

canadian

# JOURNAL

of medical laboratory science

2024 MEDIA KIT



Reaching key stakeholders in Canada's medical laboratory industry

GET TO KNOW US

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**JOURNAL**  
of medical laboratory science



CJMLS is the official publication of CSMLS, the national certifying body for Canada's diverse and dynamic medical laboratory professionals. Readers practice in hospital, private medical, public health, and government in addition to research and educational institutions.

We have been the industry voice and go-to source since 1937, offering direct access to Canada's medical laboratory community through our integrated media platforms.

**Take your brand to the next level today.**

**LETTER FROM THE EDITOR**

In an evolving healthcare world, the Canadian Journal of Medical Laboratory Science (CJMLS) continues to connect medical laboratory professionals with expert insights on topics that matter to our readers now and in the future, and that includes businesses like you. The CJMLS is a dependable resource that empowers our members to succeed in their careers. Filled with articles that keep readers informed, both readers and advertisers have come to know the CJMLS as a source of applicable knowledge directly from the field, with our members and other healthcare experts contributing much of the learning. CSMLS members report a 99% content satisfaction rating, with 94% of readers agreeing that the advertising is relevant to their profession.

While members use the CJMLS as a reliable source of knowledge, it's also one of the foundations of our community. The CJMLS is one of the ways our national membership finds connection, sharing their perspectives and learnings with peers, some they haven't even met yet. Join our community and let us introduce you.



**Christine Nielsen, CEO**  
Canadian Society of Medical Laboratory Science (CSMLS)

Circulation:

**13,456\***

English:

**12,800**

French:

**656**

Readers Per Copy:

**1.6\*\***

Total Audience:

**21,529**

**HOME-DELIVERED TO EVERY MEMBER 3X ANNUALLY**

**CSMLS eNEWS**

Distributed bi-weekly to 12,427 members and partners in both English and French.

Sources: \*Publisher's Sworn Statement, November 2023, \*\*2019 CJMLS Reader Survey, \*\*\*2023 Global Email Benchmarks Data, Campaign Monitor

## Showcase Your Brand and Generate Qualified Leads with Canada's Medical Laboratory Community



### INDUSTRY LEADERS JOB POSITION:



Medical Laboratory Technologist  
(All levels and subjects including Diagnostic Cytology and Clinical Genetics)



Management  
(Manager/Supervisor/ Director)



Medical Laboratory Assistant



Technician



Educator



Student



Researcher



Consultant



Laboratory and  
X-Ray Technologist

### HIGHLY EDUCATED:

**99%** have post-graduate schooling or higher, level of education

Technical Training/Continuing Education programs readers participate in:

- In-House Training
- Online Courses
- Professional Development Courses
- Seminars/Conferences/Workshops
- University/College Courses



### PURCHASING POWER:

**Top 10** Equipment/Supplies readers' labs have purchased or plan to purchase:

1. Microtome, Microscopes and Hematology Analyzer
2. Centrifuge
3. Furniture/Work Stations
4. Freezers
5. Software
6. Computer Hardware
7. Antibodies and Immunoassays
8. Balance/Scale
9. Biochemicals
10. Real-Time PCR

## Reach Key Decision-Makers Who Need Your Products and Services to Propel Their Businesses Forward

97%

say *CJMLS* keeps them up-to-date/well-informed on the medical laboratory profession

96%

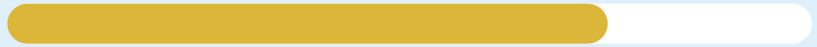
say *CJMLS* covers a broad range of relevant topics

on average, 85% rarely/never read other industry magazines

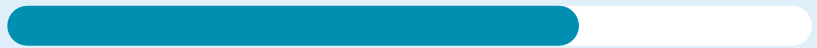
Source: 2019 *CJMLS* Reader Survey

### CAPTIVATING OUR READER:

72% read 3-4 issues



67% keep their copy of the magazine for over 6 months



60% read over 50% of every issue

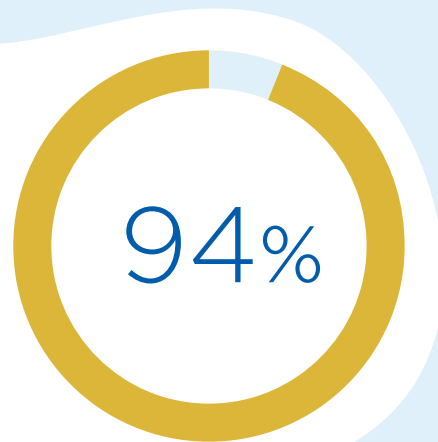


47% spend an hour or more reading each issue



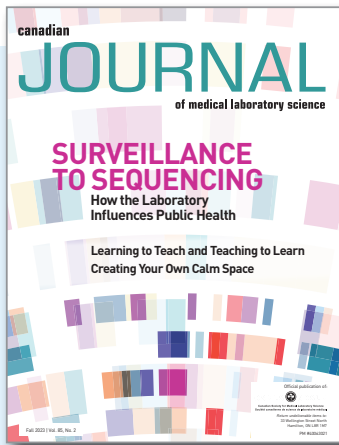
### TOP 5 ACTIONS TAKEN AFTER READING AN ISSUE:

1. Keep the magazine for future reference.
2. Visit a website for more information
3. Investigate a product/service advertised or mentioned in an article
4. Submit content to the editor
5. Purchase a product/service advertised or mentioned in an article



of readers say the advertising in *CJMLS* is relevant to their profession

## Providing A Multi-Platform Suite of Print and Digital Assets to Reach Your Target Audience



### PRINT

Readership: 21,529

Published 3x annually, offering readers interesting views on trends and issues specific to the medical laboratory profession in Canada, PLUS providing advertisers with the widest exposure to a highly targeted audience in the medical laboratory field.

