

A HIGHER LEVEL of
management consulting



Un NIVEAU SUPÉRIEUR
de conseil en management

76K Engaged multi-
channel audience

Media Kit

Partner
with us

Established in 1963, CMC-Canada's mission is to lead and serve the profession of management consulting across Canada. Our vision is a thriving and diverse profession that contributes to Canada's prosperity, with CMC recognized as the pinnacle of management consulting practice.

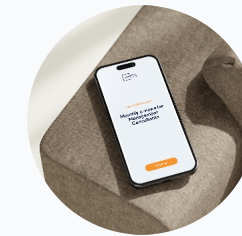
Why Advertise with CMC-Canada?

Management Consultants are **influential business professionals**. As **trusted advisers with connections across industries**, consultants are always looking for new tools, training opportunities, and events that could benefit them and their clients. As CMC candidates, our student members represent the future of the consulting profession.

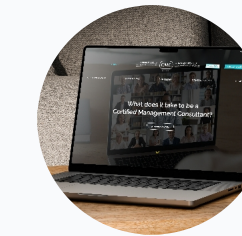
Audience Demographics

CMCs are **highly educated and experienced** industry experts who adhere to a strict Code of Professional Conduct.

Our Channels



cNotes - The Management Consultant's E-News
Monthly, 7.3K subscribers



CMC-Canada Website
58K Active Annual Users

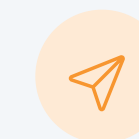
Audience Reach

7.3K Newsletter Subscribers

8.6K Social Media Followers

2.1K CMC Members

58K Active Annual Website Users



For advertising inquiries, contact our Marketing Department at marketing@cmc-canada.ca

Industries Represented

Finance

Human Resources

Information Technology

Operations

Marketing

+

And more

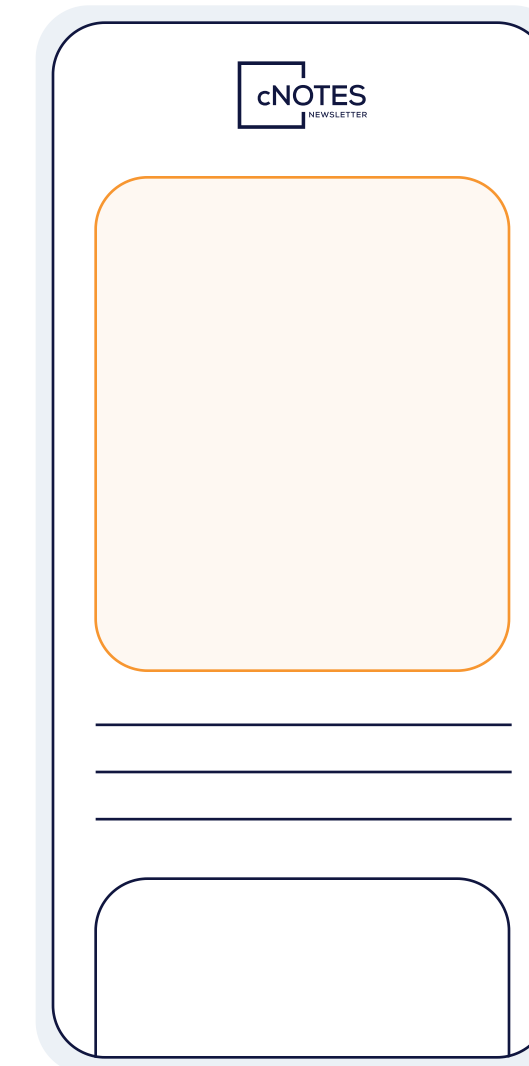


cNotes: The Management Consultant's E-News

Distribution: First Wednesday of each month via email and social media.

