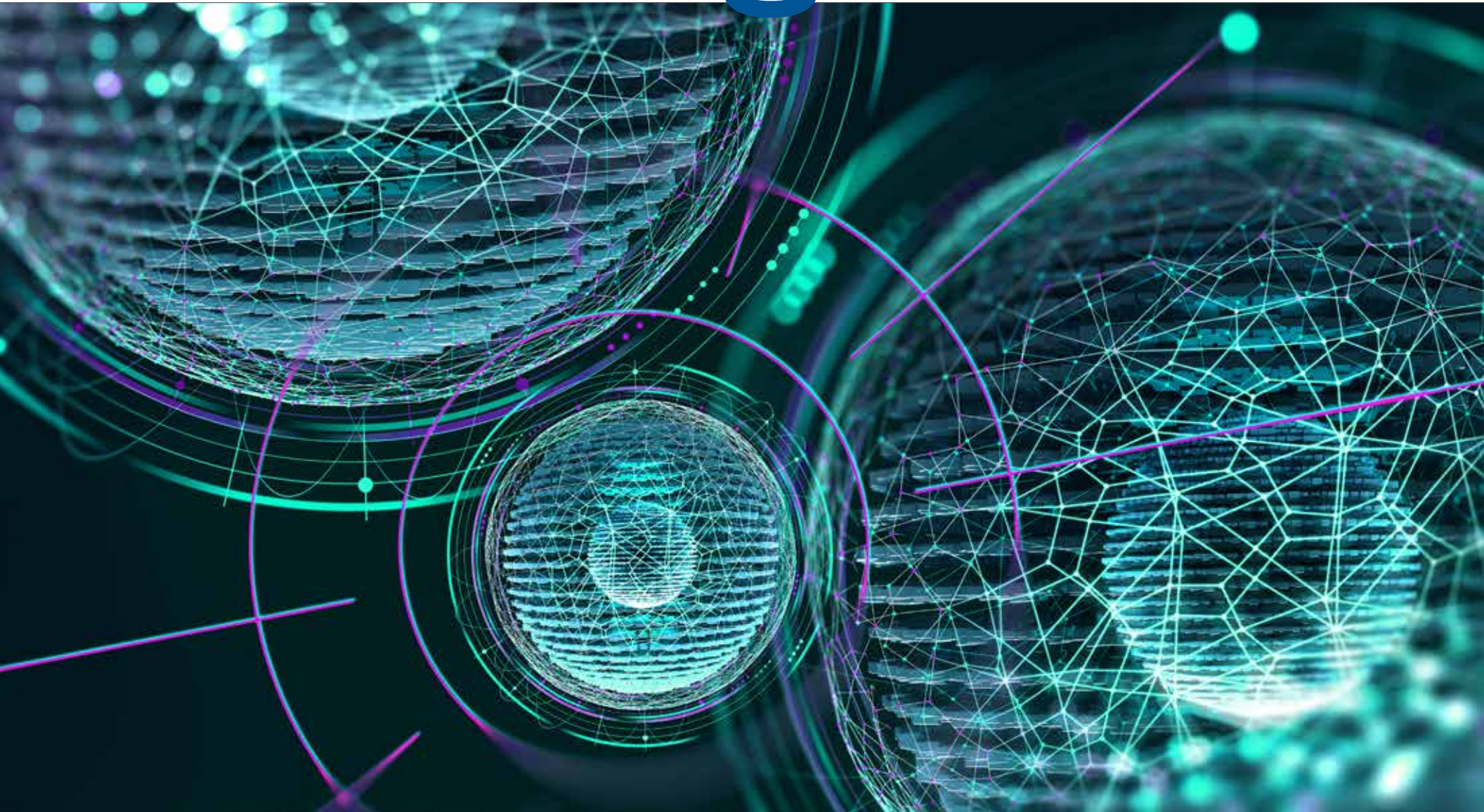



BIOTECanada

insights

MEDIA KIT SPRING 2021

Canada's preeminent
biotechnology industry
magazine



CONTACT US TODAY

spigeon@gordongroup.com

819-918-0981

www.biotech.ca



The Magazine

NOW IN ITS 17TH YEAR,

BIOTECCanada's flagship publication, *insights* magazine, represents a strategic and timely portal to keep key audiences apprised of emerging industry issues and developments. Published semi-annually, *insights* magazine reaches nearly fifteen thousand readers, including industry CEOs and senior leaders, policymakers (parliamentarians and senior departmental officials at both the federal and provincial levels), media and other policy influencers, as well as key opinion leaders.

