

MEDIA PLANNER

The only publication dedicated to serving the entire Canadian sign and graphics community

signmedia
CANADA
www.signmedia.ca

2027

About **Sign Media Canada**

Published six times a year, **Sign Media Canada** is the only publication dedicated to serving the entire Canadian sign and graphics community. In addition to an established audience of sign professionals, **Sign Media Canada** reaches companies in the print graphics, digital imaging, and advertising fields, reflecting the growing stature of signs as a hot, new advertising medium.

For over a decade, we have served this dynamic market, reporting on technology, trends, products and processes, from innovative vehicle graphics to larger-than-life banners. As the sign, print graphics, digital imaging and advertising markets converge, we are here to help readers manage change and plan for the future.

6

issues a year

9,200

print reach

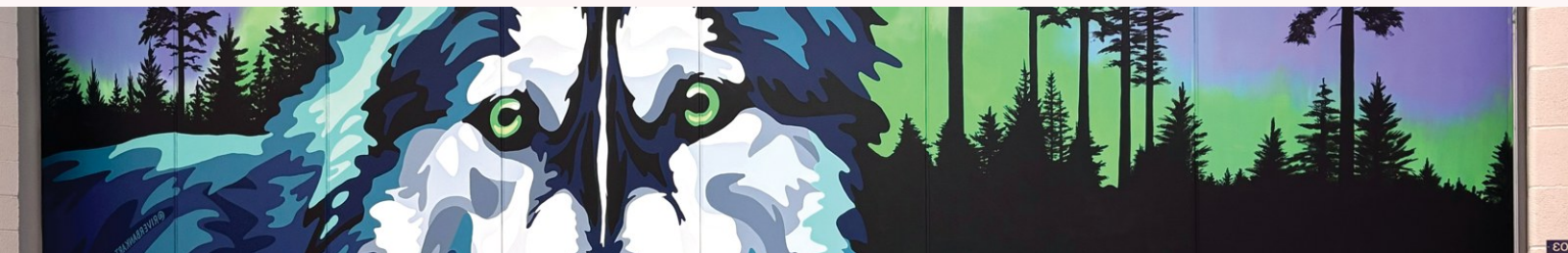
9,500

e-newsletter reach

**All rates contained herein are in gross dollars.*



Sign Media Canada magazine and website.



Audience

Sign Media Canada readers are seasoned professionals with extensive experience in the industry. According to the 2025 *Sign Media Canada Salary Survey*¹, over 50% of readers have been in the industry for more than 20 years. This level of expertise means they have the knowledge and influence to drive purchases of the products and services advertised in the magazine or online at www.signmedia.ca.

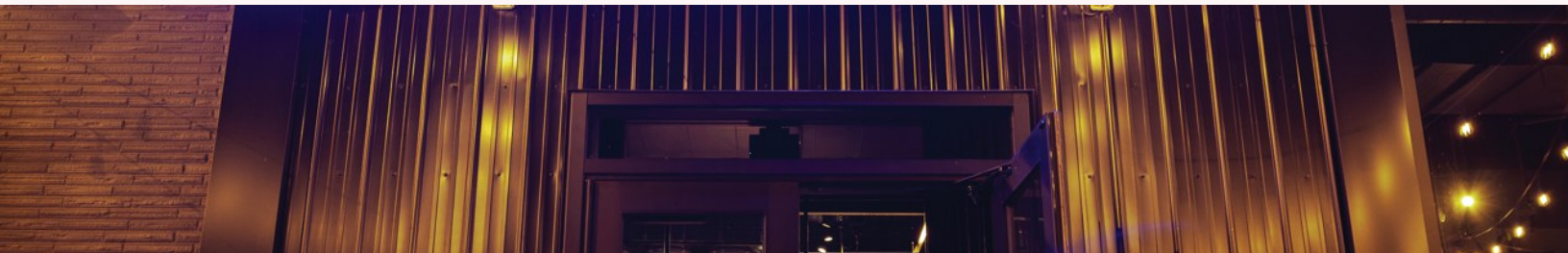
Areas of work which the companies of our readers perform

Area of Work	Per cent of readers
Sign Makers	44.1%
Sign Making Advertising Services	21.8%
Printers	15.4%
Sign Making Graphic Services	11.2%
Sign Related Industries	7.4%
Other Allied to the Field	0.2%

Annual revenue volume of our readers' businesses

Annual Revenue	Per cent of respondents
Less than \$250,000	13.1%
\$250,000 - \$599,999	14.8%
\$600,000 - \$999,999	18.0%
\$1,000,000 - \$3,000,000	24.6%
\$4,000,000 - \$9,000,000	8.2%
\$10,000,000 or more	6.6%
Not Sure	14.7%

Areas of work: AAM statement, June 2025. Annual revenue volume and years-in-industry: 2025 Sign Media Canada Salary Survey.



