

Editor's Note

There has been a lot of chatter in recent years about the competitive position of magazines in a world of just-in-time delivery of news and information. How does *Canadian Business* stand out amid all the noise?

Well, we've got a simple answer.
We don't follow. We lead.

You can see it in our groundbreaking articles and agenda-setting editorials, in which we are committed to chronicling the challenges and achievements today's business people face from a uniquely Canadian—and uniquely forward-looking—perspective. We don't do yesterday's news.

We deliver the events, personalities and issues that matter to our readers, both professionally and personally. We offer a unique mix of current affairs, profiles and service pieces that no other outlet can match.

Our forward-looking mission is backed by independent research projects that make news—among them, our best-selling Investor 500 listing of publicly traded companies, our first-in-Canada ranking of boards of directors, the All-Star Execs management issue, and our annual list of the 100 Wealthiest People in Canada.

This year we will continue to strengthen our digital presence, enhancing *Canadian Business Online's* current offering of exclusive columns and blogs, with even more up-to-the-minute coverage and analysis of the events and issues that matter.

Like the business world it covers, *Canadian Business* will continue to change. But our mission remains the same: to deliver a compelling source of news and analysis that gives readers the inside track on what's happening—and what's happening next.



A stylized, handwritten signature in black ink, which appears to read 'Joe Chidley'.

Joe Chidley,
Editor

Overview

CANADA'S BEST-SELLING BUSINESS MAGAZINE

The world of business is complex, challenging and constantly changing. That's why Canada's business leaders rely on *Canadian Business*. With content that's relevant, engaging and provocative, every issue gives them the inside track on the events and trends that shape their world. And, because it's the only business magazine in Canada that's published every two weeks, *Canadian Business* delivers forward-looking perspective and analysis that readers turn into their own competitive advantage.

RELEVANT, USEFUL BUSINESS INTELLIGENCE

- Features—incisive articles that get to the heart of key business issues
- Upfront—short, lively snapshots covering the business scene
- Outlook—insights into key sectoral, regional and international developments to help readers plan for the future
- Profiles—a look at leading business executives and how they think, work and measure performance
- Q&A—personal insight into how an executive is handling a critical issue
- Live & Learn—this popular department offers wisdom from Canada's business titans
- Perspective with Impact—columnists Jack Mintz, David Wolf, the ever-popular Al Rosen and *Canadian Business*' editor Joe Chidley add their expert perspectives in a bigger-picture context

INVOLVED, PROACTIVE READERS

Canadian Business readers are passionate—about their businesses, their careers and their lives. They're driven, motivated people who are highly receptive to products and services that help them reach their goals quickly. And they're passionate about *Canadian Business*. In fact, *Canadian Business* is the only business magazine in Canada with 100% paid circulation.

That means readers care enough about its content to ensure they don't miss a single issue.

HERE'S WHAT SUBSCRIBERS ARE SAYING ABOUT *CANADIAN BUSINESS*

- It's relevant and useful to me—90%
- Gives me stories I can't get in daily newspapers—84%
- I get value for my time and money—86%
- Gives me a Canadian perspective on international business—84%

Source: *Canadian Business* Subscriber Survey, January 2004 Based on subscribers who "agree" and "agree strongly"

EACH ISSUE REACHES

- Almost 1 million readers
- Canadians who are three times more likely to make business purchasing decisions valued at \$100,000+ than the average English adult
- A subscriber base that includes more than 5,000 executive members of Canadian Manufacturers & Exporters, a group responsible for over \$500 billion in annual sales, 80% of Canada's manufacturing production and 90% of its merchandise exports

Source: PMB 2008

2009 Editorial Calendar

COVER DATE	NATIONAL ON-SALE DATE	ANCHOR ISSUES	ADVERTISING SUPPLEMENTS	SALES CLOSE	MATERIAL CLOSE	POLYBAGS
February 16	Jan. 22	Investing		Jan. 2	Jan. 8	Yes
March 2	Feb. 12	Leadership	Executive Education Mutual Funds	Jan. 23	Jan. 29	
March 16	Feb. 26	Innovation	Mexican Mining Saudi Arabia	Feb. 6	Feb. 12	
March 30	Mar. 12			Feb. 20	Feb. 26	Yes
April 13	Mar. 26	Cross-Canada Check-up	CPSA/Executive Travel Colombia	Mar. 6	Mar. 12	
April 27	Apr. 9	Real Estate	Hong Kong - Finance UAE	Mar. 20	Mar. 26	
May 25	May 7	Investor 500	Economic Development CSR Mexico Business 2 Business Aviation	Apr. 15	Apr. 21	
June 15	May 21	25 Most Influential People In Business Pursuit	Qatar Unified Communication Procurement & Supply Chain Mgmt	May 1	May 7	
July 20	June 11	Tech 100	Transportation Siemens Outsourcing	May 22	May 28	
August 17	July 16	Retire Well	Caribbean Property	June 26	July 2	
September 14	Aug. 13	Western Report	Corp. Governance Mexico 3	July 24	July 30	
September 28	Sept. 10		IT is Gov Business Meetings & Conventions Back to Business	Aug. 21	Aug. 27	
October 12	Sept. 24	Best Cities Pursuit	Tech Education Green Wheels Insurance & Risk Mgmt	Sept. 4	Sept. 10	
October 26	Oct. 8	Canada 2020	Doing Business with Russia Executive Frequent Flyer Green Business	Sept. 18	Sept. 24	
November 9	Oct. 22	MBA Report	Small Business Doing Business in Britain On-Line Investing	Oct. 2	Oct. 8	
November 23	Nov. 5	Investing All-Star Execs	Business Education Mutual Funds	Oct. 16	Oct. 22	
December 7	Nov. 19	International Report Pursuit	Active Retirement	Oct. 30	Nov. 5	
December 21	Dec. 3	The Rich 100	Mexico	Nov. 11	Nov. 17	