7.3K+ Subscribers

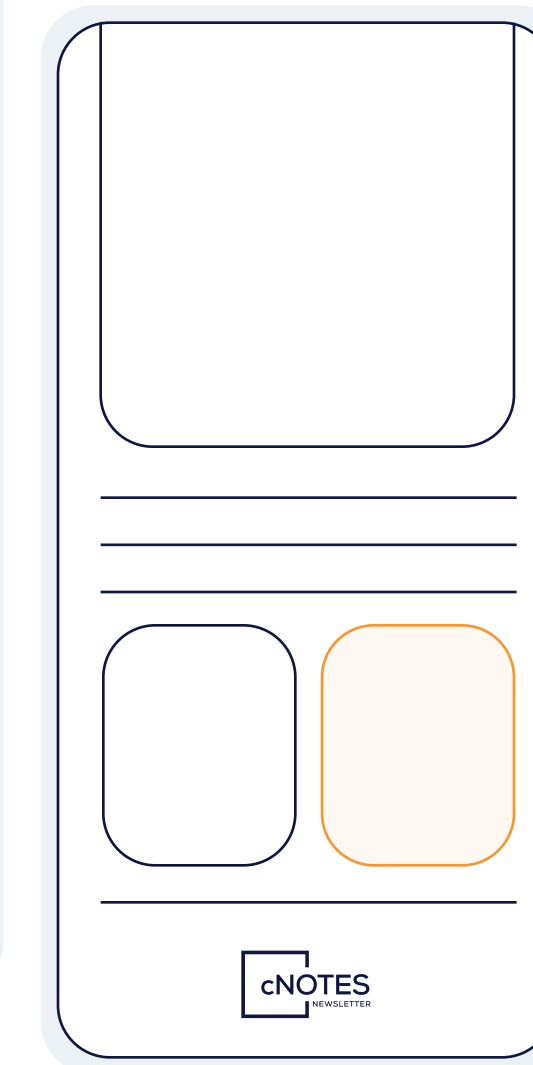
HEADER BANNER
564px x 660px



Rates

- x1 **\$700** ea.
- x2 **\$600** ea.
- x3 **\$550** ea.
- x4 **\$500** ea.

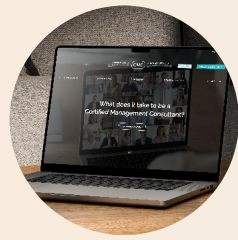
FOOTER BOX AD
264px x 330px



Rates

- x1 **\$500** ea.
- x2 **\$425** ea.
- x3 **\$375** ea.
- x4 **\$325** ea.

CMC-Canada's signature communications piece, cNotes: The Management Consultant's E-News is delivered each month to **7300+ subscribers**, with content that includes upcoming events, association news, federal advocacy initiatives, articles and resources of interest, and more. It's an impactful way for vendors, service providers, and businesses in alignment with the consulting industry to **connect with potential clients**.



