

insights

MEDIA KIT **SPRING 2025**

Canada's preeminent
biotechnology industry
magazine



CONTACT US TODAY

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www.biotech.ca

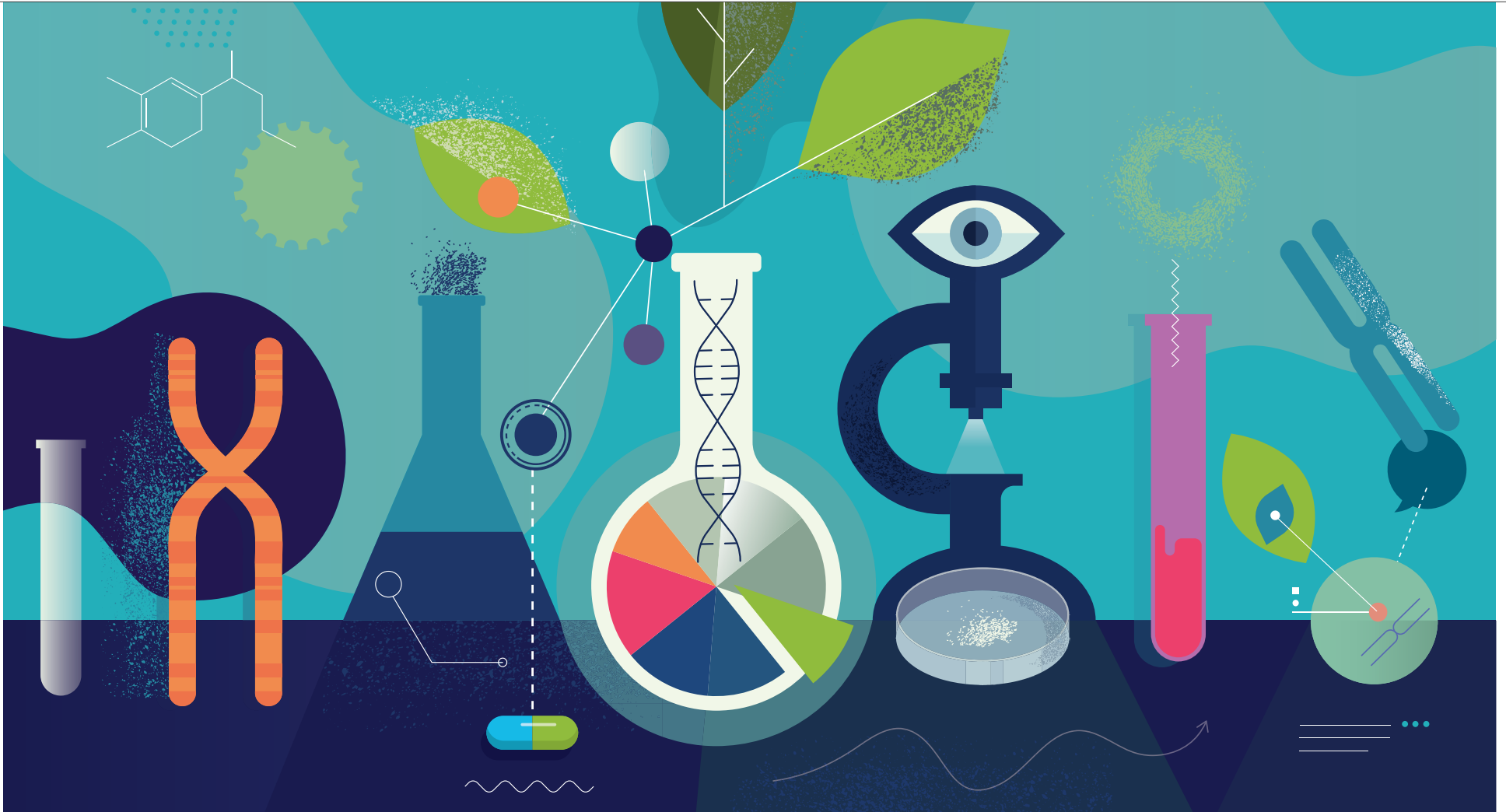


The Magazine

NOW IN ITS 21ST 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 2025 EDITION

The spring issue of *insights* highlights the best of Canadian biotechnology and the future of biotech innovation. This edition explores the strength of Canada's biotech ecosystem through exclusive interviews with industry leaders, groundbreaking research, and the dynamic contributions of biotech startups. Showcasing research breakthroughs and industry collaborations, the issue will also examine how Canada is addressing global challenges, building a global reputation for excellence, and driving partnerships.

