

# BUSINESS TECHNOLOGY LIFESTYLE

# Backbone

## M ■ A ■ G ■ A ■ Z ■ I ■ N ■ E

## 2010 MEDIA KIT



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# Backbone's mission

*Backbone* is a business magazine that examines how technology is used to accelerate Canadian business. We keep our readers up to date on new ideas, trends and innovations in the technology world, and deliver information that is relevant and useful for the day-to-day operation of Canadian companies of all sizes.

In addition to our core focus on practical business insights, *Backbone* also delivers timely and interesting lifestyle stories. In many cases, as technology changes your business, it also changes your lifestyle.

*Backbone* also enhances the audience's experience through alternate media platforms (found below), and provides our clients with many new and effective ways to showcase their products and services.

- Backbone's Web site
- BackboneTV - Web casts
- Bulk subscription alliances
- Industry association alliances
- Contests and surveys
- Blogs and RSS feeds
- Custom supplements
- Web 2.0 capabilities
- Event sponsorships
- Digital magazines
- Industry portals
- Gadget reviews
- Awards shows
- Tech careers
- Round tables
- eNewsletters



# Testimonials



"*Backbone* chooses content and topics that are at the cutting edge of today's changing IT space. As an IT recruiting firm this information provides enormous value as it enhances our efforts to foresee trends in the industry and identify future needs for our clients. This supports our organization's endeavours to take a proactive approach."

Frank McCrea, President  
Procom Consultants Group



"*Backbone* magazine, as a leading business journal, helps the City of Mississauga reach one of its most significant key clusters: the information and communications technology sector (ICT). With more than 4,000 ICT companies in Mississauga, *Backbone* helps us connect with leaders in this significant knowledge sector."

Marie K. Fitzpatrick-Hall, ABC, Marketing Consultant  
City of Mississauga



"In my mind *Backbone* is Canada's leading broad-based business magazine focused on technology. Its editorial focus provides business leaders with information and links to resources they need to help make crucial decisions in today's global and fast-moving business world. The additional supplement opportunities provide us with an even more powerful method to reach our target audience. I look forward to building on our successful relationship with *Backbone* magazine and exploring new and innovative opportunities to showcase EDS capabilities and strength in the Canadian business and IT markets."

Pam Price, Communication Director, Canada  
EDS Global Communications



"I just wanted to let you know that I think *Backbone* magazine is terrific...The articles inform readers of current issues while providing understandable background information, definitions and links which further explain the concepts, meeting the needs of readers of all knowledge levels."

Carolyn Rouse  
Cap Gemini Ernst & Young Canada, Toronto

"*Backbone* looks at trends, profiles and the latest developments in gadgets and e-business from a refreshing Canadian perspective. The magazine consistently delivers insightful stories with context, providing news and analysis that's useful and paints the big picture of technology today."

Will Willis, Account Coordinator  
Ketchum PR

"*Backbone* magazine fills a void in the Canadian business magazine publishing industry. Its editorial focus on e-commerce, B2B and technology provides business leaders with the information they need to help them make decisions in today's global, fast-paced environment. *Backbone's* thorough editorial content, written by Canadian journalists, delivers on that front."

Anne McKeon, Senior Communications Manager  
Marketing Communications Group, Microsoft Canada

"CORE has found *Backbone* to be an excellent fit for the messages we are trying to communicate about our organization. The editorial content is high quality and has a business focus that appeals to executives. *Backbone* also reliably reaches our target audience."

John Simke, President  
Canadian Centre for Outsourcing Research and Education (CORE)

"*Backbone's* strengths in terms of editorial quality, excellent art direction and the delivery of a desirable and relevant readership have meant that while other tech magazines have disappeared, 9 continues to succeed and meet the needs of our clients."

Rob Newell, Group Media Planning Director  
Palmer Jarvis DDB/OMD

"*Backbone* is a leading Canadian e-business publication—covering stories that are of interest to us and the companies we target. Since the magazine began publishing, it has gained the support and respect of its industry, advertisers and readers. It is this community that truly has a vested interest in how business is being transformed by technology. The editorial is relevant, compelling and Canadian."