Updated: March 09, 2009

STANDBY 7-DAY CLOSE: 7 days prior to Impact/On-Sale Date (Toronto)

Limited availability for approved advertisers.

Editorial focus is subject to change.

Advertising Supplements are subject to change without notice.

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#Perfect bound issue

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Business**

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ROGERS™

Anchor Issues

Throughout the year, *Canadian Business* provides business leaders with inspired insight and intelligent advice about success and wealth creation. Our anchor features demonstrate this, issue after issue, with exclusive thought-provoking reports and in-depth rankings. It's the highly respected, cutting-edge journalism our readers expect and respond to – as proven again and again by newsstand sales that show increases of 50% and more above average.

INVESTING

February 16 (on sale January 22)

It's all about choosing shrewd investments with insight and confidence – and this issue delivers with timely information about targeting top prospects, plus smart tips and intelligent investor strategies.

SALES CLOSE: January 2

LEADERSHIP

March 2 (on sale February 12)

Recognizing economic, demographic, and social forces that can impact upon our future, *Canadian Business* asks where our leaders need to take us, and explores the qualities of leadership that points the way to progress and profit.

SALES CLOSE: January 23

INNOVATION

March 16 (on sale February 26)

How can we ensure our competitive advantage? This issue addresses Canada's need for ingenious ideas, inventive solutions and intelligent strategies, showing business how to embrace new challenges and opportunities.

SALES CLOSE: February 6

CROSS CANADA CHECK-UP

April 13 (on sale March 26)

Business leaders, thinkers and doers reveal what it will take to maximize Canada's business prospects, both within and beyond our borders – a "must read" for planners and decision makers.

SALES CLOSE: March 6

REAL ESTATE

April 27 (on sale April 9)

Which markets are poised to improve, and where are prices likely to flatten or decline? This is the issue that captures the imagination of everyone who wants to make it in real estate, from renters to investors.

SALES CLOSE: March 20

INVESTOR 500

May 25 (on sale May 7)

It's Canada's most anticipated, best-selling resource for investors. The I-500 ranks the top companies by category, growth and value, and includes dozens of stock picks for the year ahead.

SALES CLOSE: April 17

LEADERSHIP 25 plus PURSUIT*

June 15 (on sale May 21)

Who are Canada's Top 25 business leaders, and how did they make the grade? *Canadian Business* defines the criteria for business greatness, and delivers the surprising results in this authoritative report.

SALES CLOSE: May 1 (*Pursuit sales close Apr. 29*)

TECH 100

July 20 (on sale June 11)

The definitive ranking of Canada's hottest tech companies, along with an in-depth look at the future of technologies that will define the business environment in the years to come.

SALES CLOSE: May 22

RETIRE WELL

August 17 (on sale July 16)

SPECIAL DOUBLE ISSUE

Rising above the investment meltdown, *Canadian Business* gives readers new hope for a better future, with guidance on how to retrench, recover, and recreate a more comfortable retirement.

SALES CLOSE: June 26

WESTERN REPORT

September 14 (on sale August 13)

Western Canada is undergoing a sea change that will affect us all, as its resources, productivity, and lifestyles are measured according to new criteria. This issue takes a close look at how the region is responding.

SALES CLOSE: July 24

BEST CITIES plus PURSUIT*

October 12 (on sale September 24)

Completely updated, this popular issue reports on the best places to do business in Canada, giving readers a comprehensive evaluation of the cities and regions that offer the most for companies and employees.

SALES CLOSE: September 4 (*Pursuit sales close Sept. 2*)

CANADA IN 2020

October 26 (on sale October 8)

What does Canada need to be globally competitive in the next 10+ years? *Canadian Business* is where business leaders will look to learn more about securing a promising business future.