Find out how you can have a presence in BIOTECCanada's *insights* magazine today.



Upcoming

WHAT'S INSIDE THE SPRING 2021 EDITION THE SOLUTIONS

The biotech sector is vital for our health security and economic growth. The government has leaned heavily on the sector through the pandemic and will in all likelihood continue to do so going forward. Accordingly, leveraging and investing in the sector's multiple strengths and components, including early-stage companies, universities, research institutes, and large multinational companies, will create an environment conducive to bringing high value, next-generation agricultural, health, and industrial products to the world and enable the economy and healthcare system to get an early jump on recovery. Now is exactly the time when we should be focusing on the future.

Understandably, as we sit amidst the uncertainty generated by COVID it can be difficult to see past the current crisis and identify a clear sight-line on longer-term objectives. That said, now is exactly the time when we should be focusing on the future. The biotech sector represents an important opportunity for health security and economic growth. Looking forward, recognizing, leveraging, and investing now in the sector's multiple strengths and components including early-stage companies, universities, research institutes, and large multinational companies, will create the fertile environment for biotechnology to bring high-value therapeutics and vaccines to the world and generate economic growth. Investment has always been an absolutely critical element of moving the sector forward. During the months prior to the pandemic, investments and successful exits were at record levels in Canada. With greater attention now being paid to the sector as a result of the COVID-19 crisis, the time is now to build on the sector's success, grow the available capital pool in Canada and strengthen the sector's overall competitiveness and ability to attract investment and talent.

Who reads *insights*?

BIOTECCanada's *insights* is the national magazine providing the inside story on Canada's biotech sector.

OUR ANNUAL AUDIENCE OF 100,000 INCLUDES:

- Industry CEOs, CFOs, CSOs, Presidents, Vice-Presidents and business development officers across Canada (over 25% of individual subscribers)
- Elected officials and senior policy-makers within Canada's government and regulatory agencies
- Industry leaders from national and international biotech, pharmaceutical and service companies
- Trade commissioners abroad
- Researchers and academics
- BIOTECCanada members
- Investors and venture capitalists
- Delegates at BIO International Convention (2,000 copies)



Distribution

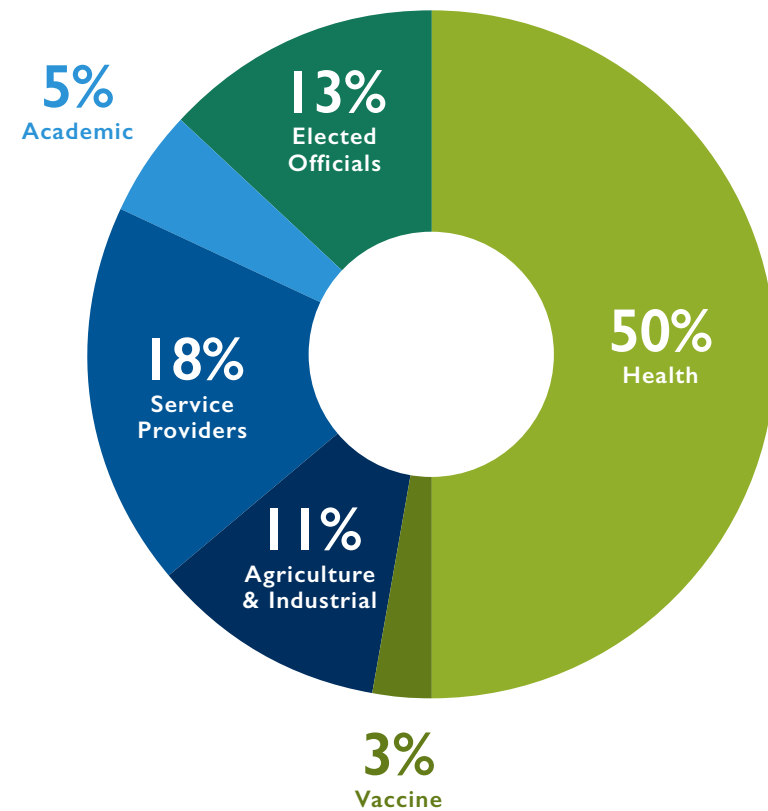
insights will be visible at major international industry conferences and events throughout the year.