Kevin Spikes,  
Marketing Communications Manager



# Editorial Supplements Schedule



## February/March 2010 issue (Feb 16th Distribution)

- **Predictions 2010:** our annual predictions issue
- **Recreating copyright for a digital world**
- **How To:** upgrade to Windows 7
- **Digital Life:** automate your home
- **Special Supplement:** Unified Business Communications & VoIP

## April/May 2010 issue (April 2nd Distribution)

- **Top300 issue:** Canada's top tech players, presented by *Backbone* and Branham Group
- **Online travel and wellness**
- **How To:** talk to your tech suppliers
- **Digital Life:** build a home network that moves all your media
- **Special Supplement:** Tech management - Data mining, Analytics, Legal issues, etc.



## June/July/August 2010 issue (May 18th Distribution)

- **Green focus:** developments in green tech
- **PICK 20:** the 3rd annual wrap-up of Canada's best Web 2.0 projects
- **How To:** cut power use at work
- **Travel Business Class:** what's in your laptop bag?
- **Life in 2020**
- **Special Supplement:** Green Tech



## September 2010 issue (Sept 14th Distribution)

- **Small Business productivity update:** Can David catch up to Goliath?
- **Privacy:** is it dead, and is it time to just move on?
- **How To:** design and decorate for productivity
- **Digital Life:** talking to your house – why can't we do this yet?
- **Special Supplement:** Outsourcing
- **Special Supplement:** eHealth



## October 2010 issue (Oct 19th Distribution)

- **Fast 50:** Fastest growing tech companies ranked by Deloitte
- **Essential gifts:** gear and toys ready for giving
- **How To:** manage your company's software licenses
- **Digital Life:** build a first-rate home theatre
- **Special Supplement:** Education

## November/December 2010 issue (Nov 23rd Distribution)

- **Annual tech test:** How tech-healthy is your business? A print and online engagement
- **What a decade:** the triumphs, tragedies and silliness of the last 10 years
- **Online security:** what to expect in 2011
- **Spies like us:** just how much spyware is on your computer?
- **Digital Life:** Home arcade – gear for gaming
- **Special Supplement:** Security and Privacy

Please note: Special Supplements are produced by Backbone's advertising department.

For information on all Special Supplements, please call: 604-986-5352



# Features and Sections



**Backbone delivers regular coverage in the following areas:**

**Canada's SMBs:** The commercial lifeblood of Canada flows through our small and medium businesses, yet a large segment of companies in this space have yet to fully explore the benefits of technology. Backbone regularly profiles SMBs that are driving revenue through innovation.

**Green Trends:** Environmental concerns are top of mind for businesses and individuals, and as we work to clean up our planet, technology is set to play an increasingly central role.

**Digital Life:** Better living through consumer technology.

**Mobile Technology:** From portable data and gaming devices to fleet tracking applications and mobile blogs, wireless technology is updating the way we function and have fun.

**The Automotive Industry:** Technology is making cars safer, more entertaining and more functional. *Backbone* tells readers what's coming up before they get behind the wheel.

**Investing:** A lot of money can be made in the high-tech sector, but savvy investors need insight into both new technologies and the emerging markets that surround them. *Backbone* offers up insights from financial experts and tech entrepreneurs.

**Tek Gadgets:** We all love electronic devices and there are always new gadgets to love. Each issue we look at the latest in imaging and sound technology, portable computing, voice and data devices, and gaming and productivity hardware. If it can make your home or office experience more efficient or fun, it will be in *Backbone*.