SALES CLOSE: September 18

MBA REPORT

November 9 (on sale October 22)

Every year, this popular issue evaluates Canada's MBA programs, with special attention to future benefits. It gives business decision-makers valuable tips on finding the best courses – and choosing the best grads.

SALES CLOSE: October 2

INVESTING/ALL-STAR EXECS

November 23 (on sale November 5)

As business leaders seek to evaluate the market's potential for the coming year, *Canadian Business* responds with sound advice from financial experts – plus its annual portraits of Canada's All-Star Executives.

SALES CLOSE: October 16

INTERNATIONAL REPORT plus PURSUIT*

December 7 (on sale November 19)

Global market opportunities abound for savvy Canadians who know where to look, and *Canadian Business* shows the way, with this special report on the potential profits (and pitfalls) of international business.

SALES CLOSE: October 30 (*Pursuit sales close Oct. 28*)

THE RICH 100

December 21 (on sale December 3)

Our perennial best-selling issue, *Canadian Business* dishes out the definitive list of who's been making the big money in 2009 – and who has the clout to make things happen in 2010.

SALES CLOSE: November 13

ECONOMIC OUTLOOK

January 25, 2010 (on sale December 17)

As we approach 2010, *Canadian Business* offers valuable insight from economists, analysts and industry experts, to help readers plan for success in the coming year and beyond.

SALES CLOSE: November 27

*PURSUIT

Affluent male consumers who want to look and feel their best are quick to consult *Pursuit* – the fashion and lifestyle guide for men who enjoy the spoils of success. Printed on heavier stock, this centre-bound, pull-out insert is a special editorial supplement slated for publication in the **June 15, October 12 and December 7** issues of *Canadian Business*, with 12,000 bonus copies distributed through *Cosmetics magazine*.

2009 Advertising Rates

National Four colour	1x	4x	8x	12x	16x	20x	22x
Page	\$18,180	\$17,640	\$17,105	\$16,590	\$16,095	\$15,615	\$15,145
² / ₃ page	15,455	14,955	14,540	14,100	13,680	13,275	12,875
¹ / ₂ page	12,725	12,350	11,970	11,610	11,265	10,930	10,600
¹ / ₃ page	8,180	7,340	7,695	7,465	7,240	7,025	6,815
Banner	10,000	9,700	9,410	9,125	8,850	8,590	8,330
¹ / ₂ DPS	25,450	24,695	23,945	23,225	22,530	21,860	21,205
B&W	1x	4x	8x	12x	16x	20x	22x
Page	\$14,545	\$14,110	\$13,685	\$13,270	\$12,875	\$12,490	\$12,120
² / ₃ page	12,360	11,995	11,630	11,280	10,945	10,620	10,300
¹ / ₂ page	10,180	9,880	9,580	9,290	9,015	8,745	8,480
¹ / ₃ page	6,545	6,350	6,160	5,970	5,795	5,620	5,455
Banner	8,000	7,760	7,525	7,300	7,080	6,870	6,665
¹ / ₂ DPS	20,360	19,755	19,155	18,580	18,025	17,490	16,965
Ontario Four colour	1x	4x	8x	12x	16x	20x	22x
Page	\$12,725	\$12,350	\$11,975	\$11,615	\$11,270	\$10,935	\$10,605
Premium Four colour	1x	4x	8x	12x	16x	20x	22x
OBC	\$22,725	\$22,050	\$21,380	\$20,735	\$20,120	\$19,520	\$18,935
IFC DPS	41,815	40,570	39,340	38,155	37,015	35,915	34,835
IBC	20,905	20,285	19,700	19,075	18,510	17,960	17,420

Advertising Information

General information

- Advertiser and advertising agency agree that Rogers Publishing shall be under no liability for its failure for any cause to publish any advertisement.
- Publisher reserves the right to refuse any advertisement for any reason. Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisements printed and also assume responsibility for any claim arising there from against the Publisher.
- Photographs, artwork and other production items made for advertisers are charged to them separately, in addition to space charges.
- Rates subject to change without notice.
- Publisher shall be entitled to payment as herein provided, upon having completed the printing of the advertising and having taken reasonable steps to see that the publication shall be distributed.
- Publisher will not be responsible for reproduction of colour advertisements unless digital proofs are generated from the supplied digital file.
- Contracts for covers and special positions and inserts are non-cancelable.
- Preferred and unusual positions: 20% premium over earned rates.
- No cancellations are accepted after closing date for advertising space.
- Any claim rendered by an advertiser or agency against publishing for rebates on charges made under contract, for any reason, must be filed with the company in writing within 60 days following the expiration of the contract.
- In the event that an advertiser's contract is not fulfilled as specified, the advertiser agrees to accept the resulting shortrates back to the best earned space rate applicable within the specified 12-month period.
- Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conditions conflict with policies covered by this rate card.
- Verbal agreements are not recognized by the company.