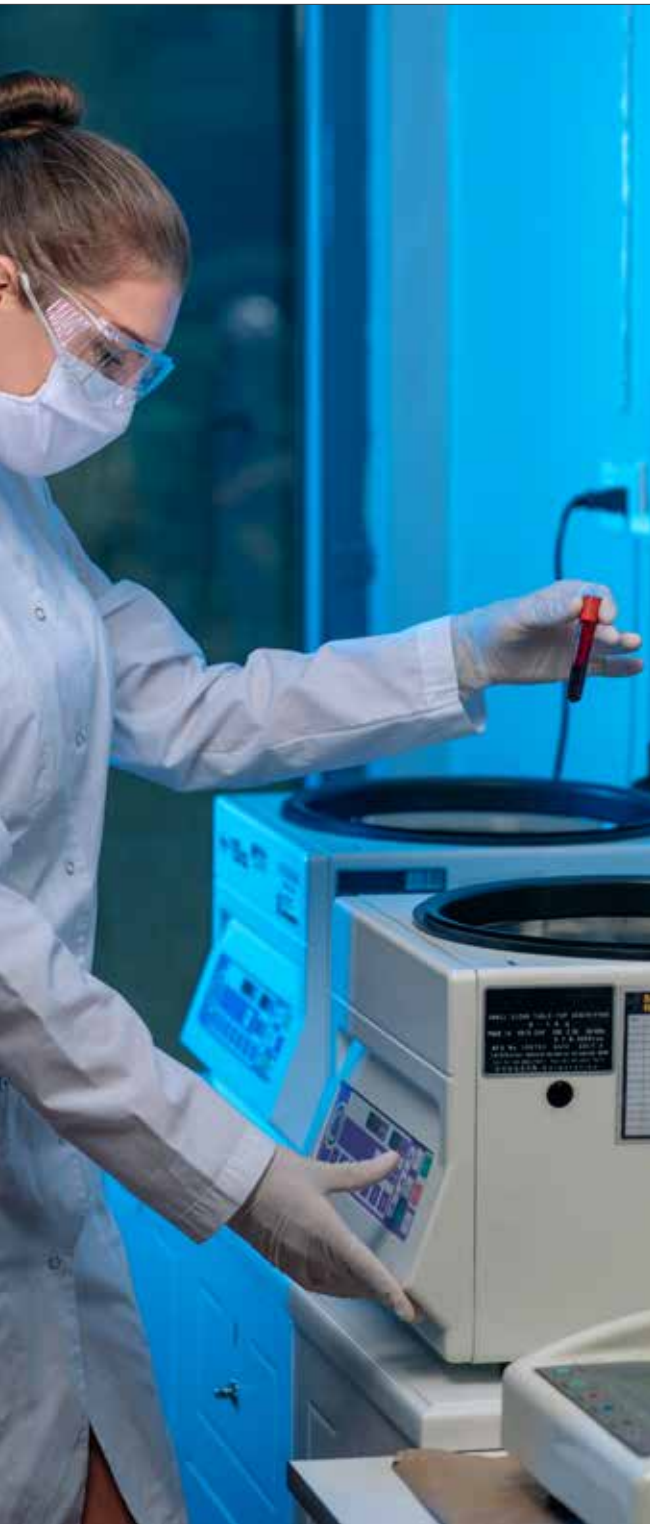
BIO INTERNATIONAL CONVENTION – BOSTON

June 14–17 2021

MORE TO BE ANNOUNCED SOON!

BREAKDOWN OF DISTRIBUTION





Advertise

YOUR AD WILL HELP:

- Raise your company's profile vis-à-vis Canada's biotechnology and life sciences leaders
- Promote your products and services to our national/international readership
- Announce recent news, research findings or accolades
- Attract the best and brightest human resources from within the industry
- Get noticed by venture capitalists and facilitate strategic partnerships
- Reach politicians and senior civil servants
- Support your industry association

OUR RECENT ADVERTISING PARTNERS INCLUDE:

Accel RX
AG West Bio
Alexion Pharmaceuticals, inc.
Biogen
BioVectra
Centre for the Commercialization of Antibodies and Biologics
Charles River Laboratory
City of Mississauga
Canadian Pharmaceutical Distribution Network
Fonds DE Solidarite FTQ
Horizon Pharma
Ipsen Biopharmaceuticals Canada Inc
Kalgene Pharmaceuticals
McKesson Canada
Medicago
Pfizer
Pharmakare consulting
Sanofi / Genzyme
Seneca College
SGS Life Science
Shire Canada
Takeda Canada

Rates Spring 2021

Format	Price
Double Page Spread	\$6,000
Full Page	\$3,500
1/2 Page	\$2,500
1/4 Page	\$1,350
Premium Positions	
Outside Back Cover	\$4,350
Inside Back Cover	\$3,850
Inside Front Cover	\$4,000
Opposite IFC	\$4,500

BIOTECanada members are afforded a 10% discount off regular rates and 5% off package rates.