**Tech Innovation:** Helping execs rethink the way they do business.

**Big Ideas:** Opinions on the future of tomorrow's business.

**Globe Trotter:** Moving beyond our backyard.

**New Developments:** Insight into the latest and greatest business tools.

**E-Trends:** The future of business and lifestyle innovations.

**Profiles:** The people behind the news announcements in our industry.

**Life Wire:** Lifestyles of the highly digital and savvy tech enthusiast.

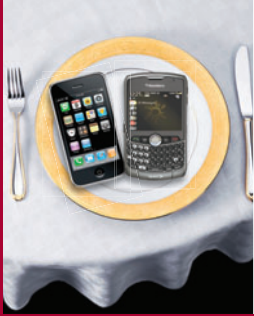
**CIO View:** Opinions from the CIO's desk.

For more details go to [www.Backbonemag.com/MediaKit](http://www.Backbonemag.com/MediaKit)





# Target Audience



**Backbone targets educated, influential, forward-thinking and affluent business decision-makers, executives who strive to keep up to date with important technology trends for both their business and personal use.**

## Backbone Reader Demographics

College / University education:	78%
Senior-level Managers:	64%
Household Income:	
(<75K):	17%
(>75K):	66%
(Unknown):	18%

Average age: 45 years

## Readership Profile

- Backbone is the primary print media source for business/technology information
- 3 readers per issue on average
- 91% would recommend Backbone magazine to business acquaintances, associates, relatives and friends
- 43% are likely to contact a company profiled in Backbone magazine

## Consumer Profile

- 34% are planning to buy or lease a vehicle within the coming year
- 24% are planning to buy or lease a computer within the coming year
- 49% are planning to buy or lease a laptop computer within the coming year
- 39% are planning to upgrade to a smartphone in the next 12 months
- Tech Gadgets and Gear is the #1 category for reader interest within the magazine (Hot Trends #2, Business Technology #3)

## Business Profile

- 85% are business decision makers in their place of work
- 52% are involved in computer purchase decision making
- 20% work within the technology industry
- 58% work in small businesses (1-49 employees)
- 15% work in medium-size businesses (50-500 employees)
- 25% work in large businesses (500+ employees)

## Internet Profile

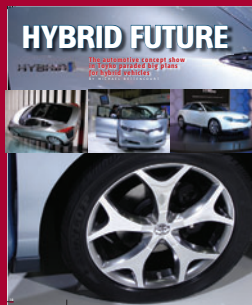
- 95% comparison shop for a product online (the highest category within the survey)
- 93% purchase a product or service directly online
- 92% conduct online banking or other transactions with their bank or financial institution
- 85% click on a Web site advertisement
- 58% track investment portfolios online
- 63% consider themselves very skilled Internet users

Source: Ipsos-Reid / Backbone Readership Study 2008

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# Online Rates



Backbonemag.com receives a tremendous amount of traffic arising from promotions in the 110,000 copies of its print edition, as well as through hundreds of associations, trade shows, clients, etc. We also have thousands of pages of online editorial content which are optimized for search engines to ensure we reach our targeted audience.

Enhance your exposure through our Web site in the following cost-effective ways:

## Traffic

- Approximately 65,000 unique visitors per month and growing (measured by WebTrends)
- Approximately 415,000 page views per month

Online advertising options			
Super banner	\$1875 per month	rotating 3x max	728 x 90 pixels
Full banner	\$975 per month	rotating 6x max	468 x 60 pixels
Sidebar/mini tower	\$1450 \$2,450 \$3,450	run of site run of site run of site	234 x 134 pixels 234 x 234 pixels 234 x 334 pixels
eNewsletter	\$1,200 per blast	2x max 7,000 + addresses	468 x 60 pixels
Directory	\$495 per year	per listing-package 50% discount for print advertisers	Includes logo, 150 words of copy, 1 press release and 1 career posting
Career posting	\$45 per month \$150 per year	1 posting package of 5 postings	
Press releases	\$25 per 3 months \$100 per year	1 posting package of 5 postings	
Backbone content exchange	Call for details	existing or customized	Multiple or once off

## Mechanical formats supported

### Web site banners

Format: GIF (static or animated), HTML, SWF (30 frames per second using images of 72dpi, tracking URL to be embedded in file). Size (pixels): Leaderboard 728 x 90, Full 468 x 60, Side bar/Mini tower 234 x 134, 234 x 234, or 234 x 334

### eNewsletter banners

**Format:** GIF (static or animated), HTML. Size (pixels): 468 x 60. All rich media and HTML ads open second browser window on click. Our Web site was built to support third-party trackers.

