

Design ENGINEERING

www.design-engineering.com

*Canada's definitive information source for
Mechanical Engineers, Product Designers, and OEMs*



MEDIA PLANNER 2014

- Automation
- Additive Manufacturing
- CAD/CAM/CAE
- Electronics
- Fluid Power
- Materials
- Motion Control
- PLM/PDM
- Power Transmission
- Sustainability

DEX
DesignEngineering
EXPO
dexexpo.com

A series of regional tabletop shows highlighting the latest design and manufacturing technologies for the OEM market. See page 5.

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*Canada's definitive information source for
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In today's highly competitive environment, it is imperative that mechanical engineers, product designers and original equipment manufacturers stay informed on the products, technologies and trends that impact their operational needs - present and future. DE produces a range of proven media platforms to meet those needs; adopting traditional and new technologies to reach, inform and influence our print and digital audiences.

Fast Facts: Print

- Published 6 times per year
- 100% request circulation
- 18,171 qualified subscribers
- 44,000 readers per issue
- 92% are original equipment manufacturers
- 80% recommend or specify products for purchase

Fast Facts: Online

- 9,000 unique website visitors per month
- 20,000 page views per month
- 32,000 e-newsletter subscribers
- 30,000 opt-in subscribers for 3rd party mailings
- 25,000 new-product e-blast subscribers
- 9,200 Twitter followers

Marketing Platforms Offered:

- Display Advertising
- Regional Tabletop Shows
- Buyers' Guide Listings
- Website Advertising
- E-Newsletter Advertising
- New Product E-Blasts
- White Paper E-Blasts
- Single Sponsor E-Directs
- Webinars

DEX

FULL CONTACT LEADS

We also offer:

- Inserts/Tip-ins
- Poly-bags
- List Rental
- Digital Issue Sponsorship
- E-List Rental
- Reader Surveys/Polls

Editorial Mission

To foster innovation by providing timely and leading-edge coverage of a broad range of engineering topics relevant to mechanical engineers, product designers and original equipment manufacturers.

Special Supplement Issues

March/April

Fluid Power & Controls Buyer's Guide Supplement

September

Motion Control Buyer's Guide Supplement

October

Design Tools & Technologies Supplement

Topics Covered

- Automation
- Additive Manufacturing
- CAD/CAM/CAE
- Electronics
- Fluid Power
- Materials
- Motion Control
- PLM/PDM
- Power Transmission
- Sustainability

Industries Covered

- Aerospace
- Automotive
- Defense
- Machine Building
- Medical
- Metal Fabrication
- Packaging
- Power Generation



