

We are excited to present to you the 2023 edition of the CANVAS media guide, showcasing the diverse range of advertising opportunities available in our award winning magazine. CANVAS continues to be dedicated to those who have a thirst for knowledge and a passion for doing the right thing. Supporting the wonderful printing and marketing services industry is what motivates us and we believe it is the right thing to do to serve our community.

As the most popular publication in the industry, our magazine reaches a highly engaged and targeted audience of printing and graphic arts professionals and decision-makers. With a strong track record of delivering results for our advertisers, we are confident that our platform can effectively support your marketing and sales efforts.

In this media guide, you will find information on our audience demographics, editorial calendar, ad specifications, and pricing options. We have also included testimonials from satisfied readers to give you a sense of the kind of ROI you can expect from advertising with us.

We hope that this guide will provide you with the information you need to make informed decisions about your marketing strategy. If you have any questions or would like to discuss potential ad placements, please don't hesitate to reach out to our team. Our mission for the past 15 years has been to inspire people to drive forward much like the North American Buffalo. So, as we move into 2023, we wish you nothing but the best and ask you to "Be the Buffalo"!



Sincerely,
Mark Potter,
President, Conduit, Inc.

CANVAS

2023 PROGRAM

The magazine

Content rich, beautifully designed and adored by the industry



In detail

- Our magazine is more impactful than direct mail
- CANVAS is the most popular magazine within the print industry
- Advertising is at the core of our industry's success
- Personal touches allow for flexibility in surveys, e-blasts, presentations, etc
- You can improve your *connections* with the market while empowering your brand
- CANVAS targets the printing and marketing service professionals who are focused on sales

Opportunities

Advertise in our robust platform

CANVAS Magazine Ads (Printed)

CANVAS has been providing the most compelling content in the industry for the past 12 years. We pride ourselves on daring to be different and writing real, unbiased stories that inspire and uplift. Printed four (4) per year, CANVAS is read by the industry’s brightest demand generators. With roughly 10,000 permission-based subscribers, CANVAS is the most talked about and trusted magazine in the marketing service industry. Full page ads and product spotlights are available.

CANVAS Magazine Spotlights

Spotlights are a minimum of 250 words and feature images that educate our community about a product of your choice. Your spotlight will help inform our readership and create interest for your offering. You can send us PR announcements or we can work with you to create a spotlight from scratch.



Opportunities

Brush Strokes Podcast

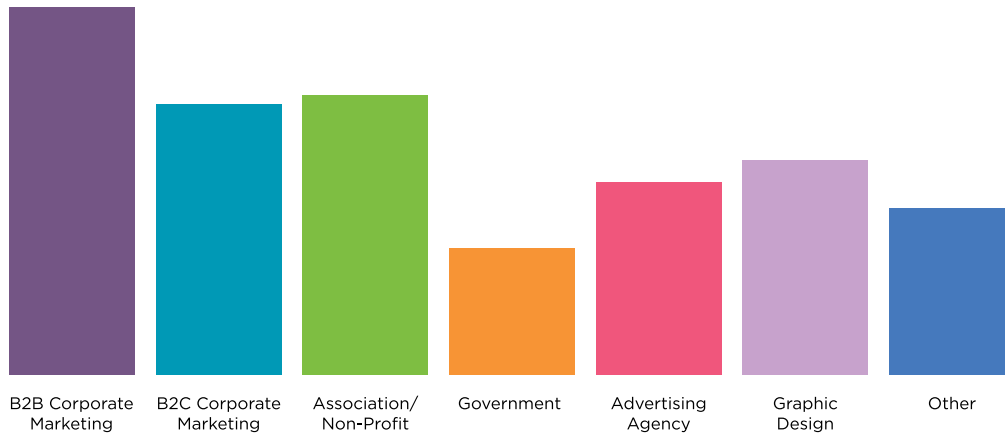
With more than 25 years in the print industry, Mark Potter has created brands, authored books and built a business from scratch. His real passion is helping other people tell the stories they are passionate about. Through his company, Conduit Inc., and his flagship magazine, *CANVAS*, he has helped countless businesses clarify their strategy and deepen their connections with clients. Brush Strokes is a podcast that brings some of these stories to life. Every episode is designed to help you think and communicate clearly so you can have a greater impact. Sponsorship includes a narrated script by Mark about your company, banners within the distribution email, and corresponding metrics.

CANVAS Features Online (CFO)

