

insights

Canada's preeminent
biotechnology industry
magazine





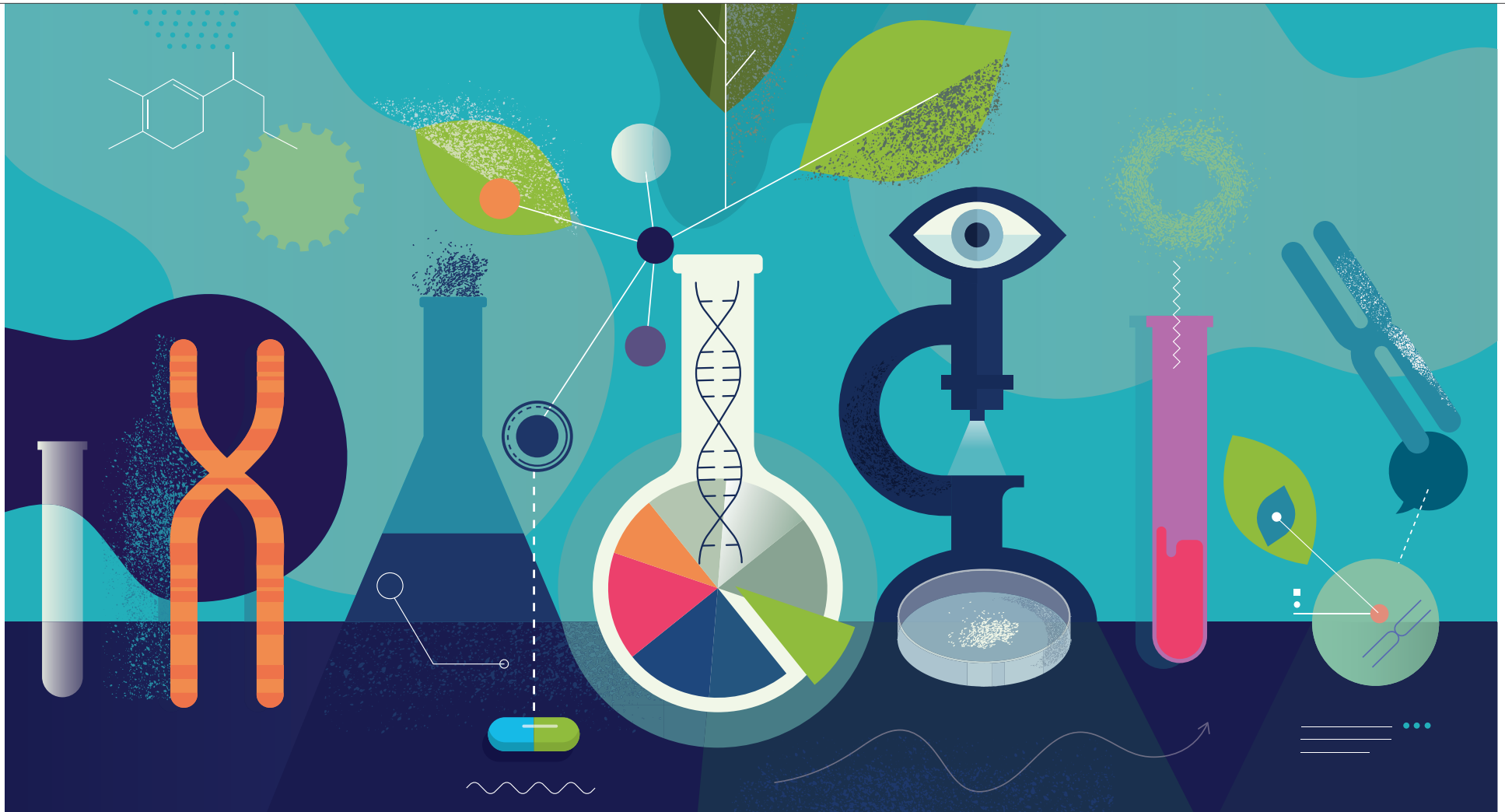
The Magazine

NOW IN ITS 22ND 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 2026 EDITION

The Fall edition of *Insights* will focus on the policy decisions shaping the next chapter of Canada's biotechnology and life sciences sector. As governments place greater emphasis on economic growth, health security, competitiveness, and domestic capacity, this issue will examine how federal policy choices can help Canadian companies attract investment, commercialize innovation, scale in Canada, and compete globally. Through interviews, analysis, and member perspectives, the edition will explore the issues that matter most to the sector, including regulatory modernization, investment conditions, intellectual property, commercialization, and Canada's ability to build globally competitive companies.

