

20/20



2006 MEDIA KIT

Insightful and hard-hitting, *20/20 Canada's Industry Association Magazine* tackles the issues that are at the forefront of Canadian industry today and offers vision for the future.

Canada's manufacturers and exporters employ over 3 million Canadians and contribute over \$1 trillion in sales to the economy each year.

“ Well written and concise, it keeps Canadian manufacturers and exporters in touch with today's ever-changing business environment. Advertising in 20/20 Canada's Industry Association Magazine is a sound and well-justified business decision. ”

Jay M. Goldman

President Milgram Group of Companies

20/20

Canada's industry
association magazine

2006 MEDIA KIT

The next-generation magazine for Canadian industry is now here.

“**Canadian Manufacturers & Exporters is the conduit into Canada's largest business sector. Advertising in 20/20 Canada's Industry Association Magazine provides bottom-line results by enabling us to tap into a market that accounts for over 25% of all business activity in Canada.**”

Tel Matrundola

Vice-President Strategic Initiatives Pacific & Western Bank Canada

“**CME has gone the extra step for us and has been a significant part of the growth of our brand in the manufacturing sector. We are happy to be working with you and getting the great results we have experienced.**”

Odete Passingham

Syspro Systems

Building on our successful 20/20 initiative – the largest public consultation in history on the future of Canadian industry – we want to ensure that businesses from coast to coast, both large and small, unite to make **Canada the most competitive nation in the Americas by the year 2020.**

The official publication of Canada's longest-standing trade and business association, Canadian Manufacturers & Exporters' **20/20 Canada's Industry Association Magazine** has an audited national circulation of **10,000** to Canada's leading corporate decision makers that fuel the economic engine of the country.

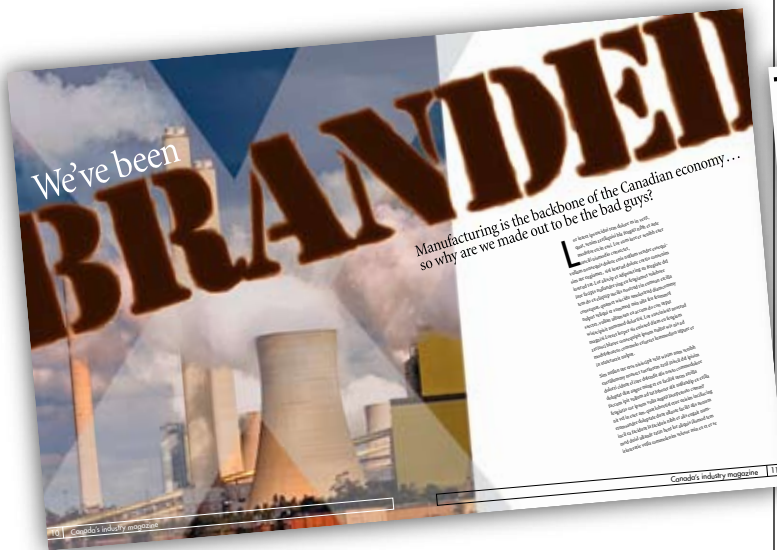
By participating, your company becomes a leading supporter of industry and your advertising message is showcased in what is considered **a must-read publication by Canada's top industry leaders.**

20/20 Canada's Industry Association Magazine is also the publication **government departments** at all three levels rely on for the latest trends in Canadian industry.

CME's membership represents the companies that produce over **75%** of Canada's manufacturing output; **90%** of exports and **90%** of private sector research.

Members account for all sectors of the manufacturing and exporting industries, including product fabrication, global logistics including transportation management as well as export and asset financing.

magazine@cme-mec.ca



2006
MARCH / APRIL
 THE IMAGE OF
 MANUFACTURING

FEATURE 01

Why does the Canadian public see us as the bad guys? How did we end up with such a bad rap? Where did we go wrong? And what can we do to as an industry to change our image to reflect the true realities of our manufacturing sector?

FEATURE 02

Jay Myers, CME's Senior Vice-President and Chief Economist. State of the union type interview describing where 20/20 efforts are now.

A Jay Myers 20/20 report on the good, the bad, and the ugly of what's working and what isn't. What's required to move 20/20 initiatives forward?