Reader Geography

Geographic breakdown of readers by province

Province / Territory	Per cent of readers
Ontario	52.7%
British Columbia	18.2%
Alberta	11.3%
Quebec	8.9%
Manitoba	2.8%
Nova Scotia	1.8%
Saskatchewan	1.6%
New Brunswick	1.4%
Newfoundland and Labrador	0.8%
Prince Edward Island	0.2%
Northwest Territories	0.1%

Data source: AAM statement, June 2025.



2027 Editorial Calendar

Issue	Issue Theme	Main Features	Space Closing	Material Deadline	Publishing Date
February	Product Spotlight	Digital Printing Sign Installation Eco-friendly Substrates LEDs / Letters	January 8, 2027	January 15, 2027	February 9, 2027
April	Spring Show Issue	AI integration in digital signage POP - Exhibits & Displays Installation Equipment - Cranes & Lifts Vehicle Graphics / Wraps Retail Signage	February 19, 2027	February 26, 2027	March 23, 2027
June/July	Product Spotlight	Digital Printing Advancements in OOH Vinyl Application Solvents - Paints, Coatings & Inks LED Lighting	May 10, 2027	May 17, 2027	June 10, 2027
September	Fall Show Issue	Digital Printing OOH Vehicle Graphics / Wraps Textile	July 28, 2027	August 5, 2027	August 30, 2027
October/ November	Profiles	Digital Printing Digital Signage Signmaking Hardware - CNC & Routers Laser Engraving	September 15, 2027	September 22, 2027	October 18, 2027
December	2028 Buyers' Guide Industry Reports Issue BOCSles	Digital Printing Wayfinding Substrates - Magnets OOH	October 22, 2027	October 29, 2027	November 30, 2027

This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.

Departments

- Industry News
- Shop Talk
- Signmaker Profiles
- ‘How To’ Photo Essays
- New Products
- Last Impression



Cover **Tip-ons**

Make headlines with **Sign Media Canada's** Cover Tip-ons. Get noticed and help your brand stand out with this custom-printed opportunity. This high-impact, 2-page tip-on is integrated into the front cover and is designed to look like the real cover. It's the ideal solution to amplify your brand's message and get maximum attention for product launches, innovations and so much more.

Rate: \$8,120/issue (six issues per year)

Looking for something with even more impact? We can do barndoors, gatefolds, and more! Contact your account manager for a quote or to learn more.



Content Marketing

Profiles

Make sure our audience of nearly 10,000 sign and graphics professionals have the important details about your products with an advertorial profile.

You supply the text, logo, and images, and we will design the profile for your approval.

Receive a complimentary Profile in the August issue with a qualifying ad program!

Profile	Rate
Half-page Profile	\$3,585
Full-page Profile	\$4,775

CNC Routers Manufactured in Canada

AXYZ International is a leading global manufacturer of computer numerical control (CNC) router systems. Designed and built at a state-of-the-art factory in Burlington, Ont., AXYZ CNC routers are supplied and supported through a global network of sales offices and authorized dealers.

With 25 years of experience and more than 10,500 CNC routers built and installed worldwide, AXYZ has a solution for all industries. And with more than 366,918 standard machine configurations, AXYZ specializes in matching its machinery to its customers' unique needs and budgets.

AXYZ has earned the respect of thousands of people, companies and customers all over the world for building high-quality CNC routing systems. If you're interested in the world of CNC, head over to www.axyz.com and learn more about the company and its products.



www.axyz.com | enquiries@axyz.com | (800) 361-3408



Signage Creation with Epilog Laser



Epilog's powerful, user-friendly laser cutting and engraving systems make it easy to create unique and interesting signs with the touch of a button.

In business since 1988, Epilog Laser is the leading designer, manufacturer, distributor, and engraver of laser systems used extensively throughout the sign industry. These versatile systems engrave and cut today's most popular sign materials, including wood, acrylic, plastic and much more.

Creating signage is one of the most popular applications for Epilog Laser systems. As more and more shop owners will attest, using a laser to create sophisticated, multi-dimensional signage is significantly faster than using traditional signmaking methods.

From point-of-purchase (POP) displays to directional signage to outdoor signage and well beyond, Epilog's systems deliver the highest-quality cutting and engraving results. Contact us today to receive a full information packet or set up a demonstration!