### Videos/Podcasts

**SWF:** 30 frames per second using images of 72dpi tracking URL to be embedded in file.

## Who reads Backbonemag.com?

Backbone targets educated, influential and affluent business decision makers. These are early adopters, forward-thinking executives, middle managers, consultants or industry professionals who strive to keep up to date with important trends for their business and personal use.

### Further reader statistics

- 46 years old on average
- 95% comparison shop for a product online
- 93% purchase a product or service online
- 92% conduct online banking or other transactions with their bank or financial institution
- 85% click on a Web site advertisement
- 58% track an investment portfolio online
- 34% are planning to buy or lease a vehicle within the coming year
- 24% plan to buy or lease a computer within the next year

## How does Backbonemag.com generate its traffic?

- News feeds/RSS
- Optimization of all Web site content
- Every story in a Backbone print edition links back to the Web site
- Content links and alliances with Sympatico/MSN, Grand & Toy, KPMG as well as numerous trade and technology associations
- Regular updates of the following Web site content:
 

Blog	Events	Book reviews	Technology reviews
Articles	Press releases	Top lists	Special supplements
News/Snapshots	Careers	Searchable archives	Industry links
Gadgets	Online directories	Polls/Surveys	Online video production and sponsorship

# Print Rates

## RATES (Canadian \$, Gross)

### National Rates

	1x	3x	6x	9x	12x
Full Page	11,900	11,600	11,300	11,000	10,700
1/2 Page	7,900	7,600	7,300	7,000	6,700
1/3 Page	5,900	5,700	5,500	5,300	5,100
D.P. Spread	22,500	22,000	21,500	21,000	20,500
Covers					
IFC Spread	26,500	26,000	25,500	25,000	24,500
IFC	13,900	13,600	13,300	13,000	12,700
OBC	14,900	14,600	14,300	14,000	14,000
Special Positioning	+10%				
B&W Ads	-10%				

### Frequency Discount

## REGIONAL RATES - Ontario & Eastern Canada

### (75% copies)

	1x	3x	6x	9x	12x
Full Page	8,900	8,700	8,500	8,300	8,100

### Frequency Discount

## Regional Rates - Western Canada

### (25% copies)

	1x	3x	6x	9x	12x
Full Page	4,900	4,700	4,500	4,300	4,100

### Frequency Discount

## Recent advertisers





# Distribution

THE GLOBE AND MAIL

AIR CANADA 



WIRED WOMAN

CATAAlliance



Procom

TorontoTechWeek  
where technology meets



Canadian Telecom Summit



GRAND&TOY  
Performance Enhancing Offices™



## Summary

*Backbone* magazine continues to increase its distribution through corporate alliances and industry trade shows. The total distribution is broken down as follows:

- 100,000** to *The Globe and Mail*: metropolitan areas and paid subscribers only
- 5,000-10,000** to corporate distribution alliances (depending on the issue) through such organizations as Grand and Toy (to their best tech customers), KPMG (to their best tech customers), SMB owners/customers, Air Canada lounges, Industry Canada, numerous tech associations, recruiting firms and consulting firms
- 3,000-5,000** on newsstands and at trade shows/events
- Total average distribution:** 110,000. **Total readership:** 330,000 (according to an Ipsos-Reid survey of 3 readers per copy). *Backbone* magazine distribution is audited by **Canadian Circulations Audit Bureau** (CCAB/BPA Worldwide)

*Backbone* is distributed at most major technology-related events across Canada—many in conjunction with either media sponsorship or booth space. In the past 12 months we have distributed *Backbone* at the 150+ events listed below.