FEATURE 03

NAFTA and the challenges that are at the forefront of why it's not business as usual. What needs to be corrected? How do we build a more integrated market framework between us and our neighbours south of the border and NAFTA as a whole?



2006
MAY / JUNE
 WORKFORCE CAPABILITIES
 AND LEADERSHIP

FEATURE 01

Why careers in manufacturing must be viewed as attractive opportunities for young people. How do we attract young people to these exceptional careers for highly skilled employees? What are the perceptions of young people that are holding them back from finding good careers in manufacturing?

FEATURE 02

Leadership. What are the business strategies, public policies and programs? What are the visions the leaders have today looking forward into tomorrow, for our communities, governments, financial institutions? We will conduct interviews with leaders from across Canada to help define their visions for Canada's future.

FEATURE 03

The Bird Pandemic. The good news and then the bad. It's a question of examining the what ifs. Looking at all the possibilities. Does your company have a plan to deal with the potential of what a Pandemic would do to our economy?

Bonus Distribution
CME /AME Lean Conference
 Kitchener-Waterloo
International Development Days
 Winnipeg



2006

JULY / AUGUST

THE INFRASTRUCTURE OF MANUFACTURING

FEATURE01

The energy consumption blues. What's happening to our reliable, cost effective supply of energy? How are we going to meet the demands of Canadian industry and yet still fuel economic growth? Is energy becoming an issue for Canada's growth instead of an asset.

FEATURE02

Will the supply of good workers fail to meet demands?

Canada's manufacturing industry must be able to rely on an immigration system that enhances Companies' capabilities to access the skilled people they need. Canada's immigration system must be employed more effectively to enable economic development.

FEATURE03

Canada's Super Dock. The concept and the opportunity.



2006

SEPTEMBER / OCTOBER

CHINA AND THE EMERGING MARKETS

FEATURE01

Why Canada needs a China strategy? How is China taking away from our economy? How is China adding to our economy? Some manufacturers are taking advantage of the opportunities. Some manufacturers are closing their doors because of China. Why?

FEATURE02

Transportation Infrastructure. How is our transportation road, rail and shipping infrastructure going to meet our ability to ship goods on a just-in-time basis? Will Canada's transportation infrastructure develop the capacity to meet the growing volume of goods traded in North America as well as with Asia and Europe?

FEATURE03

Canada's telecommunications infrastructure. Do we have the capacity and connectivity to support complex, high speed, integrated, and global distributed information systems and communications networks to compete in a cost effective economy?



Canadian Innovation Awards Summit
location to be announced

20/20

Canada's industry
association magazine



2006
NOVEMBER / DECEMBER
BUSINESS AND
FINANCIAL SERVICES

FEATURE01
The integration of logistics, supply chain, distribution, financial and information management solutions.

They all need to be faster, more flexible, higher quality, customizable. Will the supply of these ingredients be able to meet global customer demand? And most importantly (some will argue) at a competitive price?

FEATURE02
The perfect storm. What could be brewing might destroy our potential to prosper.

FEATURE03
India. A detailed report from Jay Myers on what the emergence of India as an economic powerhouse will mean to Canadians. What are the threats and what are the opportunities?



2007
JANUARY / FEBRUARY
A COMPETITIVE
BUSINESS ENVIRONMENT

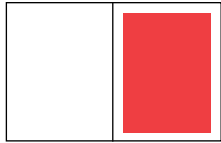
FEATURE01
Governments perspective at all levels regarding wealth creation. We need to improve our business environment for manufacturers. We need to attract and retain the world leaders in manufacturing. We need to attract worldwide attention that views Canada as the place to make major investments.

FEATURE02
Taxation. What are we as manufacturers contributing now and what will we be contributing through taxation? Are we contributing more than we should? Are we competitive with other countries?

FEATURE03
What are the differences that allow China to compete so effectively? Are its health, safety, environmental and labour standards the factors that are making the difference? Is it a fact China does not have regulations or that the regulations aren't enforced?

