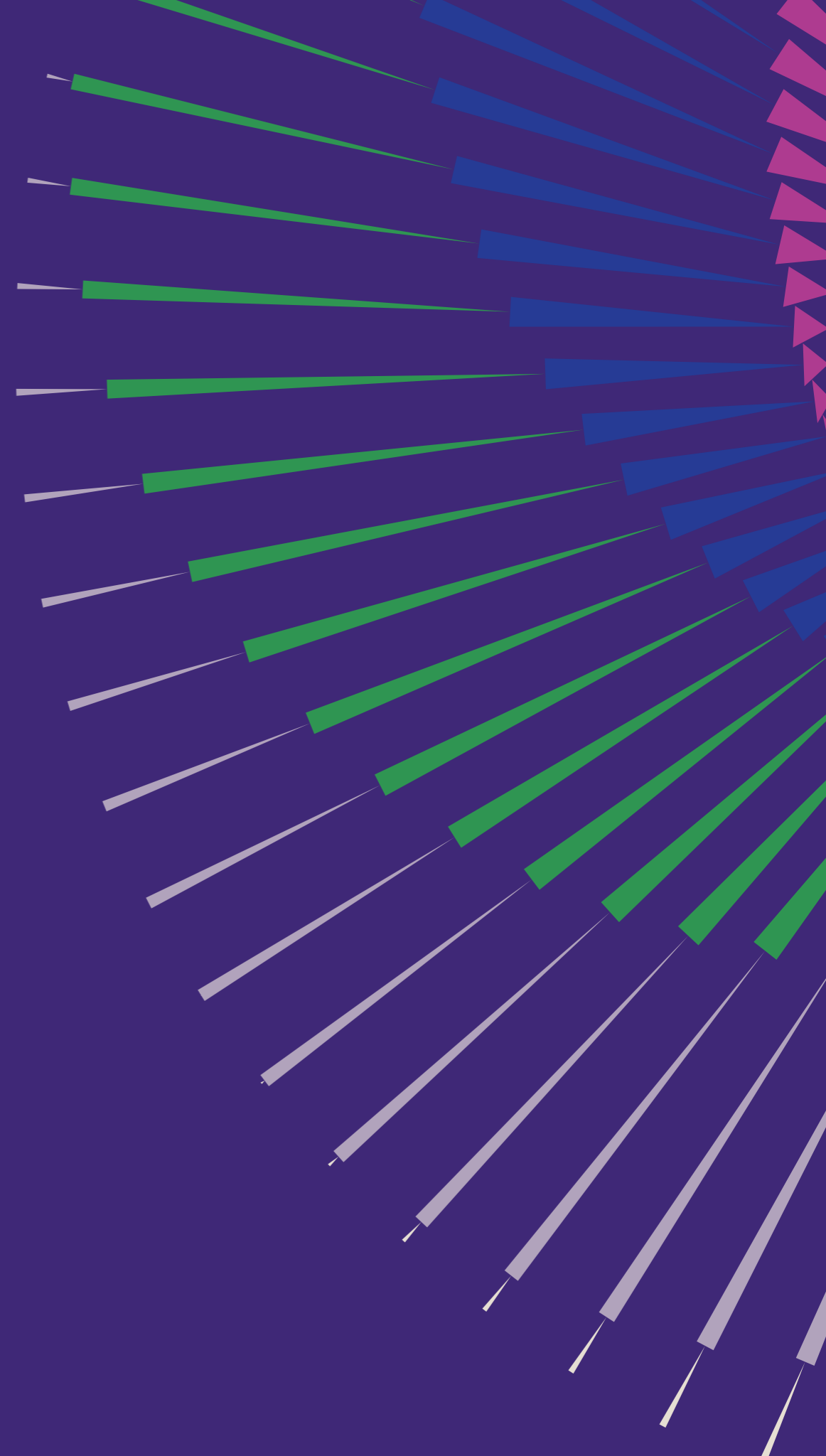


# Circular Economy

Magazine

PARTNERSHIP  
OPPORTUNITIES



# Our Mission

Circular Economy Magazine is a publication with a goal to create awareness of organizations working to make the world more circular, share their messages, and inspire readers.

First launched in collaboration with Circular Economy Leadership Canada and Circular Innovation Council at the Canadian Circular Economy Summit (Montréal, April 15–17, 2025), which convened nearly 1,000 participants, the magazine is now expanding into a global platform across both digital and print channels.

By partnering with the Circular Economy Magazine, you're not just advertising — you're helping accelerate awareness and adoption of the circular economy.



© BCIT Business + Media



A Solution Space by  
**Generate Canada**



# Why Partner With Us

- Reach senior decision-makers across industries committed to circular economy and sustainability.
- Position your brand as a leader in circular economy space.
- Support the growth of a publication dedicated to real-world impact.

