

# insights

Canada's preeminent  
biotechnology industry  
magazine



CONTACT US TODAY

[spigeon@taag.ca](mailto:spigeon@taag.ca) 819-209-3344

[www.biotech.ca](http://www.biotech.ca)

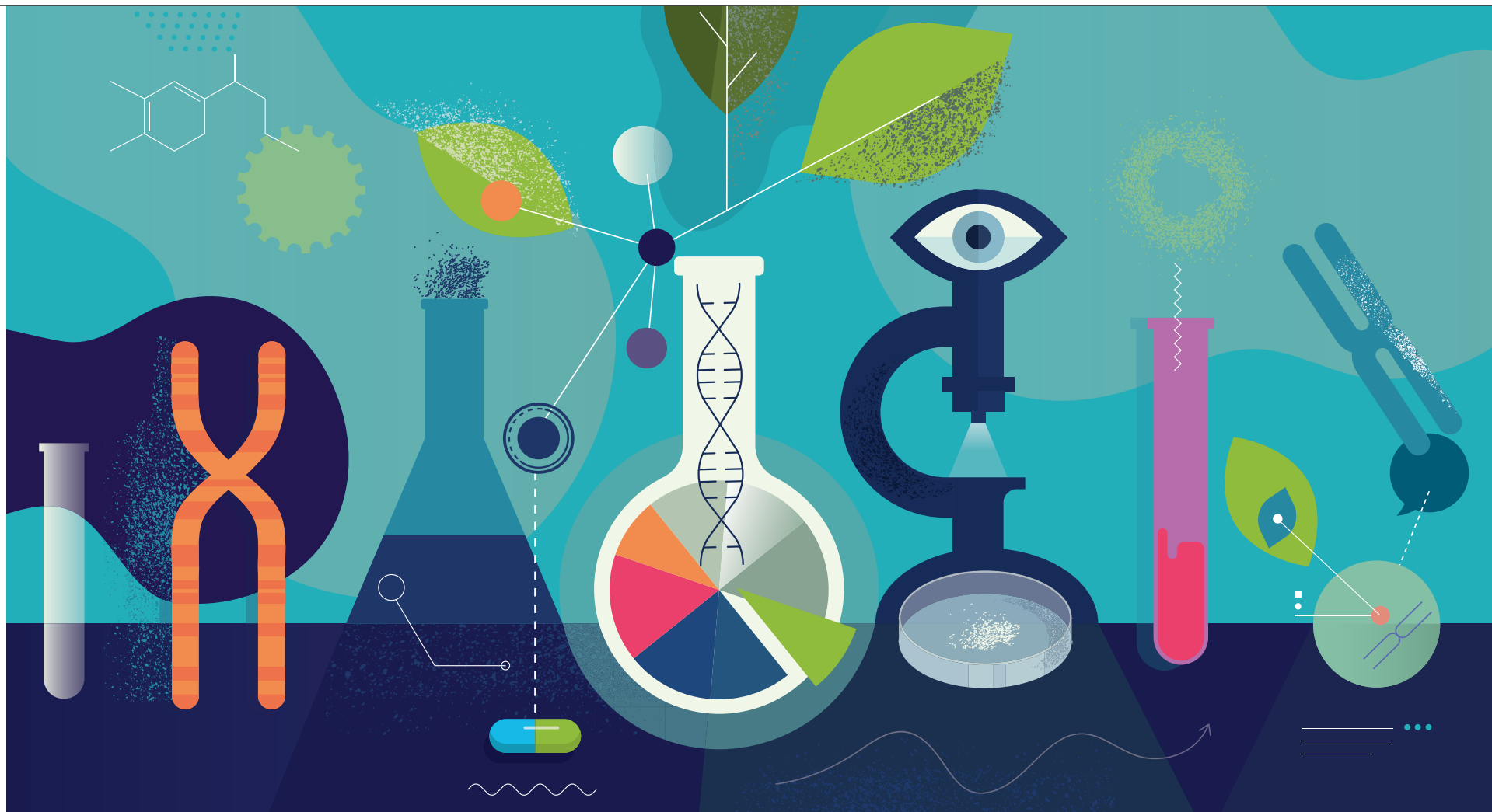


# The Magazine

## NOW IN ITS 21<sup>ST</sup> 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 thousands of readers, including industry CEOs and senior leaders, policymakers (parliamentarians and senior departmental officials at both the federal and provincial levels), media, policy influencers, and key opinion leaders.