## Event Distribution

Upcoming events can be found on our Web site: [www.backbonemag.com/events](http://www.backbonemag.com/events).  
Sampling of 2009 distribution at events below:

### July 2009

**Toronto Executives Association Weekly Meeting**, Toronto  
**Geoweb**, Vancouver  
**eBC**: eBusiness Summer Special, Vancouver  
**BCTIA**: Business Survival Strategies Webinar, Vancouver  
**Digital Alberta**: Digital Painting Workshop, Calgary  
**Vancouver Greentech Exchange**, Vancouver

### June 2009

**Canary Derby**, Vancouver  
**BCTIA**: Essential E-Marketing Strategies Webinar: Social Strategies, Vancouver  
**IIMA**: Digital Marketing for Travel and Tourism, Vancouver  
**eBC**: Social Media: What's in it for you and your small business? Vancouver  
**ALI**: Social Media for Government, Edmonton  
Canada's Digital Economy, Ottawa  
**ISCM**: A Clean Tech Gathering, Markham  
The Canadian Telecom Summit, Toronto  
Vancouver Greentech Exchange, Vancouver  
Digital Alberta: Association's BBQ, Calgary  
**IIMA**: LinkedIn, Facebook, Twitter Workshop, Vancouver  
**Ontario Centres of Excellence**: Mind to Market Innovation Series, Toronto  
**Search Engine Strategies 2009**, Toronto  
ASAP: From Strategic Alliances to Ecosystems, Toronto  
**nextMEDIA**, Banff  
FPL Canadian Electronic Trading Conference 2009, Toronto  
**ALI**: Results-based Management for Government, Toronto

### May 2009

**e-Health 2009**, Quebec City  
**eBC**: eCommerce and Understanding Online Payment Systems, Vancouver  
**ISCM Money Chase**: Bootstrapping for Growth, Markham  
**Cyber Security and Your Business**: How to Protect Your Customers from Online Threats, Vancouver  
**CVCA'S 2009 Annual Conference**, Calgary  
BCTIA: CTO Roundtable - SR&ED Claims, Vancouver  
**CIPS Toronto**: BCM and the bottom line, Toronto  
**Vancouver Enterprise Forum**: Fireside Chat with Greg Peet, Vancouver  
**Centre for Outsourcing Research & Education**: Energy Conference, Calgary  
**Wired Woman Vancouver**: eDiscovery and Forensic Technology, Vancouver  
**You, Me & Green IT**, Toronto

**Canadian CommTech Show and Seminars**, Kelowna  
**IIMA**: Paid or Organic? How to Get Top Search Engine Results, Vancouver  
**webcom Montreal**: Social media, interactive communications & Web 2.0, Montreal  
**Future Play 2009 at GDC Canada**, Vancouver  
**Game Developers Conference (GDC) Canada**, Vancouver  
**Digital Alberta**: Convergence in Media, Calgary  
**Vancouver Greentech Exchange**, Vancouver  
Ontario Centres of Excellence: Discovery 09, Toronto  
**ALI**: Social Media for Government, Ottawa  
**ERA**: Drop off computers and electronics for recycling at EPIC, Vancouver

**Massive Technology Show**, Toronto  
**Professional Development Summit 2009**,  
Halifax  
**Storage Networking**, Vancouver, Calgary,  
Ottawa, Montreal, Toronto