CME Web site
advertising space
available, contact:
ronda.landygo@cme-mec.ca
or call Ronda Landygo at:
1-877-880-3392

20/20 MAGAZINE 2006 ADVERTISING RATES & MECHANICAL REQUIREMENTS



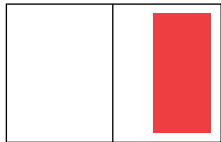
FULL PAGE AD

1x rate \$2,900.00
3x rate \$2,700.00
6x rate \$2,500.00
Width 7 inches x Depth 9.5 inches
Bleed size: 8.5 inches x 11 inches
Trim size: 8.25 inches x 10.75 inches



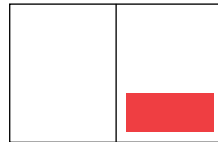
DOUBLE-PAGE SPREAD AD

1x rate \$5,365.00
3x rate \$5,165.00
6x rate \$4,965.00
Width 15.5 inches x Depth 9.5 inches
Bleed size: 17 inches x 11 inches
Trim size: 16.5 inches x 10.75 inches



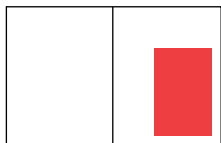
VERTICAL 2/3 PAGE AD

1x rate \$2,575.00
3x rate \$2,475.00
6x rate \$2,375.00
Width 4.65 inches x Depth 9.5 inches



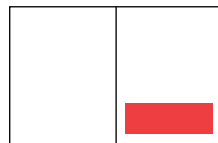
BANNER 1/3 PAGE AD

1x rate \$1,350.00
3x rate \$1,275.00
6x rate \$1,200.00
Width 7 inches x Depth 3.175 inches



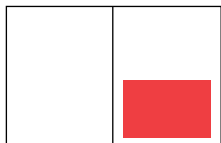
ISLAND 1/2 PAGE AD

1x rate \$2,350.00
3x rate \$2,275.00
6x rate \$2,200.00
Width 4.65 inches x Depth 7 inches



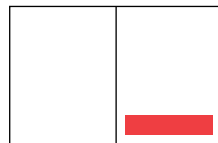
BANNER 1/4 PAGE AD

1x rate \$1,050.00
3x rate \$975.00
6x rate \$900.00
Width 7 inches x Depth 2.5 inches



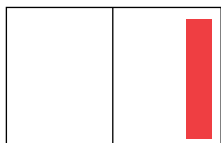
HORIZONTAL 1/2 PAGE AD

1x rate \$1,950.00
3x rate \$1,875.00
6x rate \$1,800.00
Width 7 inches x Depth 4.65 inches



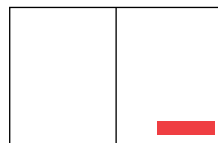
BANNER 1/6 PAGE AD

1x rate \$775.00
3x rate \$725.00
6x rate \$675.00
Width 7 inches x Depth 1.65 inches



VERTICAL 1/3 PAGE AD

1x rate \$1,350.00
3x rate \$1,275.00
6x rate \$1,200.00
Width 2.175 inches x Depth 9.5 inches



20/20 INDUSTRY LEADER PROFILE AD

1x rate \$500.00
3x rate \$450.00
6x rate \$400.00
Width 4.65 inches x Depth 1 inches

Includes logo, 25 word write-up, and contact information

All ad costs are for printing black and white only. If you want to print with additional colours the charges are as follows:

- \$900 extra for four colour process
- \$750 extra for two additional colours plus black
- \$500 extra for one additional colour plus black

If you want to have preferred positioning on the cover of the magazine the cost is as follows:

- | | | |
|------------------------------|-----------------------------|----------------------------|
| • Outside Back Cover: | • Inside Front Cover | • Inside Back Cover |
| -1x rate \$4,700.00 | -1x rate \$4,600.00 | -1x rate \$4,500.00 |
| -3x rate \$4,500.00 | -3x rate \$4,400.00 | -3x rate \$4,300.00 |
| -6x rate \$4,300.00 | -6x rate \$4,200.00 | -6x rate \$4,100.00 |

2006 AD DEADLINES Required by:

March/April closes by 3 Feb./ material required 10 Feb. | **May/June** closes by 7 April material required 14 April
July/August closes by 2 June / material required 9 June | **September/October** closes by 4 August / material required 11 August
November/December closes by 6 Oct. / material required 13 Oct. | **January/February** 2007 closes by 1 Dec. / material required 8 Dec.

