

The background of the cover features a grid of petri dishes, with two hands in black gloves holding one of the dishes in the lower right quadrant. The overall color palette is a mix of light blue and white, with the text in red and black.

canadian

# JOURNAL

of medical laboratory science

2017  
MEDIA  
KIT



circulation  
**14,911\***

English  
**14,108**

French  
**803**

Source: \*Publisher's Claim January 2016

Canadian Journal of Medical Laboratory Science (CJMLS) is the **official publication of the Canadian Society for Medical Laboratory Science (CSMLS)**. CSMLS is the national certifying body for medical laboratory technologists and assistants and also serves as the national professional society for Canada's medical laboratory professionals.

PUBLISHED 4X ANNUALLY

HOME DELIVERED  
TO EVERY MEMBER



## READER PROFILE

Area of Work*:	Job Position**:
58% Core Lab	69% Medical Lab Technologist
40% Transfusion	11% Lab Management/Supervisor
34% Microbiology	8% Medical Lab Assistant
33% Quality Control	5% Educator
30% Point of Care Testing	1% Researcher
25% Lab Information Systems	1% Student
20% Diagnostic Cytology	1% Consultant
12% Clinical Genetics	4% Other (CLXT, Student...)
9% Biotechnology	
6% Regulatory	
20% Other (Hematology, Histology, Education, Retired...)	

## WHERE THEY PRACTICE\*

66% Hospitals	5% Academic/Education	4% Non-Profit Organizations
10% Private Laboratories	5% Government	1% Supplies/Sales
9% Other (Medical Clinic, Retired...)		

### REACH ENGAGED MEDICAL LABORATORY PROFESSIONALS WHO ARE INVESTED IN THE LATEST INDUSTRY NEWS AND INNOVATIONS.

**93%** say the magazine keeps them up-to-date on the medical laboratory profession

**91%** agree that the advertising in *CJMLS* is relevant to their profession

**71%** of readers read EVERY issue

**82%** of readers keep the magazine for future reference and/or pass it on to someone else

**86%** read the scientific section of the magazine



### OUR READERS ARE INVESTED IN THEMSELVES AND THE INDUSTRY:

**68%**

participate in seminars/  
conferences/  
workshops

**61%**

take online  
courses

**63%**

take part in  
professional  
development  
courses

Source: *CJMLS* Reader Survey 2014

### EDITORIAL CALENDAR 2017

Every other issue features peer-reviewed articles from the scientific community.

ISSUE	SPACE DEADLINE	MATERIAL DEADLINE
SPRING 2017 <i>Bonus distribution at LABCON</i> THEME: SCIENTIFIC ISSUE	January 11	January 18
SUMMER 2017 THEME: CUSTOMIZED CARE	April 7	April 14
FALL 2017 THEME: SCIENTIFIC ISSUE	July 27	August 3
WINTER 2017 THEME: WORKPLACE WELLNESS	October 11	October 18

**BONUS  
DISTRIBUTION**

**Spring Issue at  
LABCON 2017,  
May 26-28**

# 2017 Rates & Requirements

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## GENERAL ADVERTISING RATES

(Gross Rates)

Four-Colour	1x	2x	4x
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	4x
IBC/IFC	2,750	2,585	2,505

## DIMENSIONS

(inches)

	Width	Height
Full Page	8.375	10 .875
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.

## E-NEWS ADVERTISING AND RATES

(Net Rate)

	Dimensions	Rates
Banner	220px x 320px	\$250

## E-news

The CSMLS e-newsletter is sent bi-weekly to over 12,000 members and partners in the laboratory industry, providing the latest news and events in their profession. Our integrated marketing options allow advertisers to send their message directly to readers' inboxes each month.

## MECHANICAL REQUIREMENTS

**Electronic Material:** Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (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.

For details, please contact: Roberta Dick, [robertad@dvtail.com](mailto:robertad@dvtail.com) or Crystal Himes, [chimes@dvtail.com](mailto:chimes@dvtail.com), Tel: 905.886.6640

## 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.

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**Cancellations and space changes not accepted after closing date.**