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



# Upcoming

## WHAT'S INSIDE THE FALL 2025 EDITION

The fall issue of *insights* will explore Canada's evolving biotechnology landscape and the policies shaping its future. This edition examines how advancements in AI, CRISPR, and biomanufacturing are driving growth and positioning Canada as a global leader in health innovation. Through perspectives from industry and policy leaders, we highlight how regulatory capacity and strategic investments are enabling Canadian companies to scale, attract international partnerships, and deliver cutting-edge solutions that benefit patients at home and around the world.



# 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:

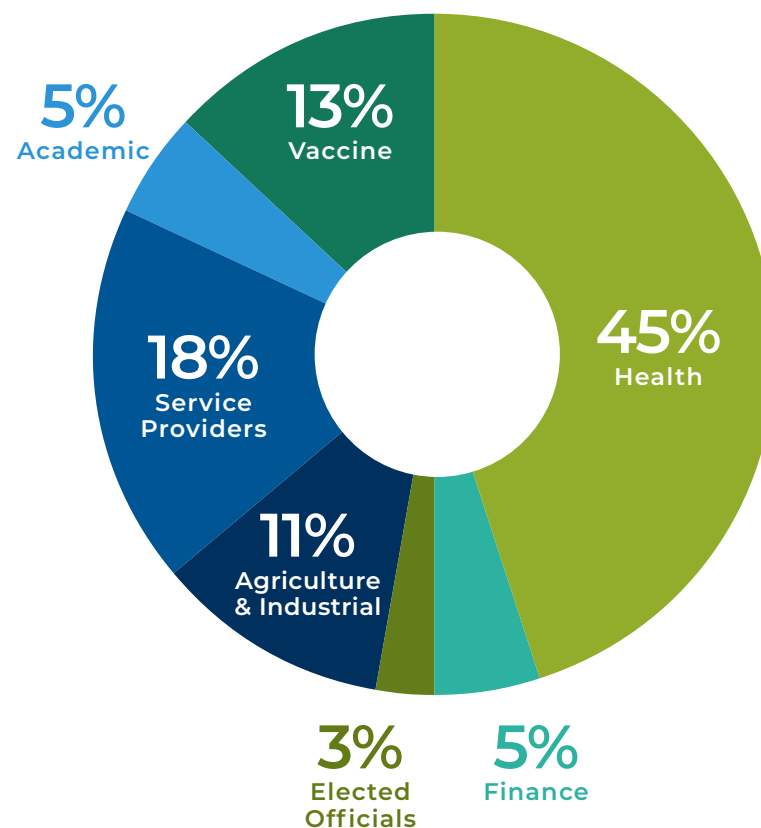
- Industry CEOs, CFOs, CSOs, Presidents, Vice-Presidents and business development officers across Canada (over 25% of individual subscribers)
- Industry leaders from national and international biotech, pharmaceutical and service companies
- Researchers and academics
- Investors and venture capitalists
- 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:

ABILITY BIO	ELI LILY
ACTYLIS	FINE SCIENCE TOOLS
ADMARE	GLYCONET
BIONNOVATIONS	IMPETUS DIGITAL
AG WEST BIO	INNOVATIVE
ATOMVIE	MEDICINES CANADA
BAYSHORE	INTELIGEX
HEALTHCARE	INVEST KINGSTON
BAKER MCKENZIE	INVEST IN CANADA
BEIGENE	IQVIA
BIOCANRX	LIFE SCIENCES NOVA
BIOMGEN	SCOTIA
BIOLOGICS	MEDICHAIN HEALTH
MANUFACTURING	INNOVATIONS INC.
CENTRE (BMC- CPPB)	NATIONAL
BIOQUEBEC	RESEARCH COUNCIL
BIOTALENT	(NRC)
CAPITAL	NOVARTIS
BIOVENTURES	PEI BIOALLIANCE
CASTL	SHADOW LAKE
CATTI/OBIO	GROUP
CCRM	STEM CELL
CITY OF	NETWORK
MISSISSAUGA	UNIVERSITY HEALTH
CPDN	NETWORK (UHN)
	VIRICA BIOTECH



LAUNCH  
DATE  
November 13  
2025

## Rates Fall 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

BIOTECCanada 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 Fall 2025 and Spring 2026 issues:






**\$4,500**

### PACKAGE B: 15% OFF

Full page ad in the Fall 2025 and Spring 2026 issues: **\$5,950**

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

## Ad Specs

	Bleed	Non-Bleed
	*Sizing below reflects trim size. <b>Add 0.125" bleed</b> 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:** September 26, 2025

**Material:** October 8, 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](http://www.magazinescanada.ca/advertising/production/tools).

## SUBMITTING FILES

**Send files to:** [dvalois@taag.ca](mailto:dvalois@taag.ca)

FTP information available on request.

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# 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](mailto: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.