



**C** H I E F  
**E** X E C U T I V E  
**O** F F I C E R

Media Pack 2018

## About us

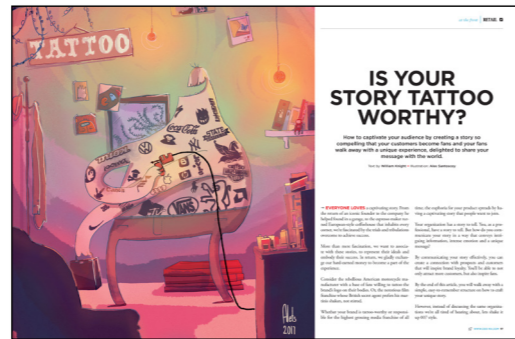
**CEO Magazine** is a C-Suite oriented bimonthly publication offering a premium platform to facilitate branding communications and message-building toward audiences influencing both your bottom line and potential business opportunities. We also leverage our institutional investor readership to promote commercial and leadership success stories from across major stock exchanges.

Our curated editorial offering opens windows to North America's leading blue chips, SMEs, and transformative companies whilst elucidating the macro issues affecting industry. We explore subjects ranging from commercial insights, asset management, human resources, technology and supply chain developments while looking at how they enable sustainable profits and success.

**CEO Magazine** is not just another business-oriented publication and online offering. It is a multi-media platform looking to disseminate and promote the most insightful and thought-provoking content from North America current business environment. As such, **CEO Magazine** aims to become a forum for the unique points of views and strategies of business leaders and entrepreneurs across all industries.



# Sections



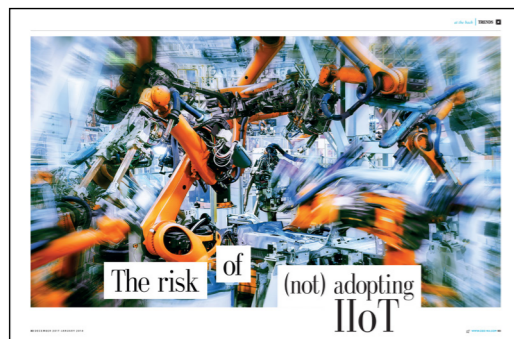
## AT THE FRONT

Contemporary look at economic, political and cultural events.



## IN DEPTH

Business leaders in focus to educate our readers in successful management and opinion articles from leading consultants, academics and expert organizations devoted to the study of contemporary and future industry evolution.



## AT THE BACK

Trends and destinations for unwinding and information to nourish the spirit.



# Marketing

## Editorial Highlights

### INDUSTRY INSIGHTS

A contemporary look at industry performance indicators.

### IN THE OFFICE: Q&A

Editorials with senior executives showcasing the skillset and qualities essential to enabling competent top/down decision-making across your enterprise.

### OPINION

Esteemed leaders, consultants, economists, experts on corporate communication and coaching are amongst our specialists, who deliver an analysis of emerging issues in their respective areas.

### TRENDS

Market trends that shape patterns in diverging areas such as health, society, politics, economy and commerce.

### DISRUPTION AND TECH

An insight into the latest technological advances available for your enterprise.



#### NEW YORK

387 Park Avenue South,  
New York, US  
10016  
New York  
+1 347 897 0900

#### CANADA

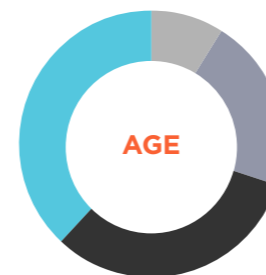
240 Richmond St W,  
Toronto,  
ON M5V 2C5,  
Canada

#### MEXICO

Paseo de la Reforma  
296, Piso 38  
Colonia Juárez,  
06600  
Ciudad de México  
+52 55 7590 1754

\*Audience

## Demographics



- 18-24 years
- 25-34 years
- 35-44 years
- 45+ years



- Finance and Insurance
- Food and Beverage
- Manufacturing
- Media
- Mining and Resources
- Pharmaceutical
- Property and Real Estate
- Retail
- Tech and Communications
- Transport and Logistics



- Chairman
- CEO
- President
- Executive Director
- Director General
- Manager
- Management

#### GENRE:

60% male  
40% female

# Artwork Specifications



## WHAT IS A PDF?

- Short for portable document format, a PDF captures formatting information from a variety of creative applications, making it possible to send formatted documents and have them appear on the recipient's monitor or printer as they were intended.
- To view a file in PDF format you need Adobe Reader, a free application that can be downloaded from [adobe.com](http://adobe.com).