## April 2009

**BCTIA**: Bridging the gap between Product  
Management and Marketing, Vancouver  
**IT.CAN/LSUC Spring Training Program**,  
Toronto  
**eBC**: Measuring the Success of Your Web Site  
with Web Analytics, Vancouver  
**BCNET 2009 Conference**: Green Technologies  
for Research and Learning, Vancouver  
**Vancouver Enterprise Forum**: Fireside Chat  
with Technology Legend Ken Spencer,  
Vancouver  
**Digital Alberta**: AGM, Calgary, Edmonton  
**WowGao**: Government Technologies  
Conference & Expo, Toronto  
**WowGao**: Health Technologies Conference &  
Expo, Toronto  
**next 2009**: CMA National Convention and  
Showcase Forum, Toronto  
**ALI**: Social Media Summit, Toronto  
**FITC**: A Design & Technology Event, Toronto  
IM 2009: Information Management  
Conference, Toronto  
**Centre for Outsourcing Research & Education**:  
The fourth Annual Global Sourcing Forum,  
Toronto  
**Shop Online 2009**, Toronto  
**Infonex**: Public-Private Partnerships, Edmonton  
**ERA**: Drop off computers and electronics for  
recycling, Vancouver  
**Canadian Institute**: Intensive Course in Media  
Relations, Saskatoon  
**Digital Alberta**: The Art of Visual Story Telling  
Workshop, Banff  
**IT360° Conference & Expo 2009**, Toronto  
**IIMA**: Google Analytics 101 Workshop,  
Vancouver  
**mesh 2009**, Toronto  
**meshU**, Toronto  
**Wired Woman Vancouver**: Spring Fashion  
Event, Vancouver  
**Massive Technology Show**, Vancouver

## March 2009

**SMX Search Analytics**, Toronto  
**Canadian Institute**, Calgary  
**London Tech Week**, London, Ontario  
**eMetrics Marketing Optimization Summit**,  
Toronto  
**BCTIA Events in March**, Vancouver

**Vancouver Enterprise Forum**: Fireside Chat,  
Vancouver  
**SaskInteractive Summit 2009**, Saskatoon  
Social Media Showdown, Toronto  
**Digital Alberta**: Events in March, Calgary  
**IN**: The Interactive Exchange, Toronto  
eBC events in March, Vancouver  
**Financial Forum & Wealth Management Expo**,  
Toronto, Vancouver, Calgary  
**Centre for Outsourcing Research & Education**,  
Toronto  
**IIMA**: The Social Media Starter Kit: A  
Workshop in Online Branding, Vancouver  
CVCA'S Networking Receptions, Saskatoon,  
Calgary, Winnipeg, Vancouver  
Vancouver Board of Trade - ON-LINE  
PROTECTION, Vancouver  
**Canadian Institute**: Intensive Course in Media  
Relations, Vancouver  
**Wired Woman Vancouver**: Events in March,  
Vancouver  
**ACETECH Symposium at Whistler**, Whistler  
2009 Private Equity Symposium, Toronto  
**MoMoVan**: Web 2.0 and Mobile Gaming and  
Entertainment, Vancouver

## February 2009

**CVCA'S Professional Development Seminar**,  
Toronto  
**Canadian Institute: Intensive Course in Media  
Relations**, Toronto  
**PodCamp**, Toronto  
**BCTIA Events in February**, Vancouver  
**York Technology Association Marketing  
Bootcamp**, Toronto  
**Open Dialogue**: Social Media Marketing,  
Toronto  
**Profectio**: Personal Branding, Toronto  
**Vancouver Enterprise Forum**: Social  
Networking Tools for Business Development,  
Vancouver  
**Social Networking Tools for Business  
Development**, Vancouver  
**Cloud Computing Conference**, Toronto  
**IIMA**: The Future of Web Development,  
Vancouver  
**Enterprise Canada**, Vancouver  
**Reboot**: 10th Annual Privacy and Security  
Conference, Victoria

## January 2009

**BCTIA Events in January**, Vancouver  
**York Technology Association luncheon**,  
Toronto  
**IDC**: Service Management Maturity  
Roundtable, Toronto

**Vancouver Enterprise Forum**: Venture Capital  
Outlook 2009, Vancouver  
**eBC events in January**, Vancouver  
**Angel Forum**: Get Investor Ready, Vancouver  
**Pacific Northwest Wireless Summit**,  
Vancouver  
FPL Canadian Electronic Trading Conference  
2009, Toronto  
**McMaster World Congress (30th)**, Hamilton  
**IIMA**: Winning With Mobile Marketing in  
2009, Vancouver