Epilog Laser Canadian Headquarters
Tel: 905-400-1168
E-mail: sales@epiloglaser.ca

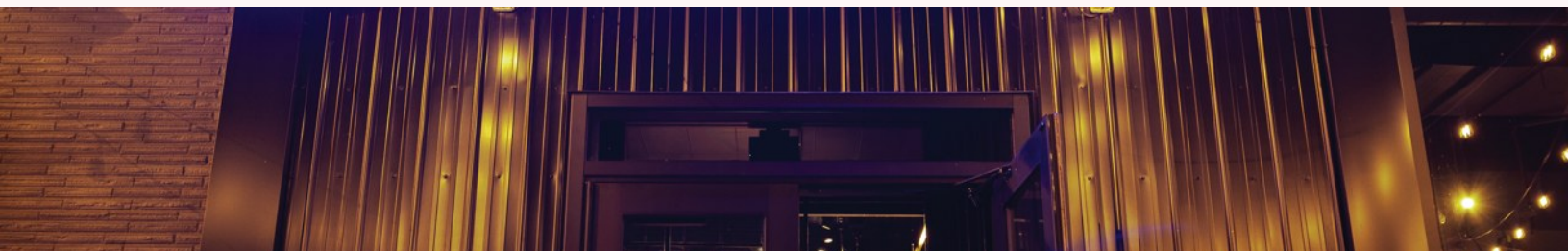
Samples: half-page profile (left) and full-page profile (right).



- ¼ page spotlight in print (February and June issues)
- Included in two shared broadcasts immediately prior to upcoming industry events

Rate: \$1,180

Samples: Product Spotlight in print (left) and in the shared broadcast (right).



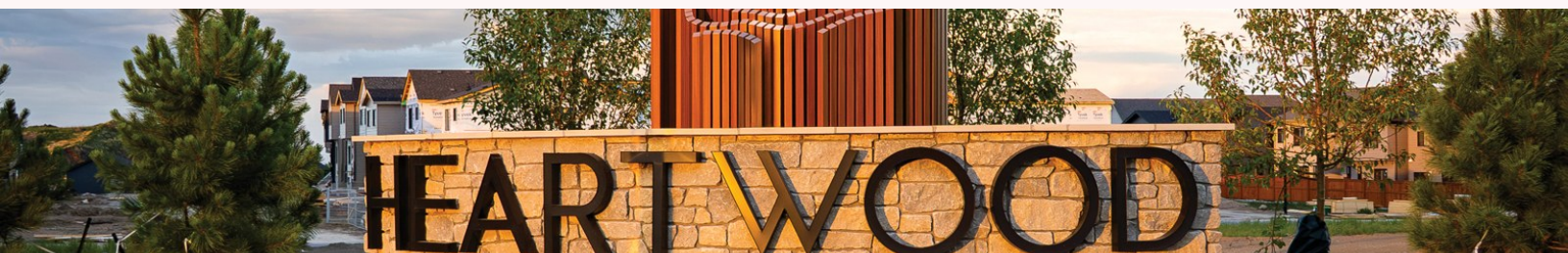
Sign Media Canada's Ask the Expert is your opportunity to share a commonly asked question you encounter from professionals responsible for using your products. Your products are essential to our audience in getting their projects completed. *Ask the Expert* is your opportunity to demonstrate how using your products will help them reach their goals.

The Ask the Expert package includes

- Rate: \$4,390**

- Question and Answer (200 words minimum, 250 words maximum)
- Bio of respondent (maximum 50 words)
- Headshot of respondent (300 dpi)
- Company logo (300 dpi)
- Contact information (phone, e-mail, and website)

Samples: Ask The Expert in print and online.



Print Rates

Display Ad Rates

Ad Size	Rate
Double Page Spread	\$9,660
1/2 Page Spread	\$6,520
Full Page	\$4,830
1/2 Page Island	\$3,865
1/2 Page Vertical / Horizontal	\$3,260
1/3 Page	\$2,845
1/4 Page	\$2,415

Cover Ad Rates

Ad Size	Rate
Inside Front Cover, Inside Back Cover	\$5,800
Outside Back Cover	\$6,040

Marketplace Rates

Ad Size	Rate
1/6 Page	\$740
1/8 Page	\$595
1/12 Page	\$480

Download the Mechanical Spec Sheet at kenilworth.com/mk/mechanicalspecs/

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.



Print **Terms & Conditions**

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills.

Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts/Outserts

Provided by advertiser and subject to prior approval by the publisher.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.



Web Display

Sign Media Canada’s website provides sign and graphics professionals with breaking industry news, project spotlights and installations as well as industry appointments, and events. Advertising on our website can significantly increase your exposure to decision makers who refer to our site when sourcing the latest technologies, best practices and news.

Ad Unit	Rate
Leaderboard (728 x 90 pixels)	\$1,685/month
Big Box (300 x 250 pixels)	\$1,360/month

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Sample: web display ad placements on SignMedia.ca.