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:

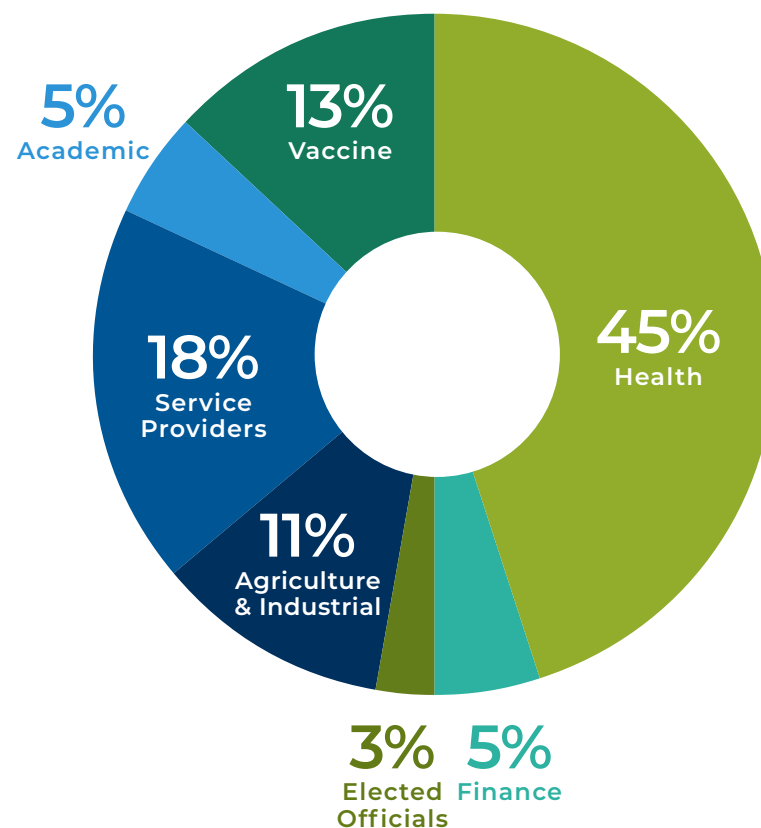
- Industry CEOs, CFOs, CSOs, Presidents, Vice-Presidents and business development officers across Canada (over 25% of individual subscribers)
- Industry leaders from national and international biotech, pharmaceutical and service companies
- Researchers and academics
- Investors and venture capitalists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

ABBVIE	INNOVATIVE MEDICINES CANADA
AG-WEST BIO	INVEST IN CANADA
ALBERTA CANCER FOUNDATION	INVEST KINGSTON
ATOMVIE	INVEST MISSISSAUGA
BIOCANRX	NEURENATI THERAPEUTICS
BIOGEN	NOVARTIS
BIOTALENT CANADA	PEI BIOALLIANCE
CANADIAN PHARMACEUTICAL DISTRIBUTION NETWORK (CPDN)	RJH BIOSCIENCES
EPPENDORF	ROCKET SCIENCE HEALTH
FELDMAN THERAPEUTICS	STEM CELL NETWORK
GLYCONET	STEMCELL TECHNOLOGIES
HTUO BIOSCIENCES	VERTEX

LAUNCH
DATE
Early
December
2026

Rates Fall 2026

Format	Price
Double Page Spread	\$4,500
Full Page	\$3,000

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.

VALUE PACKAGE: 15% OFF

Full page ad in the Fall 2026 and Spring 2027 issues: **\$5,100**

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. 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"

*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: October 2, 2026 **Material:** October 16, 2026

FILE SPECIFICATIONS

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

CONTACT US TODAY

spigeon@taag.ca 819-209-3344

www.biotech.ca

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.