

insights

Canada's preeminent
biotechnology industry
magazine

MEDIA KIT SPRING 2024



20

CONTACT US TODAY

spigeon@gordongroup.com

819-209-3344

www.biotech.ca



The Magazine

NOW IN ITS 20TH 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 readers across North America, including industry CEOs and senior leaders, policymakers (parliamentarians, Senators and senior government officials at both the federal and provincial levels), media, policy influencers, and key thought leaders.

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



Upcoming

SPRING 2024 EDITION

SHOWCASING THE BEST OF CANADIAN BIOTECHNOLOGY

Highlighting the best of Canadian biotechnology and the future of Canadian biotech innovation, this edition will feature content on the dynamic landscape of the Canadian biotechnology sector; news on the biomanufacturing strategy; exclusive interviews with industry innovators including federal government perspectives; and explore groundbreaking research shaping the expansive value and potential of biotech based solutions serving the needs of the global community.

Who reads *insights*?

BIOTECCanada's *insights* is the national magazine providing exclusive content on Canada's biotech sector.

OUR ANNUAL AUDIENCE INCLUDES:

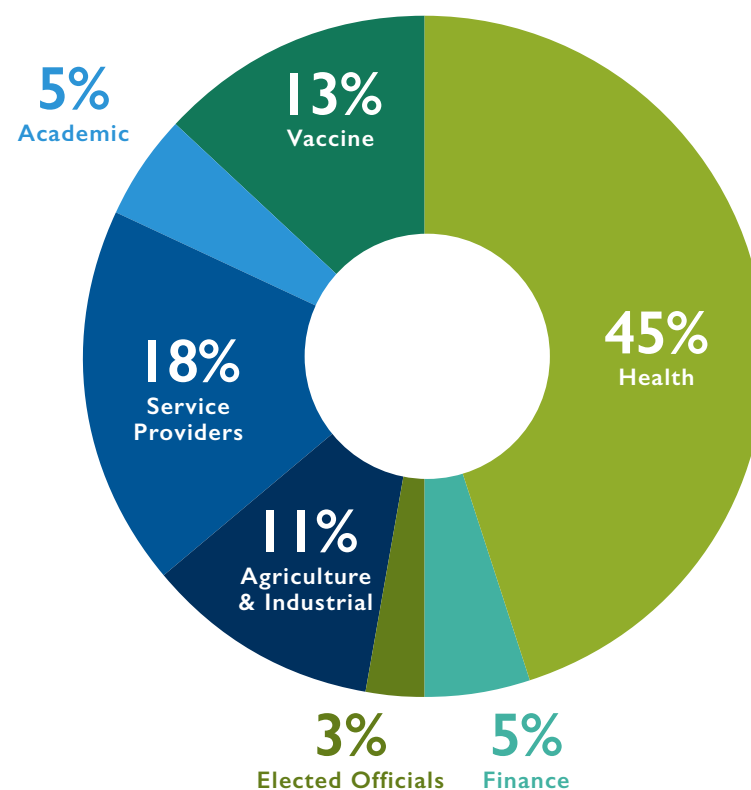
- Industry CEOs, CFOs, CSOs, Presidents, Vice-Presidents and business development officers across Canada (over 25% of individual subscribers)
- Industry leaders from national and international biotech, pharmaceutical and service companies
- Researchers and academics
- Investors and venture capitalists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



Distribution

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

BREAKDOWN OF INDUSTRY DISTRIBUTION





Advertise

YOUR AD COULD:

- Raise your company's profile amongst biotechnology and life sciences leaders
- Promote your products and services to a national/international readership
- Announce recent news, research findings, or accolades
- Facilitate strategic partnerships
- Reach parliamentarians, senators and staff, and federal government officials

OUR RECENT ADVERTISING PARTNERS INCLUDE:

ABCELLERA	IMMUNE BIOSOLUTIONS
AG WEST BIO	INCYTE
ALEXION	INNOVATIVE MEDICINE
BAYSHORE HEALTHCARE	INVEST IN CANADA
BCIT	IRICOR
BEIGENE	IQVIA
BIOALBERTA	KAPOOSE CREEK
BIOGEN	KINGSTON ECONOMIC DEVELOPMENT
BIONOVA	LILLIUM DIAGNOSTICS
BIOQUEBEC	NOVARTIS
BIOSCIENCE ASSOCIATION MANITOBA	NOVAVAX-KATCHUM
BIOALENT	ONTARIO GENOMICS
CASTL	PANGAE
CATTI	PANTHERA
CCRM	PEGASUS BIO
CPDN	PEI BIO
CQIB	PFIZER
CYCLICA	PHARMASCIENCE
FIBROCOR THERAPEUTICS	QUALITY AND COMPLIANCE
GILEAD	SEQIRUS
IDORSIA	SGS
INNOVATIVE MEDICINES CANADA	SPHARM
FONDS DE SOLIDARITÉ FTQ	STEMCELL NETWORK
	TAKEDA
	THEA PHARMA

Rates Spring 2024

Format	Price
Double Page Spread	\$6,000
Full Page	\$3,500
½ Page	\$2,500
¼ 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 2024 & Fall 2024 issues:
\$4,500

PACKAGE B: 15% OFF

Full page ad in the Spring 2024 & Fall 2024 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"
½ Page Vertical		4" x 10.875" + bleed*	3.375" x 9.875"
½ Page Horizontal		8.375" x 5.35" + bleed*	7.125" x 4.75"
¼ 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 SPRING EDITION:

Booking: March 18, 2024 **Material:** March 25, 2024

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: jward@gordongroup.com

FTP information available on request.

Advertising Policy

GENERAL

- The Publisher accepts all advertising is consistent with its mission. The Publisher will not be held responsible for the contents of its 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 accounting@gordongroup.com

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.