High Impact Ad Units

We pride ourselves on being able to deliver the best digital options for your marketing programs. These online High Impact ad units produce superior results than standard ad sizes, providing you with:

- Larger, interactive image area
- A more dynamic viewer experience
- Stronger engagement
- Higher brand interaction
- More clicks

Mobile Revealer

Exclusive banner (300 x 600 pixels) that is revealed between content when scrolling on a mobile device.

Rate: \$970/month

Wallpaper

Desktop: 1920px by 1080px, 200px by 625px left and right side bar live areas

Mobile: 320px by 50px

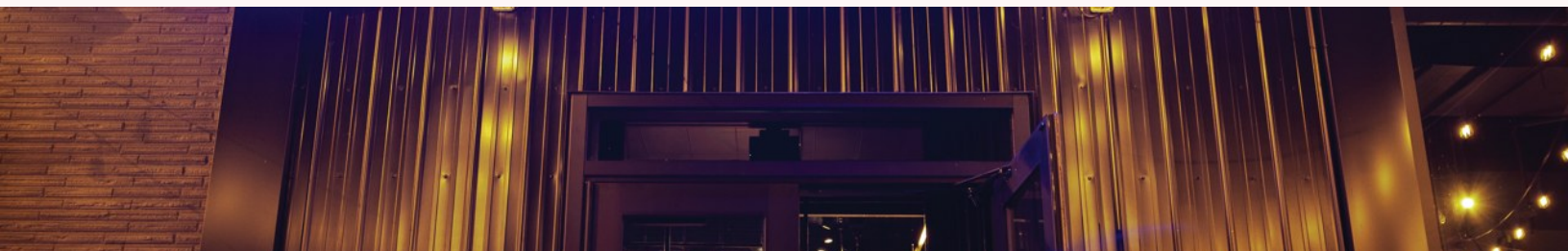
Rate: \$4,355/month

Specifications

- 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Samples: High Impact ad units.



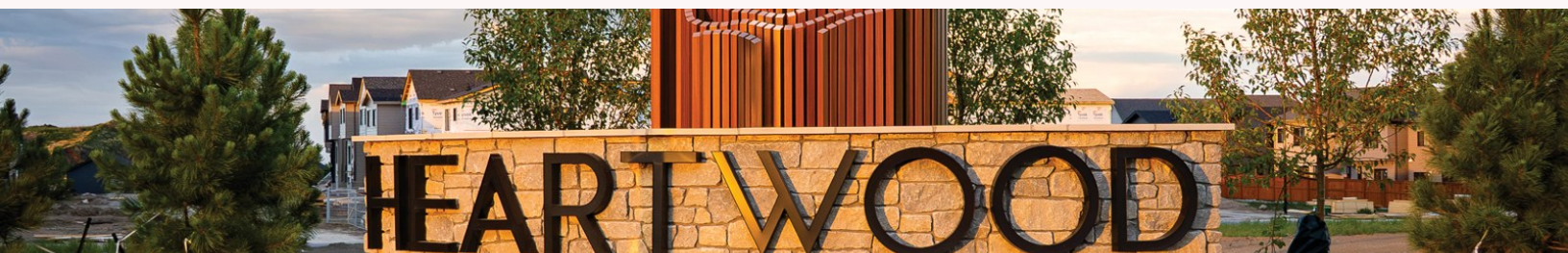
Online Rates

Ad Type	Rate	Per
Leaderboard	\$1,685	Month
Big Box	\$1,360	Month
Wallpaper	\$4,355	Month
Mobile Revealer	\$970	Month
Demo-Cast	\$4,090	Broadcast
Branded News	\$1,380	Month
Branded Features	\$1,645	12 Months
E-Broadcast	\$3,695	Broadcast
E-Newsletter Sponsorship	\$2,330	Broadcast
Digital Edition Sponsorship	\$2,410	Issue
Products	\$205	Month

Download the digital Mechanical Specifications at kenilworth.com/mk/mechanicalspecs/digital/

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.



Online **Terms & Conditions**

Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than 5 business days prior to the posting date.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.



Demo-Cast **Live!**

Simply put, a Demo-Cast is a live presentation; your own teleconference with *Sign Media Canada* subscribers interested in learning about your products. This interactive presentation enables you to present your products as if you are in front of a large group of prospects at a trade show, and to answer their questions in real time!

Each Demo-Cast package includes

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period

All you need to do is present, and we'll do the rest! We'll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Demo-Cast.

Price: \$4,090 | **Add the edited MP4 file:** \$750

Deliverables

- Company logo
- Name and image of the product you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)
- Headshots, names and titles of those presenting

MP4 File Terms of Sale

Kenilworth Media Inc., publishers of *Sign Media Canada*, will provide clients with a link to the recorded Demo-Cast at no-charge. An MP4 recording of the Demo-Cast is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Demo-Cast may only be used "as is" and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Demo-Cast.