## SUPPLYING PRESS-READY ARTWORK

- Please ensure finished artwork is supplied as a high resolution (300 dpi) PDF with 5 mm bleed each edge, trim marks (offset to 10mm) and complies with the other specifications on this page.



## DELIVERY OF MATERIAL

Press-ready artwork can be supplied either:

- **Email:** Email [advertising@ceo-na.com](mailto:advertising@ceo-na.com), please keep file size under 10 MB.
- **FTP:** If file size is larger than 10 MB please send file via a web based FTP site called WeTransfer. It's free and easy to use:
  1. Visit [www.wetransfer.com](http://www.wetransfer.com)
  2. Send it using the 'Add your files' box which allows free file sending up to 2 GB.
  3. Once sent you will receive an email confirming delivery.
- Artwork can be provided on CD or DVD.



## INCORRECTLY SUPPLIED ARTWORK

- We will not accept artwork created in any program out of PDF or Adobe Suite. Images embedded in Word documents are not acceptable.
- Artwork supplied incorrectly will result in resupplying it correctly.



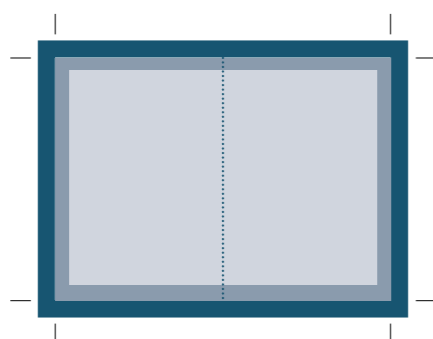
# Advertising

## Artwork dimensions

DOUBLE PAGE SPREAD	SIZE
Bleed	440 mm x 290 mm
Trim	430 mm x 280 mm
Image size	416 mm x 266 mm

### COSTS

1 issue	US\$ 14,950.00
2 issues	US\$ 11,950.00
3 issues	US\$ 8,950.00

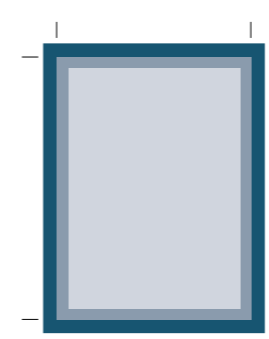


■ Bleed  
■ Trim  
■ Image size

FULL PAGE	SIZE
Bleed	225 mm x 290 mm
Trim	215 mm x 280 mm
Image size	201 mm x 266 mm

### COSTS

1 issue	US\$ 11,950.00
2 issues	US\$ 9,950.00
3 issues	US\$ 7,950.00



■ Bleed  
■ Trim  
■ Image size

### IMAGES & TYPE

- Safety space: 7 mm
- Bleed: 5 mm
- Format PDF
- All material must use CMYK colour space.
- 300 dpi at 100 per cent print size
- All fonts must be embedded.
- Format - JPEG, TIFF or PDF
- Convert spot and PMS\* colours to process colours (CMYK).
- Do not include registration marks.
- Trim marks only must be included. Trim offset to 10 mm.
- Do not include registration marks.

### Double Page Spread Artwork

- Avoid running type across the gutter. Headings that need to run across the gutter, please allow 6 mm clearance on both pages.
- Please include a common area of 3 mm each side of the inside.

# Digital Media



## SUPER BANNER (970 X 90 PX)



JULY 06, 2017 · BY CEO NORTH AMERICA STAFF · 1

### Adding value to the technology mix

Jim Kavanaugh endured difficult times, but persevered to now leverage a powerful network of businesses.



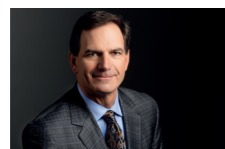
### John Flannery: Digital healing

With its determination to "double down on winners" GE Healthcare is paving the way for the digital future of medicine.



### Brand, people & partners at the heart of technology

At the end of the day, people are the most important asset of any company.



### Building the machinery that saves lives

Oshkosh is looking at the future with a unique

#### Categories

- BUSINESS
- ENTREPRENEUR
- INDUSTRY
- INNOVATION
- MANAGEMENT & LEADERSHIP
- CEO LIFE
- FOOD
- HEALTH
- TRAVEL
- EXECUTIVE INTERVIEWS
- HIGHLIGHTS
- OPINION
- PRINTED VERSION
- UNCATEGORIZED

#### Recent Posts

#### POPULAR

Supporting the global economy through transformation of technology  
JUNE 28, 2017

Chief Executive Officer North America, a not usual business magazine  
JULY 6, 2017

How to fill (and not to fill) a vacant  
JUNE 20, 2017

'An idea is worth nothing if it is not executed'  
JUNE 22, 2017

**BOX  
BANNER  
(350 X 230 PX)**

## REQUIREMENTS AND RATES

We have two types of banners:

**Super banner US\$ 4,950.00**  
**Box banner US\$ 1,950.00**

**\*Monthly cost.**

## SPECIFICATIONS OF THE BANNERS

- Super banner 970 x 90 px
- Box banner 350 x 230 px

## NATIVE ADVERTISING

### SPONSORED VIDEO

An editorial product that is tailored to the client that wants to provide information, benefits of a product or its launch date.