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:

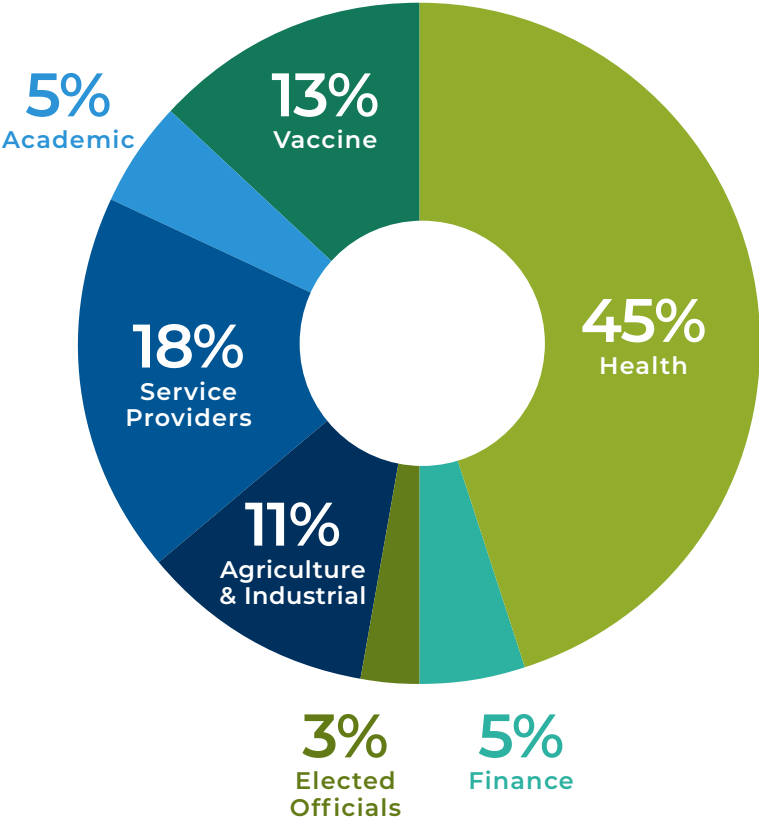
- Industry CEOs, CFOs, CSOs, Presidents, Vice-Presidents and business development officers across Canada (over 25% of individual subscribers)
- Industry leaders from national and international biotech, pharmaceutical and service companies
- Researchers and academics
- Investors and venture capitalists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



Distribution

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

BREAKDOWN OF DISTRIBUTION





Advertising Benefits

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:

AG WEST BIO	IMMUNE BIOSOLUTIONS
ALEXION	INCYTE
BAYSHORE HEALTHCARE	INNOVATIVE MEDICINES CANADA
BCIT	INVEST IN CANADA
BEIGENE	IRICoR
BIOQUEBEC	IQVIA
BIOGEN	KINGSTON ECONOMIC DEVELOPMENT
BIONOVA	NOVARTIS
BIOTALENT	PANGEA
CASTL	PANTHERA
CATTI	PEGASUS BIO
CCRM	PEI BIO
CPDN	SEQIRUS
CQIB	SGS
CYCLICA	SPHARM
FIBROCOR THERAPEUTICS	STEM CELL NETWORK
GILEAD	TAKEDA
IDORSIA	THEA PHARMA
FONDS DE SOLIDARITÉ FTQ	

LAUNCH DATE
June 16
2025

Rates Spring 2025

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 and Fall 2025 issues:
\$4,500

PACKAGE B: 15% OFF

Full page ad in the Spring and Fall 2025 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 FALL EDITION:

Booking: April 18, 2025 **Material:** April 25, 2025

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: dvalois@taag.ca

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 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.