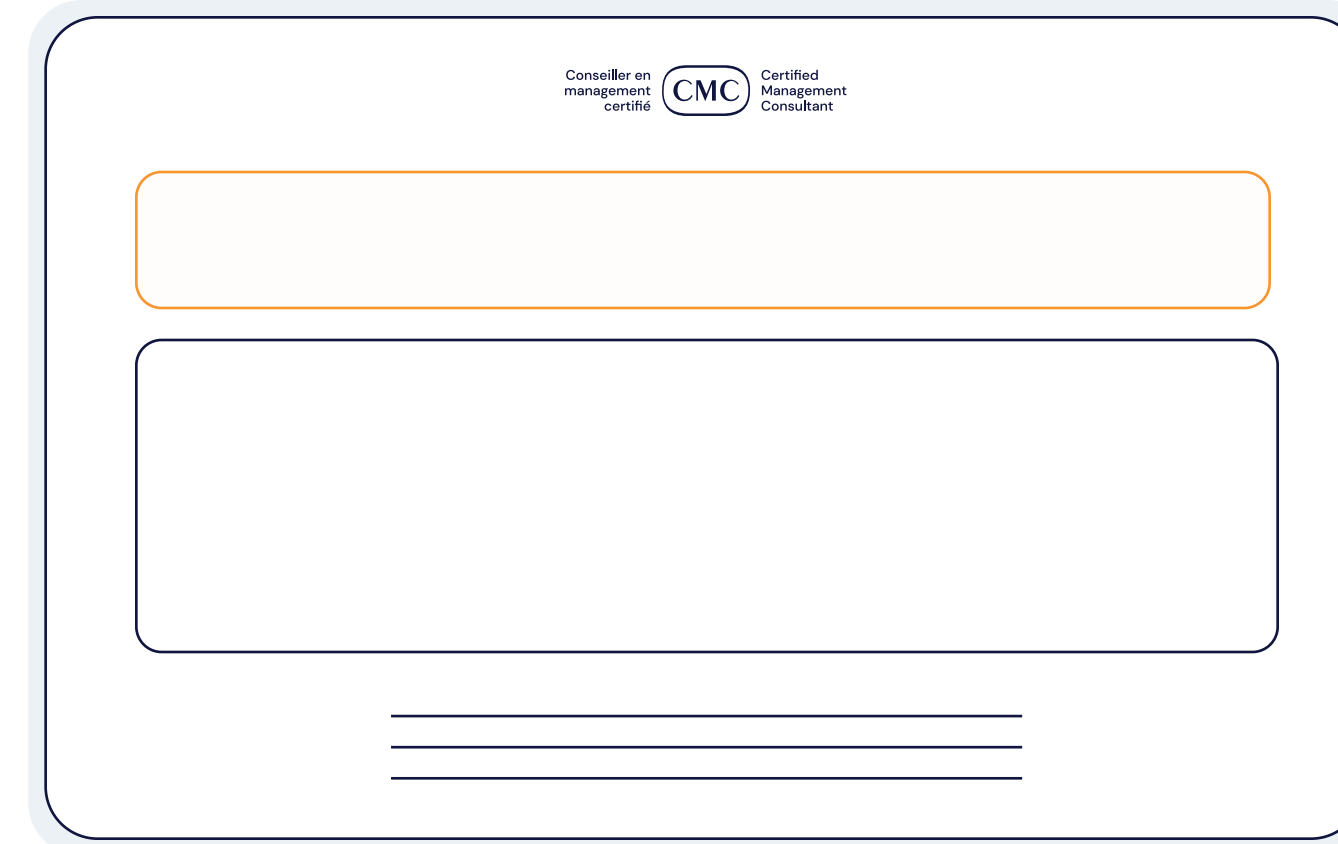
CMC-Canada Website Advertising

Displayed year-round
across high-traffic pages to
reach engaged professionals.

58K+

Active
annual users
(2024)

HOMEPAGE HEADER BANNER 728px x 90px



Rates

x1 **\$1000** ea.

x2 **\$800** ea.

x3 **\$600** ea.

x4 **\$500** ea.

PAGE/PROGRAM SPONSOR 728px x 90px



Rates

x1 **\$500** ea.

x2 **\$350** ea.

All ads click through to the partner's website and rates are shown in 30-day increments. Ex. 2x \$800 = Two 30-day ad placements for \$800 each

Get your message front and centre on CMC-Canada's website. With **over 58,000 active users** in 2024, you can showcase your company to industry leaders and **promote your offerings to consultants across Canada.**



Job Postings & RFP Listings

Placement: Listed on CMC-Canada's NEW Consulting Classifieds landing page and in monthly cNotes e-news.