For more information contact: ronda.landygo@cme-mec.ca **Phone: 1-877-880-3392**

Rates are NET of Agency Commission. Rates quoted are for space (and colour) only. Rates do not include GST. Costs incurred for publication-production ads or non-compatible electronic files will be charged to the advertiser. Ads must be prepared to the correct dimensions and shape. All pantone spot colours must be converted to CMYK. Include a hard copy, colour or black and white proof or e-mail a PDF for proofing purposes. We only accept high-resolution, print-ready PDF files to ensure that all embedded codes and fonts are attached and no omissions or unapproved alterations can be made to the files.

20/20: BUILDING OUR VISION FOR THE FUTURE*Canadian Vision Global Excellence*

The well being of all Canadians depends on a prosperous economy. It allows us to pay for our public services, our health care, education, income and social support systems.

Manufacturing is Canada's largest business sector, directly accounting for 18 percent of all economic activity in the country.

Every dollar in manufacturing output generates over three dollars in total economic activity.

In 2004, manufacturing sales exceeded 560 billion dollars. Employment in the manufacturing sector is near record levels providing jobs for 2.3 million Canadians.

In the year 2020, Canadian manufacturing will look very different than it does today. People, knowledge and the global economy, will be highly mobile. The following seven factors will be critical to achieving enhanced prosperity for all Canadians:

LEADERSHIP

Canadian manufacturers and exporters must take the lead in defining the future of their business.

WORKFORCE

Canada's workforce must be prepared to meet the future requirements of manufacturing and exporting with a customer centric approach to solving the challenges of producing and delivering first rate, customized products and services.

INNOVATION

Canadian manufacturers and exporters will have to focus on rapid and flexible systems of product and process innovation in order to meet customer needs in new, better, faster and more inexpensive ways for delivering what they want, when they want it.

**INTERNATIONAL
BUSINESS DEVELOPMENT**

Canada needs a China strategy – a coordinated and integrated approach to respond to the economic challenges, and business opportunities posed by China and other emerging economies.

**BUSINESS AND
FINANCIAL SERVICES**

The fluctuating financial and servicing requirements of manufacturing and exporting must be met in a cost effective way. Canadian companies that do business around the world need global financial, insurance and business service providers to support their growth.

INFRASTRUCTURE

We should monopolize on our opportunity to become the ultimate logistics hub of North America – the preferred point of entry and exit of trade between North America and the growing Asian market.

**A COMPETITIVE
BUSINESS NETWORK**

Governments must make wealth creation a policy priority and should recognize the importance of sustaining a prosperous manufacturing and exporting sector.

Canadian manufacturers and exporters have established one solid, clear goal:

“We must make Canada the most prosperous country in the Americas by the year 2020.” In order for Canada to achieve this goal manufacturers, exporters and all stakeholders across Canada must identify what is within their power to make the necessary changes.

Canadian school systems have to: equip students with the appropriate knowledge, skills and experience required for a modern manufacturing and exporting workforce.

Research centres and industry assistance programs must: measure their success less by how much money is being spent but rather by how well we transfer new technologies and techniques into the marketplace.

Canadian business and financial services sector must: provide customized solutions that are fast, flexible, easy to access, highly effective and competitively priced.

Canada's community leaders and economic development agencies have to: position manufacturing and exporting at the forefront of local economic development plans and to support manufacturers with local stakeholders.



Local, Provincial and Federal governments must: demonstrate the political will to succeed in helping manufacturers and exporters by developing long-term ambitious and realistic, goals with respect to strengthening the economic prosperity of Canadians.

All Canadians need to: recognize the importance of manufacturing and exporting in respect to the country's economic prosperity and in turn their own family's livelihood.

There are a number of significant challenges that lie ahead for Canadian manufacturers and exporters to be able to compete with other countries, such as:

- our aging workforce;
- emergence of China as a powerhouse;
- intensification of international competition;
- the appreciation of the Canadian dollar;
- escalating business costs;
- constraints on the supply of energy;
- trade & border issues with the U.S.; and,
- the erosion in the Canadian infrastructure.

The future success of a prosperous manufacturing and exporting sector in Canada is focused on the global customers, supply chains and business networks. Global customers are looking to source from the best companies, innovation and the ability to respond to rapidly changing global customer needs will drive growth.

The future success of Canadian manufacturers and exporters requires an even greater degree of precision and flexibility. It will need a new, knowledgeable and highly skilled workforce that is built around a sophisticated economy that will revolutionize products, services, business and production processes.