Branded News

Branded News promotes new product launches as well as new resources, such as literature, websites, and software. Marketers receive a dedicated content page that is promoted via:

- Home Page
- News Section
- E-Newsletter
- Social Media

Rate: \$1,380 per posting/month

Deliverables

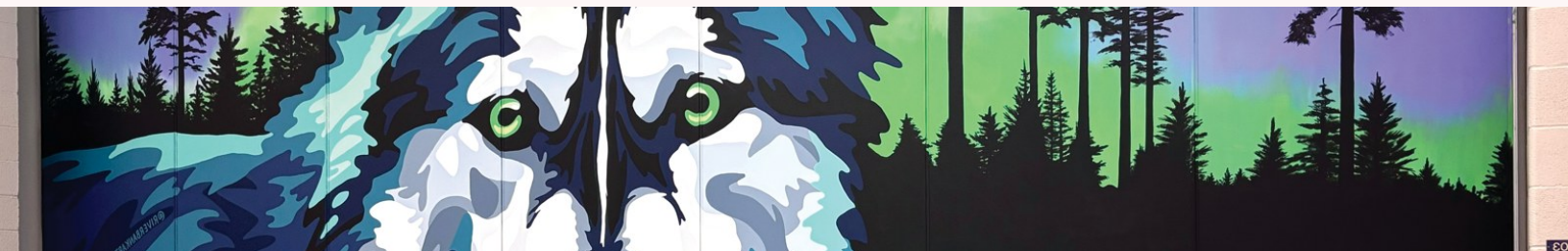
- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Advertiser to provide URL(s)



Samples: Branded News on the SignMedia.ca home page, in the news section, and in SIGN POSTS.



- Home Page
- Features Section
- E-Newsletter
- Social Media

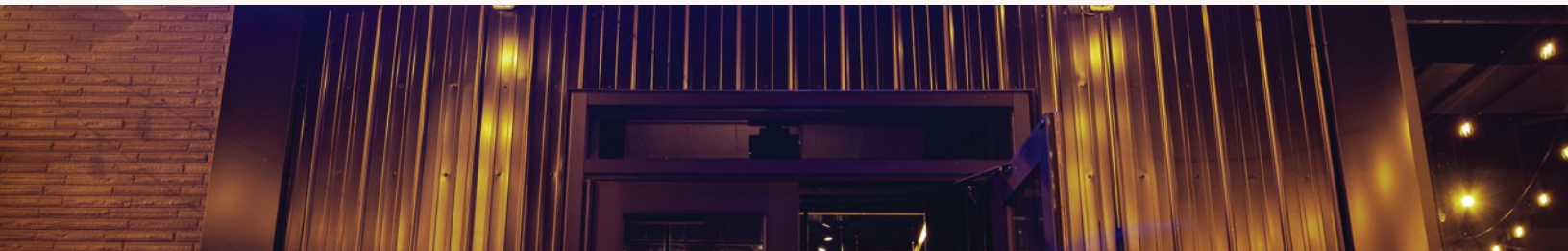
Deliverables

- Headline (up to 10 words)
- 4000 words of supplied text (including hyperlinks)
- Multiple images
- Graphs and charts
- YouTube/Vimeo URLs

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)

[illegible]

Samples: Branded Feature on the SignMedia.ca home page, in the features section, and in SIGN POSTS.



Products

Promote specific products in context with relevant editorial features. This ensures you are reaching the right decision makers at the right time. All our articles are searchable by keyword/product category and so are the advertised products. Advertised products are displayed with relevant editorial based on your provided keywords.

Marketers receive up to three product profiles which are promoted via:

- Home Page
- Features Section — related products are served in context with user-selected content and appear alongside technical articles with similar themes
- Product Section — searchable by category and keyword

Rate: \$260 per month (minimum three month purchase)

Book and prepay for your annual product portfolio now and receive three product profiles per month instead of one at a discounted rate of \$2,080/year.