Our clients can also sponsor editorial videos that contain attractive information for the readers. The name of the company will appear on the entrance or intermediate curtains.

**Cost: US\$ 1,250.00**

### SPONSORED NOTES

Information that is tailored to the client that wants to provide data, the benefits of a product or its launch date.

The client can provide the information or the editorial team can generate it.

**Cost: US\$ 750.00**

## SPONSORED POSTS ON SOCIAL MEDIA

Information that is tailored to the client that wants to provide data, the benefits of a product or a launch date.

It can be done through a mention on our social media networks (Facebook, Twitter and LinkedIn) mentioning specific information.

**Cost:**

**US\$ 280.00 each mention**

**US\$ 950.00 (12 mentions in all our accounts on Tuesdays, Wednesdays and Thursdays)**

## SPONSORED IMAGES

Photographs and infographics that are tailored to the client that wants to provide information, the benefits of a product or a launch date.

The clients can publish one photo or a multimedia product in our multimedia platforms (website or social media).

**Cost: US\$ 850.00 each one**

## SPONSORED LISTS

Information that is tailored to the client that wants to provide data, the benefits of a product or a launch date.

The client can provide specific information or the editorial team can generate it.

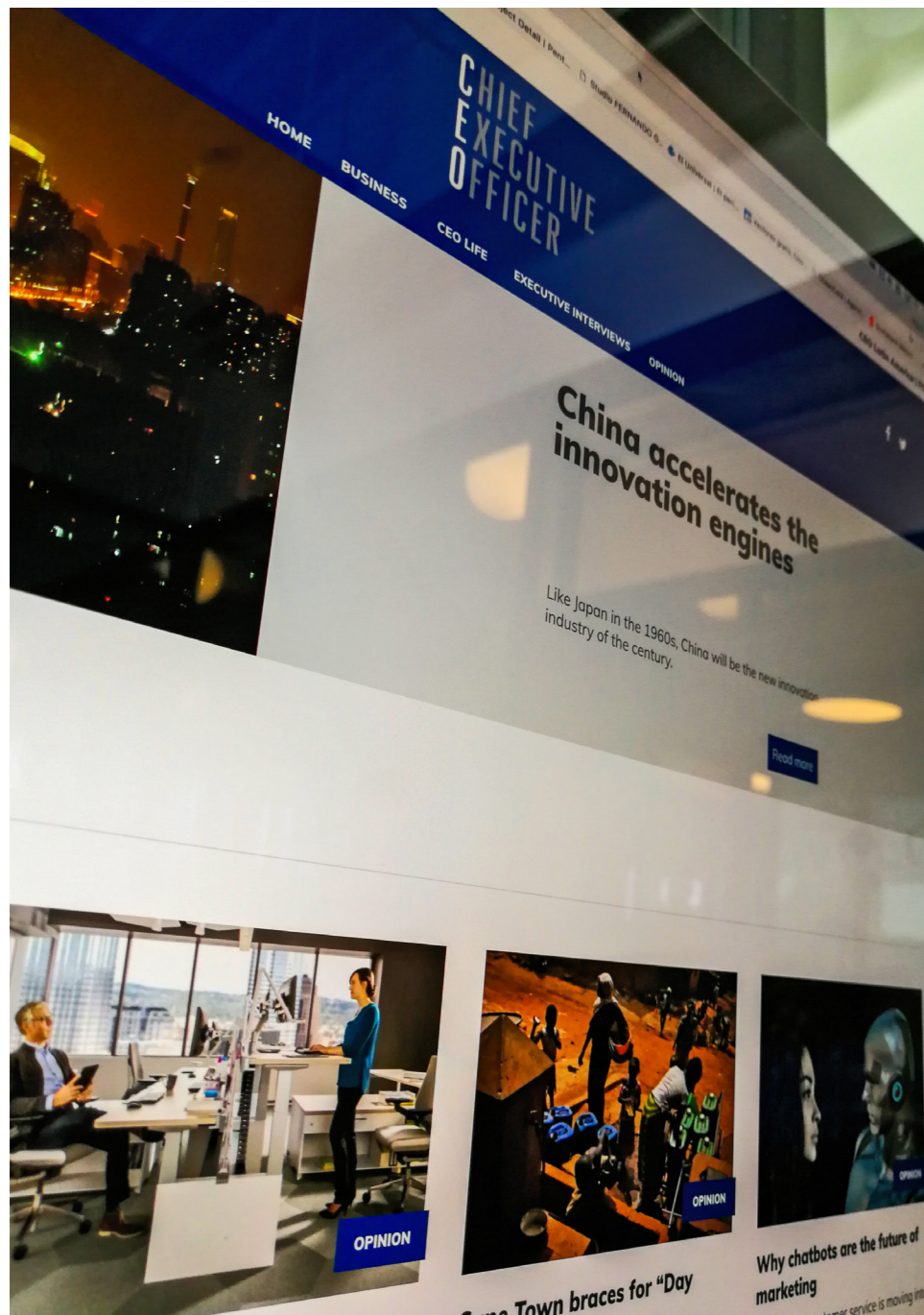
**Cost: US\$ 450.00**



# Digital Media

Our platforms are the source of information to executive decision-makers.