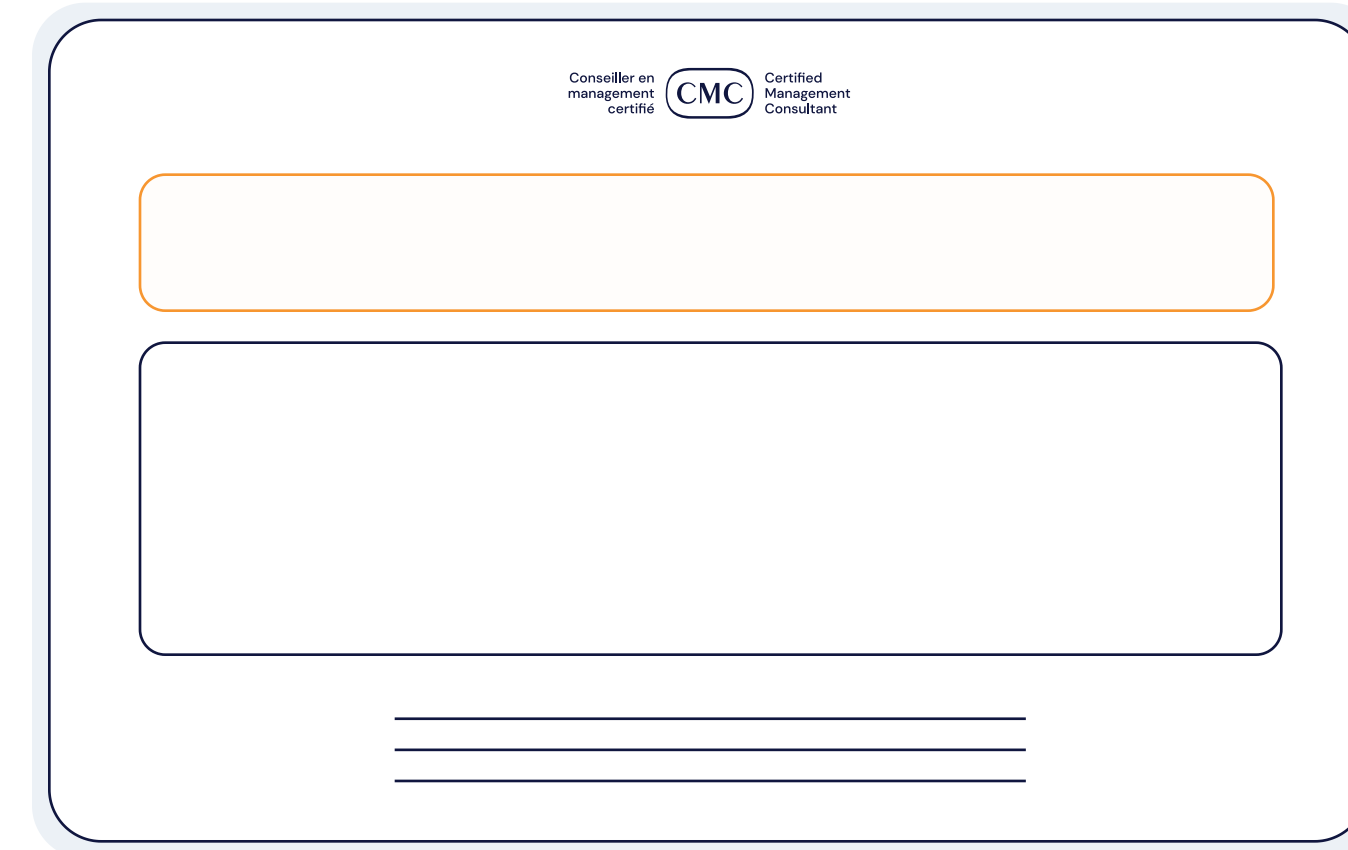
Active
annual users
(2024)