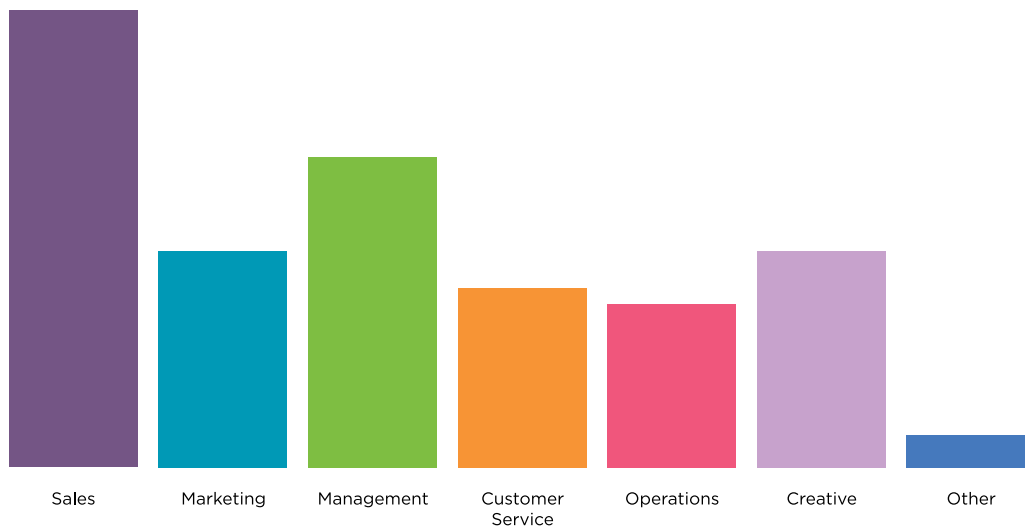
This feature includes organic articles created by our staff and distributed to the *CANVAS* readership bi-weekly. This not only raises the amount of content we create but also increases the traffic to www.thecanvasmag.com. Advertising opportunities are limited to two (2) full width images per article.



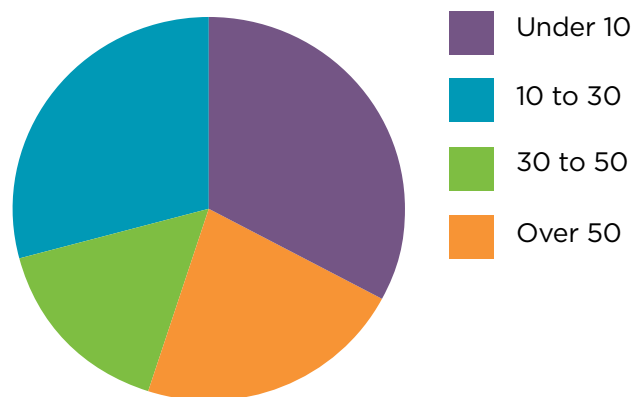
Our community



Our readership's clients



Readership roles



Readership company size

Calendar

Editorial calendar

Q1 - 2023

Issue theme: Growth Strategies: This issue will be about looking beyond the industry and beyond the walls of our businesses. We want to encourage print oriented companies to look at what are other disruptive companies are doing to add value and drive revenue. We will discuss how they can adopt some of those philosophies into their business model.

Other content will focus on how to conduct competitive recon by looking outside of the business and redefining the competitive landscape.

Final files due March 10

Print Distribution March 24

Q2 - 2023

Issue theme: Marketing Supply Chain: Strategic content detailing what the modern marketing supply chain is and both the challenges and opportunities. With insights from current brand owners who are having success managing their marketing supply chain, we will demonstrate why this concept is critically important to marketing and overall corporate success. This is critically important for printers to understand and then leverage as a differentiator.

Final files due June 9

Print Distribution June 23

Q3 - 2023

Issue theme: Customer Experience: Keeping prospects engaged is a major challenge. Sales efforts can only go as far as the sales and marketing process permits. Charting how prospects act throughout the process is a critical new way of thinking for the print industry. The process must be focused on engagement and finding ways to convey value at every stage with clients.

Final files due September 1

Print Distribution September 15

Q4 - 2023

Trust Building: This issue will be focused on the difficult challenge of building rapport with the market in a digital world. Printers are going to need to adapt their strategies and learn how to establish credibility with a virtual barrier between them and their prospects.

Sales reps can no longer go onsite to build trust and demonstrate why their product was superior to their competition. Print is a great way to build trust and we want to share advice on how to handle this challenge.

Final files due December 1

Print Distribution December 15

CANVAS Features Online

January 24	May 30	September 26
February 28	June 27	October 31
March 28	July 25	November 28
April 25	August 29	December 26

Brush Strokes Podcast

February 14	August 15
April 11	October 10
June 13	December 12

Pricing

CANVAS Magazine (Print)

Type	1 issue	4 issues
Full page ad	\$2,250	\$2,000
Half page ad	\$1,750	\$1,500
Inside front cover	\$3,050	\$2,750
Inside back cover	\$3,050	\$2,750
Back cover	\$3,250	\$3,000
Pre-printed Insert	\$3,550	\$3,000
Spotlight*	\$2,550	\$2,250

*Product Spotlights include writing and editing.

**A full year sponsorship of CANVAS includes corresponding product spotlights

Brush Strokes Podcast

\$550 per episode

CANVAS Features Online

\$350 per banner ad

Get in touch

Michael J. Pallerino
 Director of Content
 michael@conduit-inc.com

Mark Potter
 Sales & Marketing
 mark@conduit-inc.com





Mailing Address
 2009 MacKenzie Way
 Suite 100
 Cranberry Township, PA 16066

www.thecanvasmag.com
 info@thecanvasmag.com
 310-809-7305

Editorial Board

Tom Moe, Daily Printing
 Gina Danner, NextPage
 David Bennett, Bennett Graphics
 Scott Hudson, Worth Higgins

Social

 @TheCANVASMag
 @CanvasMagazine
 @ConduitInc
 @Conduit.Inc