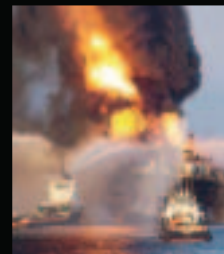


# HazMat MANAGEMENT

Solutions for the Business of the Environment



## 2012 media kit



- Advertising Rates
- Fast Facts
- Editorial Schedule

# fast facts

Now over two decades, *HazMat Management* magazine has built a reputation for insightful analysis, sharp commentary and comprehensive coverage of key issues. Published four times per year, readers turn to *HazMat Management* for strategic information and perspectives on:

- Hazardous Materials and Hazardous Waste Handling
- Emergency Response
- Environmental Legislation
- Pollution Prevention
- Clean Technologies and Green Energy
- Brownfields Redevelopment and Risk Assessment
- Transportation of Dangerous Goods and WHMIS Updates
- Occupational Health and Safety

## EDITORIAL

*HazMat's* cover stories, features and regular departments provide the highest quality editorial coverage of the most pertinent and timely issues that affect the environmental profession. Articles are written by industry leaders and *HazMat's* editorial team. The magazine has won over a dozen awards for editing and writing including the prestigious Gold award for Best Editorial from the Canadian Business Press.

*HazMat* reaches decision-makers! This includes:

- Presidents and Vice-Presidents (34%)
- Technicians and Scientists (18%)
- Compliance Officers and Environment Managers (16%)
- Public Service and Government (12%)
- Plant and Site Operators (11%)
- Safety/OHS Officers (9%)

**HAZMATMAG.COM** provides daily environmental coverage through its Headline News, a weekly e-newsletter, an extensive Buyer's Guide directory, event listings, the print magazine's archives and much more.

More than 7,000 qualified industry-related professionals visit the website each month, with over 100,000 page views, spending an average of 10 to 12 minutes per session. Advertisers benefit from *HazMat's* popular web presence.



## GEOGRAPHICS

Ontario	41.4%
Quebec	16.8%
Alberta	13.0%
British Columbia	11.9%
Saskatchewan	3.4%
Nova Scotia	3.2%
Manitoba	3.2%
New Brunswick	2.5%
United States	2.0%
Newfoundland/Labrador	1.3%
Northwest Territories	0.5%
Prince Edward Island	0.4%
Yukon Territory	0.3%
Nunavut	0.1%
<b>TOTAL</b>	<b>100%</b>

## READERS BY INDUSTRY

Manufacturing	4,570
Government	1,102
Chemical & Allied Industries	768
Others Allied to the Field	578
Environmental Consulting	530
Construction/Demolition	371
Mining, Quarrying, Forestry and Oil Well industry	364
Fire Departments	353
Treatment/Disposal & Recycling	239
Public & Private Utilities	131
Educational Institutions	103
Transportation & Storage	89
Laboratory	64
Hospitals	25
<b>TOTAL</b>	<b>9,287</b>



# editorial schedule

SPRING 2012 EDITION	SUMMER 2012 EDITION
<p>Space closing: February 14 Artwork required: February 21</p>	<p>Space closing: May 23 Artwork required: May 28</p>
<p><b>Editorial Focus:</b> <b>Environmental Products &amp; Services</b> Industrial Waste Treatment &amp; Disposal Personal Protection Emergency Preparedness PCB Legislation Update</p> <p><b>Supplement</b> Clean Tech Canada Brownfield's Marketplace</p> <p><b>Bonus Distribution</b> Globe 2012, Vancouver, BC Canbuild, Toronto CANECT, Toronto Brownfield's Summit</p>	<p><b>Editorial Focus:</b> <b>Emergency Preparedness</b> Disaster Planning &amp; Contracting Confined Space Entry Analytical Testing of Soil and Groundwater Bioremediation, Thermal Treatment Waste-to-energy</p> <p><b>Supplement</b> Clean Tech Canada Brownfield's Marketplace</p>
FALL 2012 EDITION	WINTER 2012 – 2013 EDITION
<p>Space closing: Sept 10 Artwork required: Sept 17</p>	<p>Space closing: November 21 Artwork required: November 26</p>
<p><b>Editorial Focus:</b> <b>Brownfields Remediation</b> PCB's Treatment &amp; Disposal Environmental Auditing and Software Air quality monitoring In-Plant Spills Cleanup, Sorbents Industrial wastewater treatment</p> <p><b>Supplement</b> Clean Tech Canada Brownfield's Marketplace</p> <p><b>Bonus Distribution</b> International Sites &amp; Spills, Toronto Remtech, Banff Canadian Brownfields Atlantic Reclamation Conference Western Canadian HazMat Conference</p>	<p><b>Editorial Focus:</b> <b>Annual Buyer's Guide</b> Spills &amp; Contaminated Site Cleanup Asbestos, Lead and Mould Abatement Risk Perception/Mitigation, Insurance HazMat Storage (ASTs and USTs) PCBs Storage &amp; Destruction</p> <p><b>Supplement</b> Clean Tech Canada Brownfield's Marketplace</p>