58K+

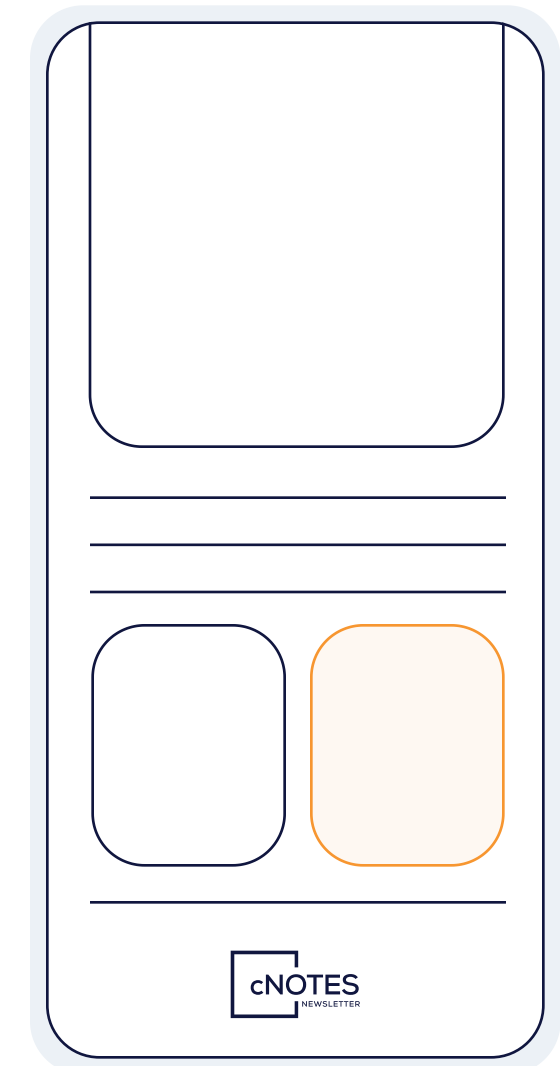
Subscribers

7.3K+

CONSULTING CLASSIFIEDS LANDING PAGE



CNOTES E-NEWS



Rates

30 days **\$300**

60 days **\$500**

90 days **\$700**

**Members receive
a 15% discount.**

Post your job or RFP on CMC-Canada's NEW Consulting Classifieds landing page and distribute it via cNotes: The Management Consultant's E-News. **Reach the right people. Hire the right professional. Hire a CMC!**



Event & Professional Development Listings

Placement: Listed on our Professional Development & Events Page, and in cNotes and Coming Up newsletters.

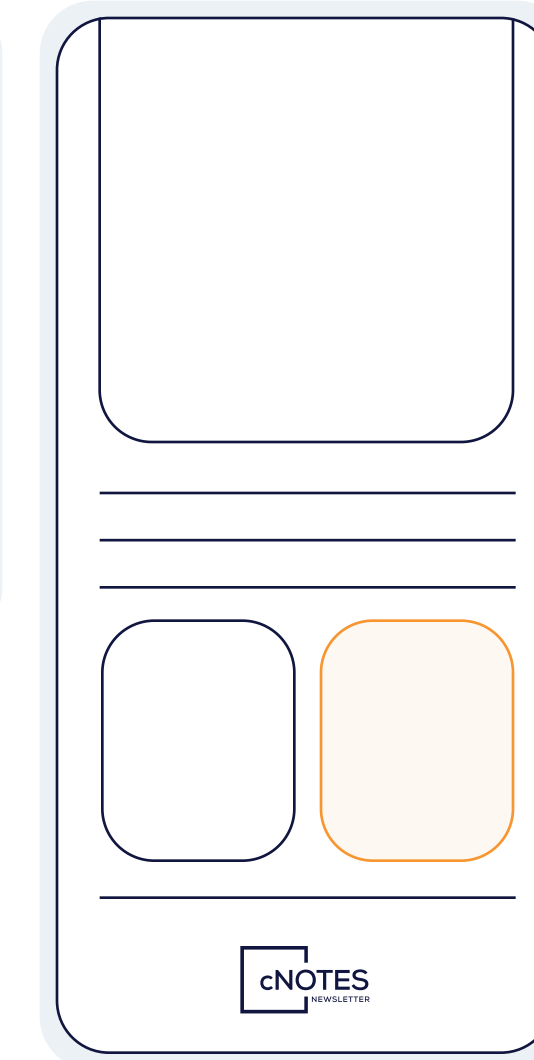
58K+

Active annual users
(2024)