Design *2014 EDITORIAL CALENDAR*

ENGINEERING

Issue Dates	Industry Spotlight	Design Tools & Technologies	Automation & Motion Control	Special Features	New Product Focus
Jan/Feb Space Close: Jan 17 Matl. Close: Jan 22 Mail Date: Feb 18	Engineering Career Guide: An in-depth look at the trends, issues and opportunities within the mechanical engineering profession	MCAD: CAM Software Rapid Prototyping: Selective Laser Melting (SLM)	Automation: Vision Systems Power Transmission Sensors	Industry Insight: DE investigates the engineering employment market to reveal which industries and disciplines are in high demand	Idea Generator: The latest in industrial products including: <ul style="list-style-type: none"> • Actuators • Automation • Ballscrews • Bearings • Controllers • Couplings • Cylinders • Drives • Electronics • Enclosures • Encoders • Fasteners • Fluid power • Guides • HMIs • Hydraulics • Industrial Networking • Linear guides • Motion Control • Motors • PACs • PLCs • Pneumatics • Power Transmission • Pumps • Robotics • Sensors • Switches • Valves
March/April Space Close: Mar 14 Matl. Close: Mar 19 Mail Date: Apr 22	Aerospace: The engineering behind Canada's Aerospace industry	MCAD: Computational Fluid Dynamics (CFD)	Fluid Power Roundtable: Industry leaders discuss the trends and issues of the Canadian fluid power market.	Fluid Power Buyers' Guide: An annual guide to fluid power products and suppliers Plus: The Fluid Power Product Showcase	
May/June Space Close: May 16 Matl. Close: May 21 Mail Date: June 17	Automotive: The tools, techniques and trends in Canada's automotive industry	MCAD: Hybrid Modeling Rapid Prototyping: Build Materials	Automation: Robotics Motors & Drives Power Transmission	Mechatronics: An overview of robotics theory and applications	
September Space Close: Aug 8 Matl. Close: Aug 13 Mail Date: Sept 16	Defense: A look at the opportunities and design challenges of the defense industry	MCAD: Motion Analysis and Computer Aided Engineering	Motion Control Roundtable: Industry leaders discuss the trends and issues of the Canadian motion control market	Motion Control Buyers' Guide: An annual guide to Motion Control products and suppliers Plus: The Motion Control Product Showcase	
October Space Close: Sept 19 Matl. Close: Sept 24 Mail Date: Oct 21	Energy Production: Designing for Canada's energy industry, from the oil sands to wind and solar	Additive Manufacturing: An overview of 3D fabrication technologies and techniques	Automation: Machine Safety Sensors Motors & Drives	Design Tools & Technologies Supplement: An annual guide to the latest CAD software and engineering design hardware	
Nov/Dec Space Close: Nov 7 Matl. Close: Nov 12 Mail Date: Dec 9	Medical Design: A look at the opportunities and challenges of device design for the medical industry	MCAD: Finite Element Analysis (FEA) Rapid Prototyping: Case Studies	Automation: Controllers Fluid Power Power Transmission	Sustainable Design: A look at design for end-of-life and energy efficiency	

IN EACH ISSUE: **Up Front:** Mergers, award announcements and promotions; **Design News:** The latest in industry event coverage; **CAD Report:** In-depth coverage of the latest products, trends and issues related to computer aided design software including MCAD, PDM, CAE, etc.; **Design Applications:** Application stories focused on various industries; **Idea Generator:** An overview of the latest industrial products; **Canadian Innovator:** Profiles of inventive Canadian engineers and their projects

EDITORIAL SUBMISSIONS WELCOME:

Please send your product reviews, case studies, application stories, technical articles and white papers to the editor, Mike McLeod - mmcleod@design-engineering.com

Design ENGINEERING

Marketing Solutions: *PRINT*

Print advertising is a vital component of most successful marketing campaigns that target manufacturers and DE offers a wide range of 'paper and ink' options to help ensure you not only reach our readers – your customers and prospects – but successfully sell to them as well. Our print solutions include:

- **Display Advertising** • **Buyers' Guide Listings** • **Inserts** • **Tip-ins**
- **Poly-bags** • **Classifieds** • **List Rental**



Advertising Rates

Rates are gross \$CDN

Frequency Rates

Ad Size	1-2X	3-4X	5-6X
1 page	\$4,980	\$4,730	\$4,480
1/2 island	\$4,235	\$4,025	\$3,810
1/2 page (hor/vert)	\$3,335	\$3,170	\$3,000
1/3 page (hor/vert)	\$2,840	\$2,700	\$2,555
1/4 page (hor/vert)	\$2,375	\$2,255	\$2,100

Advertising Specs

Ad Size	Width	Height
Full page bleed*	8.375" x	11"
1/2 island	4.5" x	7.5"
1/2 page (horizontal)	7" x	4.875"
1/2 page (vertical)	3.375" x	10"
1/3 page (vertical)	2.125" x	10"
1/3 page (square)	4.5" x	4.875"
1/4 page (horizontal)	7" x	2.375"
1/4 page (vertical)	3.375" x	4.875"

**Full page trim size is 8.125" x 10.75"*

**Full page live area is 7" x 10"*

Rates & Agency Commission

- All advertising rates are quoted in gross Canadian dollars. Prices are subject to the addition of applicable provincial and federal taxes. US\$ orders are tax exempt.
- Agency Commission: 15% of gross billing allowed on space, colour and position charged to recognized agencies only.