Deliverables

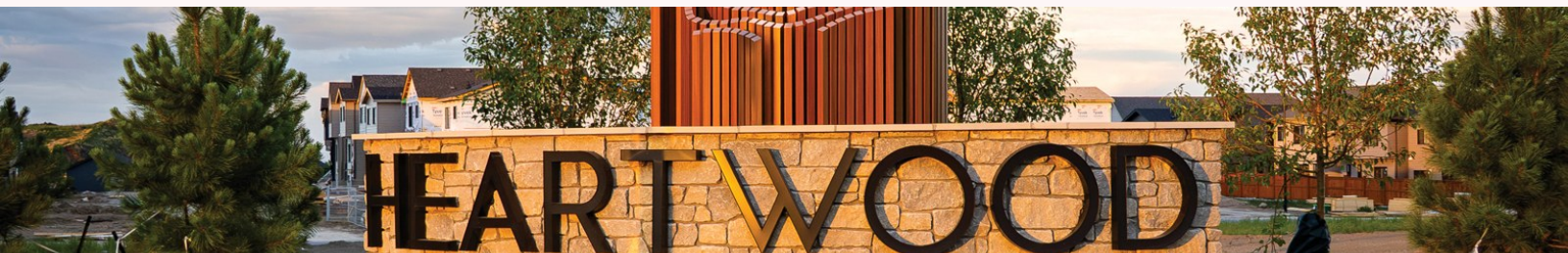
- Product name up to 10 words
- Up to 200 words of text
- One product image (GIF, JPEG, PNG, 72 dpi, max 500 kb)
- Up to 5 hyperlinks (product spec sheets, catalogues, videos, etc.)
- Contact info (telephone, e-mail, website)

Create your product profile at signmedia.ca/productportal/

The image displays three screenshots of the SignMedia.ca website, illustrating where product profiles are featured:

- Home Page:** Shows a product profile for 'Urban Therapy' (a sign for a bar) in the 'Product Image' section, labeled with a large '1'.
- Features Section:** Shows a product profile for 'Your Branded News title goes here' in the 'Product Image' section, labeled with a large '2'.
- Product Section:** Shows a product profile for 'Your product name goes here' in the 'Product Image' section, labeled with a large '3'.

Samples: Product profiles on the SignMedia.ca home page, in the features right rail, and in the Products section.



E-Broadcasts

E-broadcasts deliver instant access to a targeted audience, and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the professionals responsible for sourcing/recommending your products or services.

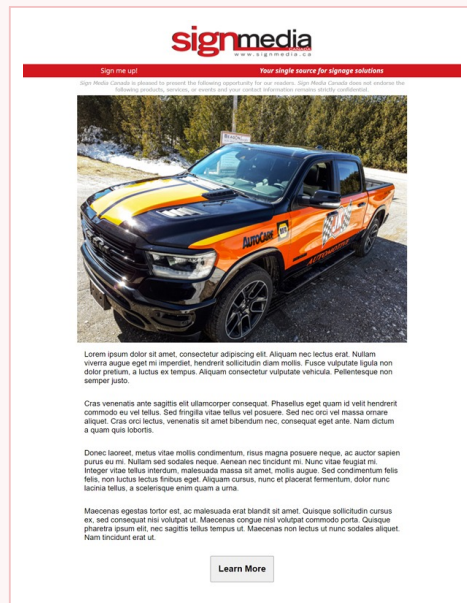
9,500
recipients

\$3,695
per broadcast

Lead generation programs are available for all custom e-mail broadcasts. Ask us how we can help you get more out of your broadcasts!

Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels



Sample: custom e-broadcast.



E-Newsletter Sponsorship

Featuring breaking news from Canada's sign and graphics industry, **Sign Media Canada's** e-newsletter, **Sign Posts**, is delivered twice a month and e-mailed to 9,500 industry professionals. E-newsletter sponsors receive two exclusive 'above-the-fold' advertising positions.

9,500
recipients

2x
per month

\$2,330
per newsletter

Deliverables

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Sample: e-newsletter sponsor positions in Sign Posts.



Digital Edition **Sponsorship**

Sign Media Canada's Digital Edition is a fully interactive, digital replica of the printed magazine. Digital Edition sponsorship is an exclusive opportunity to engage with today's increasing number of signage professionals reading magazines on computers, tablets, and other mobile devices. Digital Edition sponsors receive:

- Full-page ad placed adjacent to the front cover
- Exclusive top-of-page banner, visible on every page
- Promotion in our Digital Edition notification e-mail including your logo and 300-word profile
- Bi-monthly promotion to 9,500 e-newsletter recipients