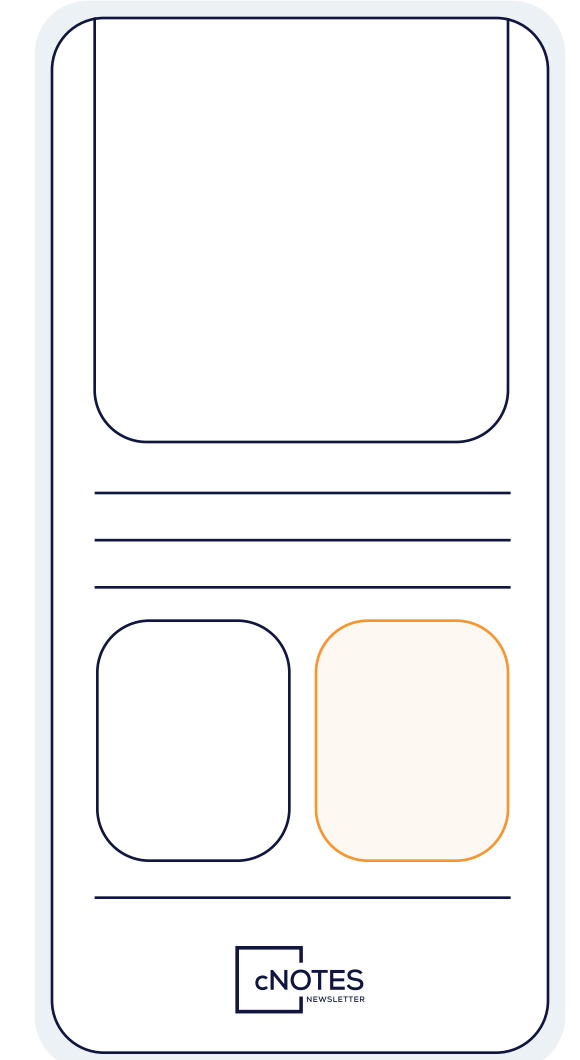
VIA WEBSITE
24/7



VIA CNOTES
1x/month



VIA COMING UP
NEWSLETTER
1x/month



Rates

30 days **\$400**

60 days **\$600**

90 days **\$800**

Members receive a 15% discount.

CMC-Canada's members are influential professionals who actively seek out informative training to gain an edge in a competitive market. Posting your event or Professional Development opportunity with CMC-Canada will include a featured listing on our Events page and twice-monthly distribution to our audience of over 7300 subscribers.

Quick Reference



For advertising inquiries, contact our Marketing Department at marketing@cmc-canada.ca

Channel	Reach	Frequency	Placement	Rates
cNotes The Management Consultant's E-News	7.3K	Monthly	Header Banner	x1 \$700 x2 \$600 x3 \$550 x4 \$500
			Footer Box Ad	x1 \$500 x2 \$425 x3 \$375 x4 \$325
Website	58K	24/7	Homepage Header banner	x1 \$1000 x2 \$800 x3 \$600 x4 \$500
			Page Sponsor Header	x1 \$500 x2 \$350
Job Postings	58K website	24/7	Website	30d \$1000 60d \$500 90d \$700
	7.3K e-mail	Monthly	cNotes	
RFPs	58K website	24/7	Website	30d \$300 60d \$500 90d \$700
	7.3K e-mail	Monthly	cNotes	
Event & PD Listings	58K website	24/7	Website	30d \$1000 60d \$500 90d \$700
	7.3K e-mail	x2/Mth	cNotes	
			Coming Up email	