIVE AREA:</b>	7"	9.5"
<b>TRIM SIZE:</b>	8.375"	10.875"
<b>BLEED SIZE:</b>	8.625"	11.125"



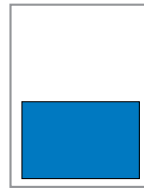
Full Page



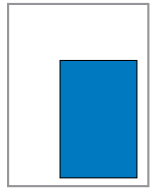
2/3 Vertical



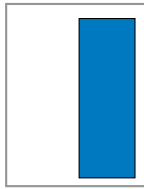
2/3 Horizontal



1/2 Horizontal



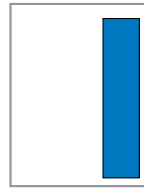
1/2 Vertical



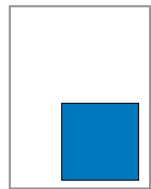
1/2 Long Vertical



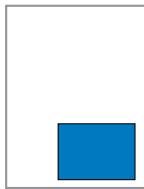
1/3 Horizontal



1/3 Vertical



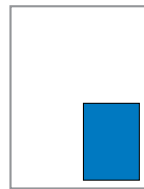
1/3 Square



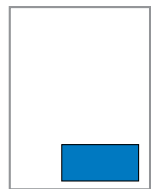
1/4 Horizontal



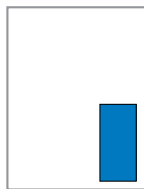
1/4 Banner



1/4 Vertical



1/6 Horizontal



1/6 Vertical

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
DPS trim*	16.75"	10.875"	\$4,658.00	\$5,060.00
Full Page trim*	8.375"	10.875"	\$3,906.00	\$4,198.00
2/3 Vertical	4.583"	9.5"	\$3,625.00	\$3,906.00
2/3 Horizontal	7"	6.333"	\$3,625.00	\$3,906.00
1/2 Horizontal	7"	4.583"	\$3,015.00	\$3,365.00
1/2 Vertical	4.583"	7"	\$3,015.00	\$3,365.00
1/2 Long Vertical	3.333"	9.5"	\$3,015.00	\$3,365.00
1/3 Horizontal	7"	3"	\$2,385.00	\$2,625.00
1/3 Vertical	2.1667"	9.5"	\$2,385.00	\$2,625.00
1/3 Square	4.583"	4.583"	\$2,385.00	\$2,625.00
1/4 Horizontal	4.583"	3.333"	\$2,045.00	\$2,280.00
1/4 Banner	7"	2.1667"	\$2,045.00	\$2,280.00
1/4 Vertical	3.333"	4.583"	\$2,045.00	\$2,280.00
1/6 Horizontal	4.583"	2.1667"	\$1,770.00	\$1,975.00
1/6 Vertical	2.1667"	4.583"	\$1,770.00	\$1,975.00

\* **MUST have .125" of bleed**

**INSERTS & BELLY BANDS:** Available upon request

**ADVERTISING AGENCIES:** Please add 15%

**AD PROOF CHARGE:** \$25.00

## PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.



# THE MAGAZINE

## SPRING/SUMMER INDUSTRY SOURCEBOOK

**Venues, Facilities & Amenities:** The *CM&E Sourcebook* is the go-to resource for everything planners need to keep delegates engaged and entertained, from accommodations and facilities to amenities and attractions. A huge lineup of online and print listings gives planners access to a comprehensive catalogue of meetings industry businesses, products and services. You don't want to miss this!

## FALL/WINTER CORPORATE PLANNING GUIDE ISSUE

**Regional Profiles & Destinations:** A comprehensive guide to premier Canadian and international meeting destinations, providing key information for planners to make their next destination meeting a resounding success. Categorized by region, the Destination Planning Guide will include descriptions and listings of accommodations, meeting spaces, amenities and more. It is sure to be a valuable resource for industry professionals throughout the year.

### UPCOMING EVENT:

#### Canadian Meetings & Events Expo: August 2020

Ask your MediaEdge representative about maximizing your exposure by advertising in the upcoming 2020 issues.



### PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
SPRING/SUMMER 2020 INDUSTRY SOURCEBOOK	March 2020	January 2020
FALL/WINTER 2020 CORPORATE PLANNING GUIDE	September 2020	August 2020

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