Putting your ad in front of the industry's decision-makers today!

### INSERTS/OUTSERTS

Get your message in readers' hands by inserting your company literature along with our magazine. An engaging and cost-effective way to extend the use of your flyers, brochures, or postcards, with the ability to target geographically.



### eNEWS

Members & Subscribers: 12,427

Delivered to a precisely targeted audience bi-weekly with the latest updates, news, and events of the society and the laboratory profession.

Deliver your brand directly, while readers engage with a trusted source sharing timely content.

Responsive & Powerful

Average Open Rates:\*

ENG: 58.1%

FRE: 51%

Average Click-Through Rates:

ENG: 5.7%

FRE: 6.6%

Sources: \*Averages: January - September 2023, \*\*Global Email Benchmarks Data, Campaign Monitor



### ADVERTORIALS

Providing the opportunity to showcase your brand effectively while connecting to your target audience. Explain what your company offers, your brand's story, and other useful information to help build trust with readers. Learn more about our storytelling opportunities.



### 2025 Member Calendar

Space: July 26

Material: Aug 21

Printed and polybagged with the Fall - Issue 3. Three highly sought-after positions are available.

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Committed to Providing High-Quality and Valuable Content for Readers



**SPRING**

Theme: Invasive Strep A

- Why and how is Canada part of a spike in iGAS with pediatric + geriatric deaths?
- What does the usual fall-winter strep season look like? (why is there a season?)
- What makes iGAS different from Strep A? (micro + symptoms)
- Interviews for lab response – did this spike change any testing protocol?

*Space Deadline: January 31, 2024*

*Material Deadline: February 7, 2024*

**BONUS DISTRIBUTION AT  
LABCON 2024**

**SUMMER**

Theme: At A Crossroads: COVID, Patient Info and Health Equity

- Pros and cons of surveillance using lab testing waste (samples)
- Does it have a place in patient-centred care? Or are privacy risks too great?
- How is LIS involved?
- What are other nations doing?

*Space Deadline: June 3, 2024*

*Material Deadline: June 10, 2024*

**FALL**

Theme: Expanding the Role of MLAs

- Feature managers and MLAs speaking to current job scope and how it has changed.
- Look at which specific roles/duties are expanding.
- highlight patterns to help MLAs be future-ready and inform MLTs of trends.
- Connect to shortage, rising testing demands.
- Feature/include milestones in provincial regulation (AB, MB possible to be complete by then)

*Space Deadline: September 25, 2024*

*Material Deadline: October 2, 2024*

**MEMBER CALENDAR INSERTED**

## 2024 RATES

### GENERAL ADVERTISING RATES

(Gross Rates)

Four-Colour	1x	2x	3x
Full Page	\$2,600	\$2,435	\$2,365
1/2 Page Horizontal	\$2,000	\$1,895	\$1,835
1/2 Page Vertical	\$2,000	\$1,895	\$1,835
1/3 Page	\$1,825	\$1,730	\$1,690
Covers	1x	2x	3x
IBC/IFC	\$2,750	\$2,585	\$2,505

### DIMENSIONS

(inches)

	Width	Height
Full Page	8.375	10.875
Live area	7.35	9.875
With bleed	8.625	11.125
1/2 Page Horizontal	7	4.875
1/2 Page Vertical	3.75	8.625
1/3 Page	2.25	8.625

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim. Rates include inclusion in English and French publication. It is the responsibility of the advertiser to provide ads in both languages.

### POCKET CALENDAR (Polybag with Fall Issue)

	Dimensions (WxH)	Rates
IFC/IBC	6 x 3.5	\$2,500
OBC	6 x 3.5	\$3,000

Bleed of 0.125"

### ADVERTORIALS

1 page	2 page	3 page	4 page
\$2,600	\$4,680	\$6,630	\$8,320

Advertorial package includes 4-color design.  
Reprints available at additional cost.

### eNEWS ADVERTISING AND RATES\*

(Net Rate)

	1x	2-6x	7-13x	14-20x	21-26x
Banner	\$350	\$298	\$253	\$215	\$182

\*eNEWS is sent bi-weekly

### DIMENSIONS

	Width	Height
Banner	220px	320px

### MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 9, (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size color proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB.  
Send to [chimes@dvtail.com](mailto:chimes@dvtail.com).

FTP Site: <ftp.dvtail.com>. Please send an e-mail to [ftp@dvtail.com](mailto:ftp@dvtail.com) for password information for the *CJMLS* FTP site.

Design Services: Complete design services are available at an additional charge.

### TERMS & CONDITIONS

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

### CONTACT US TODAY!



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Bring your brand to life,  
reach the right audience,  
and help achieve your  
business objectives today!



CSMLS  SCSLM  
Canadian Society for Medical Laboratory Science  
Société canadienne de science de laboratoire médical

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