Check out some of our past participants



And more!



View our past publications [here](#).

# What Our Participants Say

“

The magazine looks phenomenal and is such a testament to the extraordinary circular commitments and activities that will be showcased at our event. It is such an important investment for CIC and the Canadian Circular Economy Summit 2025.

– JO-ANNE ST. GODARD, EXECUTIVE DIRECTOR @ CIRCULAR INNOVATION COUNCIL

Thanks again for your support with this exciting new first-of-its-kind publication.

– PAUL SHORTHOUSE, MANAGING DIRECTOR @ CIRCULAR ECONOMY LEADERSHIP CANADA

We were thrilled to pick up our copy of the Circular Economy Magazine. What an honour to be featured in it! A huge thank you for allowing us to be part of this summit and inside the magazine. We are convinced we can make a difference together, and encourage each other on this journey of circularity, sustainability, and respect for Indigenous communities.

– PATRICIA MIOTTO, LEAD COMMUNICATION & ENGAGEMENT SUSTAINABILITY & HUMAN RIGHTS @ L'OREAL CANADA

What a special addition to the second edition of Canadian Circular Economy Summit, we are truly grateful. It looks amazing, I personally can't wait to bring one home!

– KIANA KLASSEN, MANAGER OF COMMUNICATIONS & PARTNER ENGAGEMENT @ CIRCULAR ECONOMY LEADERSHIP CANADA

...Fantastic job on CE magazine!

– ANDREW TELFER, DIRECTOR @ CIRCULAR INNOVATION COUNCIL

...The magazine looks amazing! Congrats to you and your team for putting it all together! Thanks again for including us in this feature.

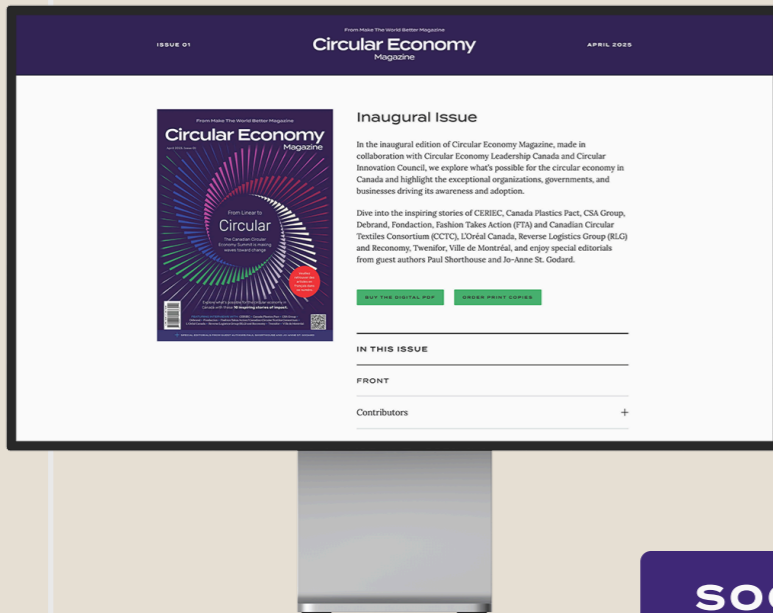
– MICHELLE ZUNINO, CONTENT & COMMUNICATIONS SPECIALIST AT DEBRAND

”

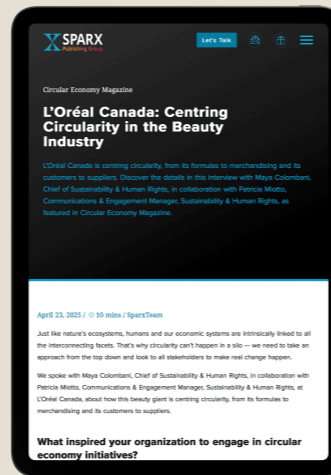
# Our Cross-Platform Reach

Reach an ever-growing audience of organizations, consumers, and individuals who are truly passionate about circular economy. We distribute *Circular Economy Magazine* through a variety of digital and print channels.