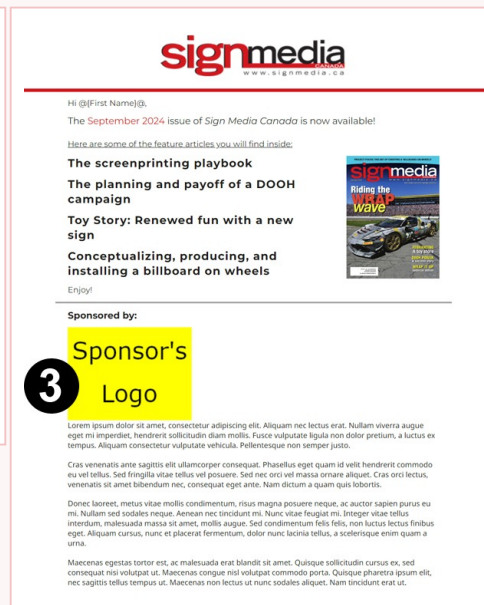
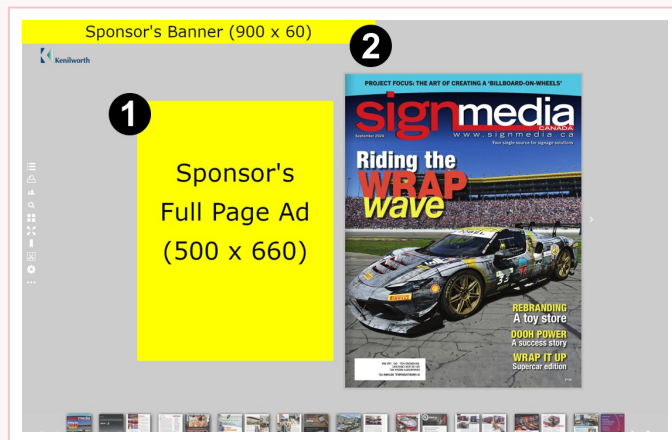
Rate: \$2,410/issue

Deliverables

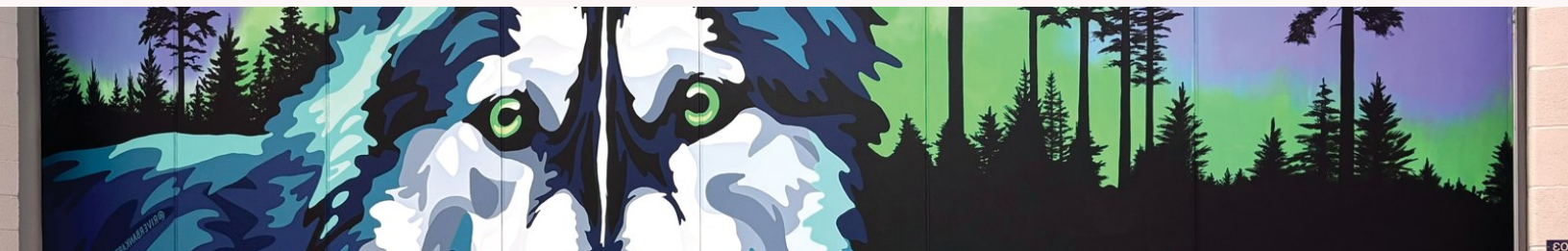
- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)
- 300-word company profile/description

Specifications

- 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Samples: banner above the digital edition with the full-page ad to the left of the front cover (left); sponsor logo and profile in the digital edition notification (right).



E-books

Sign Media Canada offers the opportunity to publish special focus e-books on our most sought-after topics, curated by our editorial staff and e-mailed to 9,500 readers. Signmakers with a specific interest in solutions within your area of expertise will be reading this e-book. Secure your exclusive sponsorship and be seen as the leader in your market segment.

Each e-book is promoted via:

- E-broadcast notification
- Home page placement
- Newsletter
- E-book page monthly feature
- Social media

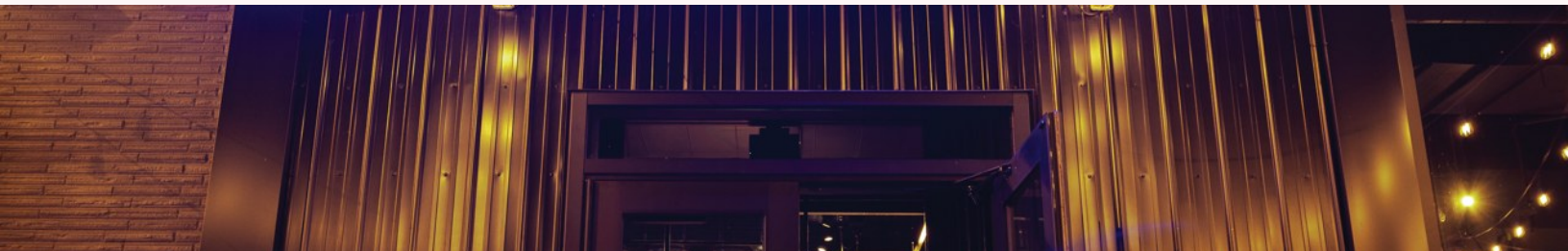
Rate: \$5,860

Deliverables

- Up to five ads — half page: 5.6" x 7" @ 300 dpi; full page: 11.2" x 7" @ 300 dpi; no bleed required
- Company logo (minimum 2" x 1" @ 300 dpi)



Sample: Sign Media Canada e-book.