File Format

The preferred format for ad submission is high resolution PDF. This ensures the accurate reproduction of your ad, with minimal preparation time. Please ensure your PDF is Acrobat 5 (PDF 1.4) compatible. Images must be 300 dpi minimum, with all fonts embedded, and crop marks included.

File Submission

All magazine ad files are to be sent to your rep at Design Engineering. If you prefer, you can send the files to our FTP server. The file must be named to allow for easy identification, i.e.: "CompanyName_IssueOfDesignEngineering.pdf". Please relay the method and time of transmission of the ad file to our production manager so we may know where and when to expect your file.

FTP address: [bigftp.businessinformationgroup.ca](ftp://bigftp.businessinformationgroup.ca)

User ID: des

Password: des223

Need Assistance?

For all print production inquiries, please contact our Production Manager, Jessica Jubb
 Tel: (416) 510-5194 Fax: (416) 510-5140
 e-mail: jjubb@bizinfogroup.ca

Design Engineering Expo: *Design Solutions for OEMs*

Employing a highly efficient table-top format, DEX provides a forum for face-to-face interactions where engineers, product developers, machine builders and systems integrators can discuss, network, solicit advice and 'kick the tires' on the latest technologies and applications that drive your business. Products and solutions on display include CAD/CAE, additive manufacturing systems, reverse engineering, motors, drives, motion control, automation, fluid power, power transmission, adhesives & fastener solutions... and much more.

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EXPO2014
dexexpo.com

CHOOSE FROM THREE GREAT LOCATIONS in 2014!

MAY 6

Coquitlam, British Columbia • Red Robinson Show Theatre

MAY 27

Calgary, Alberta • Commonwealth Centre

OCTOBER 28

Mississauga, Ontario • Mississauga Convention Centre



Why YOU should exhibit

- Meet face-to-face with YOUR customers
- Promote your products to an engaged audience
- FREE admission invitations to local professionals
- FREE PARKING for attendees
- Discounted rates for multiple tables or multiple cities
- Easy to set up; easy to take down
- Approachable, friendly atmosphere
- Convenient location and hours

Cost:

• Exhibitor Package A: \$975.00

One 8' x 2'skirted table

Two Chairs

• Exhibitor Package B: \$1,875.00

One 8' x 2'skirted table

Two Chairs

Preferred table-top placement

Inclusion in the DEX Marketplace e-blast

DEX Marketplace

- E-Blast to **25,000+opt-in**, qualified subscribers post-event
- Ideal platform to promote a DEX featured product/solution
- Exhibitor to receive full contact leads

FULL CONTACT LEADS

To book a table or to receive more information, please contact:

Alan Macpherson

amacpherson@design-engineering.com

416-510-6756

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tkhan@design-engineering.com

416-510-5230

Design *Marketing Solutions: ONLINE* ENGINEERING

DE's online offerings reach your target audience where they work – right at their desktops. Our large and growing digital audiences extend the magazine's reach well beyond the traditional print audience and offer our advertisers targeted, time-sensitive and measurable marketing opportunities. Our digital solutions include:

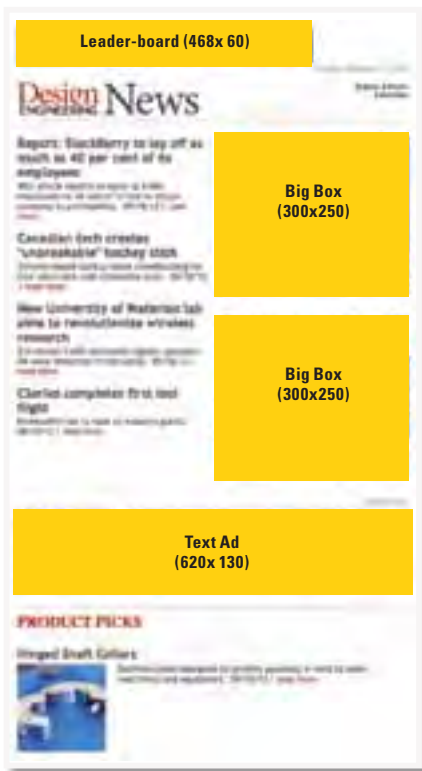
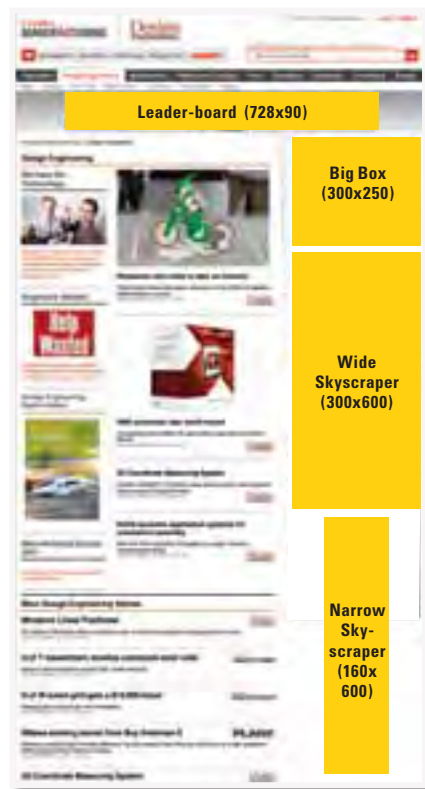
- Website Advertising • E-Newsletter Advertising • New Product E-blasts
- White Paper E-Blasts • Digital Issue Sponsorship • E-List Rental
- Single Sponsor e-directs • Webinars • Reader Surveys/Polls

Web Advertising

Rates are gross \$CDN.

Type of Ad	Size	Position	Per Month
Leader-board	728x90	Home or News	\$550
		All other pages	\$340
Big Box	300x250	Home or News	\$655
		All other pages	\$395
Wide Skyscraper	300x600	Home or News	\$760
		All other pages	\$500
Narrow Skyscraper	160x600	Home or News	\$550
		All other pages	\$340

File Specifications: Animated gif, jpeg or flash (72 dpi)



E-Newsletter Advertising

Rates are gross \$CDN. Call for quote in \$US.

Type of ad	Size	Per Week
Leader-board	468x60	\$750
Big Box	300x250	\$825
Text Ad	620x130	\$655

File Specifications: Animated gif or jpeg (72dpi)

E-Newsletter Schedule

Mail Dates

Jan-09	Mar-13	May-15	July-17	Sep-18	Nov-20
Jan-16	Mar-20	May-22	July-24	Sep-25	Nov-27
Jan-23	Mar-27	May-29	July-31	Oct-02	Dec-04
Jan-30	Apr-03	June-5	Aug-07	Oct-09	Dec-11
Feb-06	Apr-10	June-12	Aug-14	Oct-16	Dec-18
Feb-13	Apr-17	June-19	Aug-21	Oct-23	
Feb-20	Apr-24	June-26	Aug-28	Oct-30	
Feb-27	May-01	July-03	Sep-04	Nov-06	
Mar-06	May-08	July-10	Sep-11	Nov-13	

Marketing Solutions: *ONLINE*

FULL CONTACT LEADS

New Product E-blasts *Rates are gross \$CDN.*

Title	Schedule	Per ad unit:
Design Generator	Bi-Monthly	1X: \$890, 3X: \$835, 6X: \$735, 12X: \$690
Design 4 Motion Control	Feb, Apr, Jun, Aug, Oct, Dec	1X: \$890, 3X: \$835, 6X: \$735
Design 4 Fluid Power	Jan, Mar, May, Jul, Sept, Nov	1X: \$890, 3X: \$835, 6X: \$735