## December 2008

**BCTIA Events in December**, Vancouver  
**IIMA**: Expand Your Reach With A Successful  
Multi-Lingual Web Strategy, Vancouver  
**Infonex**: Government Web 2.0 & Social Media  
2008, Victoria  
**Infonex**: Public Sector Internal  
Communications, Ottawa  
**eBC events in December**, Vancouver  
**Launch of CATA-China Business Portal**,  
Toronto  
**Seminar on How to Do Business in Central  
Europe**, Markham  
Canadian Institute: Social Media, Toronto  
**Reboot**: 11th International Westcoast Security  
Forum, Vancouver

## November 2008

**DIG London Industry Conference**: digital  
interactive gaming, London, Ontario  
**ISCM Seminar**: Graduate Students – Profit  
from their Knowledge, Toronto  
**IIMA**: Enterprise 2.0 Executive Boot Camp,  
Vancouver  
**Canadian Telecommunications Forum (5th)**,  
Ottawa  
**eBC events in November**, Vancouver  
Vancouver Enterprise Forum: Fireside,  
Vancouver  
**Centre for Outsourcing Research & Education**,  
Toronto  
**ID2008**: Privacy & Identity Theft Conference,  
Vancouver  
**BCTIA Events in November**, Vancouver  
**Canadian Health Informatics Awards Gala**,  
Toronto  
**COACH Fall Forum**, Toronto  
nextMEDIA: Monetizing Digital Media,  
Toronto  
**webcom Montreal**: 5th edition, Montreal  
**IIMA**: Write for the Web and Get Results,  
Vancouver  
**The MBA Tour**, Vancouver, Toronto,  
Montreal

# Production / Mechanicals

## Print

### Ad sizes

Size	Width	Depth
1 page trim	8-1/4"	10-3/8"
safety area	7-1/4"	9-3/8"
bleed	8-1/2"	10-5/8"
1/2 page (horizontal)	7.25"	4-3/8"
1/3 page (square)	4-9/16"	4-3/8"
1/3 page (vertical)	2-1/8"	9-3/8"
1/9 page formatted ad	2-1/4"	2-7/8"
double page spread	16-1/2"	10-3/8"
safety area	14-1/2"	9-3/8"
(1/2" gutter in centre fold)		
bleed	16-3/4"	10-5/8"



### Mechanical requirements

Digital material: PDF/X1a, Illustrator EPS files or Quark/InDesign files together with supporting font and high resolution (minimum 300 dpi) graphics files. Either Mac or PC files accepted. Please be sure all the trapping is completed; all graphics (photos, illustrations, logos) are in EPS or TIFF format (CMYK); all fonts included or converted to vector art. The electronic file must be accompanied by a proof (eg. colour rainbow, iris, laser). You may send your files on removable disk (CD or DVD) or upload to our ftp site. Please contact [swalker@backbonemag.com](mailto:swalker@backbonemag.com) for the coordinates.

### Production/design elements

The combination of cutting-edge design concepts, high-end paper stock and quality photography and illustration gives *Backbone* its unique look and feel.

Paper stock is a glossy/matte finish with above-average magazine qualities. This 8-1/4" x 10-3/8" stand-alone publication features an 80-lb. cover with 50(+)-lb. inside pages. It is printed using four-colour process throughout.

### Printers

Worldcolor

### Delivery

Direct to Globe Distribution Services

## Online

### Web site banners

**Format:** GIF (static or animated), HTML, SWF (30 frames per second using images of 72dpi, tracking URL to be embedded in file)

**Size (pixels):** Leaderboard 728 x 90, Full 468 x 60, Side bar/Mini tower 234 x 134, 234 x 234, or 234 x 334

### eNewsletter banners

**Format:** GIF (static or animated), HTML

**Size (pixels):** 468 x 60

All rich media and HTML ads open second browser window on click. Our Web site was built to support third party trackers.

### Videos/Podcasts

SWF (30 frames per second using images of 72dpi tracking URL to be embedded in file)



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