## WEBSITE



## BLOG



1,200+  
impressions

700+  
readers per issue

~200K  
Combined Network  
Reach

## Print

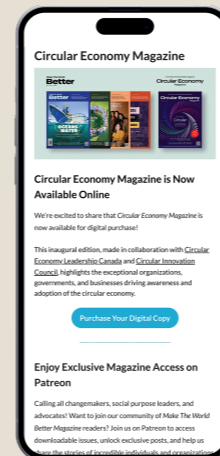
Distributed at mission-aligned events and upon purchase here: [circulareconomymag.com](https://circulareconomymag.com)



## SOCIAL MEDIA



2,000+  
Sparx's average  
social media reach



## NEWSLETTER

800+  
Sparx's  
newsletter reach

## Digital

The digital magazine is shared through collaborators' communications channels

---

# Audience

---

## Changemakers

looking for collaboration opportunities in support of North American innovation, economic, climate, and environmental agendas



**Businesses**  
corporates, SMEs, start-ups



**Government and  
policy-makers**



**Investors and  
funders**



**Innovators**  
emerging business models,  
cleantech, researchers



**Climate leaders**



**Economic  
development agencies**



**Industry associations and  
chambers of commerce**





**International trade partners  
and solution providers**

# Sponsorship Tiers

	<b>Premium Partner</b> Flagship Tier	<b>Circular Economy Catalyst</b> Supporter Tier
Digital Visibility	<ul style="list-style-type: none"> <li>• Premium cover page ad placement in 2 magazine issues</li> <li>• Prominent leaderboard banner ad on the website</li> <li>• Logo placement on the magazine’s “Partners” page</li> <li>• Promotion through Sparx social media and newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Single-page ad placement in 2 magazine issues</li> <li>• Logo placement on the magazine’s “Partners” page</li> </ul>
Content & Thought Leadership	<ul style="list-style-type: none"> <li>• One advertorial in the magazine</li> <li>• Participation in one virtual event or panel discussion hosted by Sparx</li> </ul>	<ul style="list-style-type: none"> <li>• Option for a short “sponsored spotlight” (company profile, 300–400 words) <i>for additional fee</i></li> </ul>
Impact	<ul style="list-style-type: none"> <li>• 50 copies for your organization</li> <li>• 100 copies for libraries &amp; circularity hubs across Canada</li> </ul>	<ul style="list-style-type: none"> <li>• 10 copies for your organization</li> <li>• 20 copies for libraries &amp; circularity hubs across Canada</li> </ul>
Analytics	<ul style="list-style-type: none"> <li>• Performance report (impressions, clicks)</li> </ul>	<ul style="list-style-type: none"> <li>• Performance report (impressions, clicks)</li> </ul>
Investment	<b>\$25,000</b>	<b>\$5,000</b>

# Ad Sizes & Specs

AD LOCATION	AD SIZE (inches) width by height	TRIM SIZE Please add minimum 0.125" beyond trim size on all sides to allow for bleed*	LIVE SIZE For guaranteed type safety, all critical live material must be contained within live area	RATES
Advertorial		16.75" x 10.875"	16" x 10.125"	\$5,000
Double Page Spread		16.75" x 10.875"	16" x 10.125"	\$2,200
Full Page		8.375" x 10.875"	7.625" x 10.125"	\$1,200
Half Page		8.375" x 5.437"	7.625" x 4.687"	\$700

## Submission Guidelines:

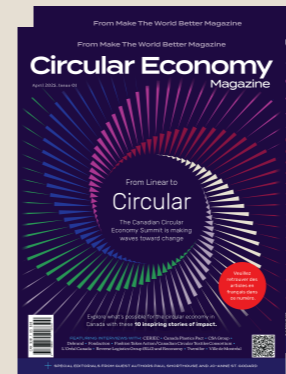
- Accepted formats: PDF (press quality), EPS, TIFF.
- Images and scans at 300 DPI and in CMYK.
- Please convert all text to outlines or embed/include the fonts and images with your submissions.
- \*Add 0.125" bleed margins for all ads

# Purchase Circular Economy Magazine

**Circular Economy Magazine is available for purchase in 10+2 packages** — perfect for sharing with your team and bringing colleagues, clients, and future leaders into the loop.



**x 10**  
for your  
organization



**x 2**  
donated to  
post-secondary  
institutions

Every **10+2 package** purchase includes **10 copies for your organization** and **2 copies for Canadian post-secondary institutions**, inspiring tomorrow's circular economy leaders.

Your participation accelerates circularity nationwide.

To purchase, visit [circulareconomymag.com](http://circulareconomymag.com) and click “Order Print Copies.”

# Why Partner With Circular Economy Magazine



## Visibility

Targeted exposure to engaged circular economy leaders



## Thought Leadership

Share your expertise and shape the conversation



## Credibility

Align your brand with a growing publication dedicated to the circular economy



## Impact

Help accelerate awareness and adoption of sustainable solutions

## Join Us in Driving the Circular Economy

We're expanding Circular Economy Magazine with the goal of building momentum for a more circular, sustainable world. We want your support to make it happen.

For more information or to secure your sponsorship, advertising space, or print copies, email [sales@sparxpg.com](mailto:sales@sparxpg.com) or call **(604) 488-1097**

[sparxpg.com](http://sparxpg.com)

## Our Credentials