Custom **Market Research**

Why do research?

Market intelligence is more important now than ever before. Conducting a research project uncovers the data necessary to make informed business decisions on issues such as:

- Brand awareness and market position
- Market changes
- Customer market insights
- Validating market assumptions
- Measuring the effectiveness of marketing initiatives
- Identifying new opportunities
- Market insights on new and existing products

Why do custom market research with us?

We deliver third-party managed research which means it can be conducted with or without respondents being aware of who the research is being conducted by to eliminate unbiased results.

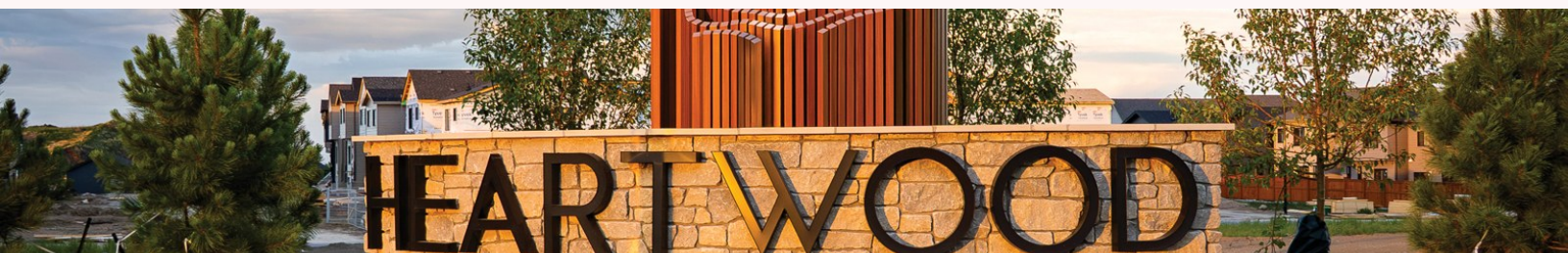
You reach our full audience. One of the greatest factors impacting the success of any research project is the ability to get enough responses for meaningful results. We take this issue off the table with a marketing strategy that ensures the results will be statistically valid.

Delivery of the survey is to recipients who are engaged with us already. This means the expected results will be higher than sending standalone surveys out to potential respondents who don't have a connection to who is delivering it.

Custom research can be a great lead generation tool when incentives are added to gather respondents' contact information...anyone who takes the time to provide you with their responses and information is a highly qualified lead.

We provide a turnkey research solution to fit your needs...from working with you on developing survey questions to delivering the final report, we take the work off your hands.

Ranging from economical online polls to full market studies, we have research options to fit any budget!



Webinars

Looking for a better way to engage customers and prospects? A sponsored webinar could be your solution!

Webinars are one of the best options for content marketing and promoting your expertise in providing solutions to the market. They are also a valuable lead generation tool as people who are willing to dedicate the time to participate are highly qualified.

We make executing them simple by doing all the marketing, hosting and logistics involved. You only need to supply the presenter and the content.

- Webinar length is a maximum of 60 minutes (including a 10-15 minute Q&A session).
- We will assist in copy review, supply the moderator and provide the expertise to assure a successful event.
- Each webinar is supported by a custom marketing campaign to achieve the best result and includes an online landing page, e-newsletter promotion, dedicated targeted email broadcasts, promotion through social media channels and your event is featured on our website home page and webinar section.
- We will supply you with a registration broadcast HTML so you can promote the webinar to your customers.
- You have the opportunity to get valuable feedback by asking participants two open-ended polling questions during the live webinar and two multiple-choice questions in the post-webinar survey.
- You have the option of running a 30 second pre-roll commercial at the beginning of the webinar or a full page static slide.
- Full analytics reporting including contact information for registrants and attendees will be supplied within a week following the live webinar.
- We will also host the finished webinar (webcast) on our website for 12 months following the live webinar and provide ongoing marketing throughout the year.

Rate: \$6,490 (topic subject to approval) | **Add the edited MP4 file:** \$750

MP4 File Terms of Sale

Kenilworth Media Inc., publishers of *Sign Media Canada*, will provide clients with a link to the recorded Webinar at no-charge. An MP4 recording of the Webinar is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Webinar may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Webinar.



Contact Us

Let’s build a program that puts your brand in front of Canada’s sign and graphics community. Contact your account manager to discuss print, digital, content marketing and custom research options for 2027.

Kenilworth Media Inc. 30 Leek Crescent, Suite 201, Richmond Hill, ON L4B 4N4 Canada		
Contact	E-mail	Telephone
Heidi AlBarbary Publisher	halbarbary@signmedia.ca	905-771-7333 x217
Ethan Love Account Manager	elove@signmedia.ca	905-771-7333 x248

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