White Paper E-blasts *Rates are gross \$CDN.*

Title	Schedule	Per ad unit:
White Papers	Jan, Mar, May, Jul, Sept, Nov	1X: \$890, 3X: \$835, 6X: \$735,

File Specifications: One image (160 x 160 pixels) + up to 75 word of copy + URL

*Full contact leads reporting is available with our New Product and White Paper E-Blasts, and other select digital platforms.

New Product E-Blast Schedule

Design Generator

Mail Dates

Jan-07	Apr-22	Aug-05	Nov-18
Jan-21	May-06	Aug-19	Dec-02
Feb-04	May-20	Sep-09	Dec-16
Feb-18	Jun-10	Sep-23	
Mar-04	Jun-24	Oct-07	
Mar-18	Jul-08	Oct-21	
Apr-08	Jul-22	Nov-04	

Design 4 Fluid Power

Mail Dates

Jan-14
Mar-11
May-13
Jul-15
Sep-16
Nov-11

Design 4 Motion Control

Mail Dates

Feb-11
Apr-15
Jun-17
Aug-12
Oct-14
Dec-09

White Paper E-Blast

Mail Dates

Jan-28
Mar-25
May-27
Jul-29
Sep-30
Nov-25



3-D Dojo E-Newsletter Advertising

Rates are gross \$CDN.

Type of ad	Size	Per Month
Leader-board	468x60	\$750
Big Box	300x250	\$825
Text Ad	620x130	\$655

File Specifications: Animated gif or jpeg (72dpi)



3D Dojo Schedule

Mail Date

Jan-27	Jul-28
Feb-24	Aug-25
Mar-24	Sep-29
Apr-28	Oct-27
May-26	Nov-24
Jun-30	Dec-15



Note: All website, e-newsletter, new product and white paper e-blast ad material is due no later than one week prior to mail date.

A very special THANK YOU to all of our 2013 advertisers!

Design
ENGINEERING

3D Design Products
Ace Controls
Adaconn/Inserta
Aerotech
All Metric Small Parts
Alliance-Express
Altair Engineering Canada
Aurora Bearing Company
Autodesk Canada
Automation Direct
Baldor Electric Company
Balluff Canada
Beckhoff Automation
Berendsen Fluid Power
Berg Chilling Systems
Bokers
Bosch Rexroth Canada
Brand Hydraulics
Brant Radiant Heaters
Brecoflex
CAD Microsolutions
CEJN Products
Century Spring
Clickfold Plastics
Clippard Instruments
Creaform
Cross Manufacturing
Daemar
Design Fusion
Diequa
Drive Products
Eaton
Electromate Industrial Sales
Encoder Products
Exair
Fabco-Air
FARO Technologies
Festo

Gems Sensors
General Magnaplate
Great West Life
GTC Falcon
Harting Canada
Hawe Hydraulics
Helander Products
Helukabel Canada
Henkel Loctite Canada
Hercules Bulldog Sealing Products
Hewlett Packard Canada
Higginson Equipment Sales
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Quality Transmission Components
Renum Hydraulics
Rittal Systems
Rosta
Roto Precision
RotorClip
RYCO Hydraulics
Schaeffler Canada
Schneider Electric Canada
Schunk Canada
Stock Drive Products
Scott Rotary Seals
Seal Master Corporation
SEW-Eurodrive
SolidCAD Solutions
Siemens Canada
Spez-Tech Engineered Fluid Power
Spirol International
Springs & Things
Stratasys
Swagelok
Switching Solutions
Tecom
Toro Hydraulics & Machinery
Tsubaki Canada
UBM Canon
Unitronics
Wainbee
Webster Instruments
X-Pando Products
Yaskawa Electric
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