The information we provide to our business readership focuses on emerging, disruptive and lead blue chip-enterprises across TSX, NASDAQ and NYSE exchanges.



## WEBSITE

Digital readers (unique visitors per month): 67,589

Monthly brand reach: 179,405

Total annual brand reach: 1,076,434

## TOP OF COUNTRIES

United States

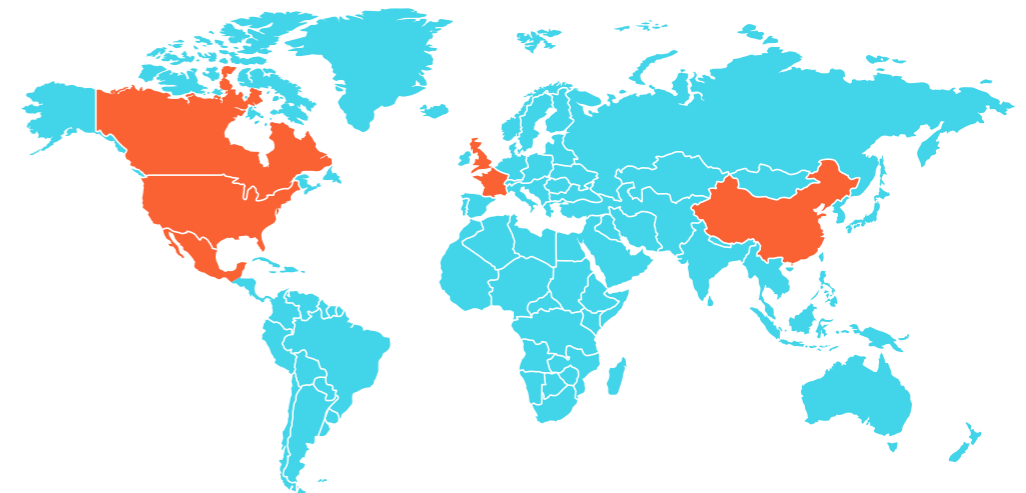
China

Mexico

Great Britain

France

Canada



## AVERAGE READING TIME

2.2 minutes

## WE OFFER TWO SPECIAL-PURPOSE MULTIMEDIA PACKAGES.

### 1) EXECUTIVE PACKAGE

The *Executive Package* consists of developing follow-up coverage on the executive we have featured in a previous editorial and focuses on contemporary affairs within and outside the business.

This also includes a total of 10 original posts (5 in Facebook and 5 in Twitter) in a calendar month to continue promoting achievements within the business.

• Cost: US\$ 3,950.00

### CONTACT US:

MAIL: [multimedia@ceo-na.com](mailto:multimedia@ceo-na.com)

### 2) LAUNCH PACKAGE

The *Launch Package* is designed to suit the needs of your business focusing specifically on the promotion of brand-content, event, or product release. This is available through sponsored video, notes, images and promotion in our *Executive Newsletter*.

This package includes 15 original posts (8 in Facebook and 7 in Twitter) in a calendar month to continue highlighting the story of the business via your selected platform(s).

• Cost: US\$ 2,950.00

PHONE: +1 347 759 6300





# CHIEF EXECUTIVE OFFICER

## Contact us

### General Inquiries:

[generalenquiries@ceo-na.com](mailto:generalenquiries@ceo-na.com)

+1 347 897 0900