All rates are in net in Canadian dollars. Subject to applicable taxes.

PACKAGE A: 10% OFF






Half page ad in the Spring 2021 and Fall 2021 issues:
\$4,500

PACKAGE B: 15% OFF

Full page ad in the Spring 2021 and Fall 2021 issues:
\$5,950

Advertisers taking advantage of the packages are entitled to complimentary exposure on BIOTECanada's social media channels.

Ad Specs

		Bleed	Non-Bleed
		*Sizing below reflects trim size. Add 0.125" bleed beyond trim size on all sides. Live area is 0.25" in from trim on all sides.**	
Double Page Spread		16.75" x 10.875" + bleed* (see above)	15.5" x 9.875"
Full Page		8.375" x 10.875" + bleed*	7.125" x 9.875"
1/2 Page Vertical		4" x 10.875" + bleed*	3.375" x 9.875"
1/2 Page Horizontal		8.375" x 5.35" + bleed*	7.125" x 4.75"
1/4 Page		n/a	3.375" x 4.75"

*Sizing reflects trim size. **Add 0.125" bleed** beyond trim size on all sides. Live area is 0.25" in from trim on all sides.

**For advertising spreads, please leave 0.375" type safety on either side of the gutter.

DEADLINES FOR FALL EDITION:

Booking: March 5, 2021 **Material:** March 19, 2021

FILE SPECIFICATIONS

File Format: PDF/X-1a:2001, with fonts embedded. Include crop marks for bleed ads.

File Resolution: 300 dpi

Colour Process: CMYK

Magazine Trim Size: 8.375" x 10.875"

If needed, Magazines Canada provides instructions on how to create a suitable PDF/x-1a:2001 file, available at: www.magazinescanada.ca/advertising/production/tools.

SUBMITTING FILES

Send files to: tmcmillan@gordongroup.com

FTP information available on request.

Advertising Policy

GENERAL

- The Publisher accepts advertising consistent with its mission. We attempt to only accept advertising from reliable vendors; however, the Publisher cannot be held responsible as to the contents of advertisements, the products offered, or the viewpoints expressed therein, which may or may not be those of the Publisher.
- The Publisher reserves the right to refuse or discontinue any advertising without recourse or explanation. Rates may change without notice.
- Acceptance of advertisements does not indicate endorsement of any advertisers, products, or services.
- The Publisher reserves the right to reject any advertorial advertising that includes a byline or is designed to resemble the editorial pages of the magazine—including the use of matching fonts. The word “Advertisement” may be placed above copy that, in the opinion of the Publisher, resembles editorial material.

- Advertisers and/or advertising agencies assume full liability for all advertising content (including text, representation, and illustrations) and for claims made against the Publisher that result from advertisements printed.
- This agreement is governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any proceeding relating to the subject matter of this Agreement shall be within the exclusive jurisdiction of the courts of the Province of Ontario.

PAYMENT & DISCOUNT POLICIES

- Invoices are issued upon Insertion order.
- Payment is due in Canadian funds, NET 30 days.
- All advertising rates are net—applicable taxes are in addition to rates specified on the rate card.
- Discounts will be rescinded on accounts not paid within 30 days of invoice date.

- Any unpaid invoices after NET 30 days are subject to penalty interest of 2.5% per month
- For invoicing questions or concerns please contact Amber Vaughan, Finance Manager, avaughan@gordongroup.com, 613-234-8468 ext 404.

CANCELLATIONS

- Cancellation and change orders must be made in writing and received by the advertising editor 30 days prior to the advertising deadline date. Cancellations or changes received after this date will be billed as originally invoiced.
- Advertisers who have purchased ad space on multiple appearance discount rates, but who prematurely withdraw their advertising, will be subject to retroactive billing at the single ad rate for the ads that ran prior to the cancellation.
- All ad cancellations must be in writing.