# advertising rates

2012

Frequency 4 times a year

## ADVERTISING RATES (CANADIAN \$)

Unit	1X*	4X*
1 Page	\$3,405	\$3,033
2/3 Page	\$2,904	\$2,599
1/2 Page	\$2,411	\$2,060
1/3 Page	\$1,749	\$1,527
1/4 Page	\$1,191	\$1,068

## COLOUR

Four colour process	\$995
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## PROFESSIONAL DIRECTORY CLASSIFIEDS SECTION:

Unit	1X*	4X*
Biz Card (4 1/2" x 1 1/2")	\$364	\$326
Profile (3 3/8" x 2 1/2")	\$596	\$561

## POLYBAG OUTSERT SERVICES (1 EDITION):

Quebec only (approx 2000 pcs)	\$1,260
Quebec & Atlantic Canada (approx 2700 pcs)	\$1,680
Ontario only (approx 4000 pcs)	\$2,468
Western Canada (approx 2800 pcs)	\$1,470
National (approx 9400 pcs)	\$3,150

## INTERNET (7000-8000 unique visitors/month (web reports available))

Master Banner Ad (728 pixels x 90 pixels)	\$8,750/yr
Skyscraper (160 pixels x 600 pixels)	\$6,750/yr
Big Box (300 pixels x 250 pixels)	\$5,750/yr
Button Ad (120 pixels x 90 pixels)	\$4,150/yr

## Weekly News Letter (6,000/wk)

Skyscraper	\$6,850/yr or \$654.00/month
Big Box (300 pixels x 250 pixels)	\$5,750/yr or \$579.00/month
Button	\$4,150/yr or \$345.00/month

## Key Word Sponsorships (whenever keyword is in article, they pop up)

No. of Keywords	1	2-10	6-10	11-15
Rate per keyword/yr	\$950	\$800	\$675	\$550

## Email Blasts (e-mail list rental)

1000 of email subscribers	\$350 per 1000
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## AD PAGE DIMENSIONS

Unit	Wide	X	Deep
1 page	7"	x	10"
2/3 page vertical	4 1/2"	x	10"
2/3 page horizontal	7"	x	6 1/2"
1/2 page island	4 1/2"	x	7 1/2"
1/2 page vertical	3 3/8"	x	10"
1/2 page horizontal	7"	x	4 7/8"
1/3 page vertical	2 1/8"	x	10"
1/3 page horizontal	7"	x	3 3/4"
1/3 page square	4 1/2"	x	4 7/8"
1/4 page vertical	3 3/8"	x	4 7/8"
1/4 page horizontal	7"	x	2 1/4"

## MATERIAL REQUIRED:

Digital art preferred — High-res PDF — Call to confirm other formats

Type page: 7" x 10"

Trim size: 8 1/8" x 10 7/8"

Bleed page: 8 3/8" x 11 1/8"

Double page spread: 15 1/4" x 10"

DPS bleed: 16 3/4" x 11 1/8"

## CONTRACT AND COPY REQUIREMENTS:

- Advertiser and advertising agency assume liability for all content (including text, representation, and illustrations) of advertisements printed.
- Production costs incurred for advertisers will be charged to them.
- Cancellations not accepted after issue closing date.
- Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.

## INSERTS/POLYBAGS, LIST RENTALS, REPRINTS:

Take advantage of this low-cost, highly effective direct mail service. Your company can insert product and service literature into the polybag that is mailed with each issue of the magazine. We offer regional and national distribution. Rates available upon request.

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