Commission

- Agency commission: 15% of gross billing allowed on space, standard colour, position and charges for special insert stock, to recognized agencies only. Commission is not allowed on other charges, such as extra mechanical charges, special colours, reprints, etc.
- Terms: Net 30 days.
- Accounts payable at office of publication in Canadian funds, or equivalent funds at the rate of exchange prevailing at time of payment.

Contract and copy regulations

- Advertisers may earn unit frequency discounts by adding together all individual advertising units within a 12-month contract period. Rates charged as per rate card in effect at the time of each insertion.
- Frequency discounts will not be recognized unless a contract is issued.

Inserts

- Rates upon request.
- Samples must be provided at least two weeks prior to space closing for approval of handling, sizes and stock selection. Please contact Production Department for detailed specifications.
- The Publisher reserves the right to print on the reverse side of inserts that are printed on one side only.
- Limited positions available per issue.
- Supplied inserts from outside Canada must be imprinted with country of origin. (e.g. "Printed in U.S.")

Goods & Service Tax

The Government requires that all published advertising bear a GST of 6% unless purchased by an organization that is zero-rated under the legislation. Our published rates do not include the GST. The 6% will be added to the invoices and clearly identified.

Advertising Office

Correspondence, space orders, insertions and contracts, send to:

Advertising Sales Department
Canadian Business
One Mount Pleasant Road,
8th Floor
Toronto, Ontario M4Y 2Y5
Tel: 416.764.1224
Fax: 416.764.1406
adsales@canadianbusiness.rogers.com

Montreal

Lise Millette
Tel: 514.843.2519

Western Canada

Karen Marshall
Tel: 604.739.9975

Western U.S.

Peter Scott
Tel: 415.421.7950

PMB Highlights

TOTAL READERS 922,000 READERS PER COPY 10.1
MALE READERS 650,000 FEMALE READERS 272,000

ONE-ISSUE AUDIENCE

INDEX

DEMOGRAPHICS

Household income \$75,000+	573,000	148
Household income \$100,000+	409,000	170
Household income \$125,000+	253,000	194
Personal income \$50,000+	462,000	205
Personal income \$75,000+	227,000	250
Personal income \$100,000+	145,000	320
Managers/owners/professionals (MOPES)	368,000	192
Senior managers/owners	81,000	270
Other managers	197,000	176
Professionals	89,000	179
IT market occupations	212,000	259

BUSINESS PURCHASING INVOLVEMENT

in the past 12 months

Total dollar amount of business purchase decisions:

\$50,000+	106,000	321
Involved in decisions regarding:		
Computers (hardware, software, Internet)	205,000	266
Office equipment	186,000	232
Finance/Investments	168,000	218
Services	190,000	226

PERSONAL FINANCES

Securities & savings over \$250,000	81,000	240
Have self-directed RRSPs	278,000	159
\$10,000+ average annual RRSP contribution	101,000	218
Have non-RRSP investments	280,000	144
Have mutual funds	431,000	143
Conducted 6+ stock/bond transactions in past 12 months	82,000	224
Purchased investments online in the past 12 months	53,000	252

AUTOMOTIVE & TRAVEL

In past 12 months buy/lease a car	145,000	137
Spent \$40,000+ on most recently acquired vehicle	82,000	150
Travelled for business in past 12 months	278,000	195
Frequent business traveller (9+ trips)	80,000	252
3+ vacation trips within Canada in past 12 months	347,000	124
3+ vacation trips outside Canada in past 12 months	153,000	138
Spent over \$5,000 on last vacation trip outside Canada	105,000	179
Purchased travel products online - accommodations/car rental/cruises/flights/packages	225,000	189

TECHNOLOGY

Have laptop/notebook at home	227,000	142
Have a handheld organizer/email device	151,000	169
Spend over \$76+ a month on cellphone	169,000	165
Have home theatre system	306,000	126
Bought HDTV in the past 2 years	66,000	147
Spent \$2,000+ on audio equipment	69,000	212
Bought an MP3 player in the past 2 years	208,000	138
Purchased home electronics/computer products online in the past 12 months	159,000	159

Source: PMB 2008 Two-Year Readership Database
 Weighted by Population
 Based on English adults 18+

Ad Supplements

Readers of *Canadian Business* ad supplements have a keen interest in the topics we cover. That's because our topics are the same ones they discuss in their own boardrooms. Busy, time-pressed people actively seek solutions to their business challenges—and, often, those solutions are found in the pages of our tightly focused content.

Interested in reaching readers who are more than receptive to targeted messaging? Ask us about the wide variety of packages available.

SPONSORED SUPPLEMENT

Let our professional team of writers and designers package a supplement that covers important issues of the day or topics you specifically recommend.

TURNKEY SUPPLEMENT

Supply your own copy, or ask us to write content that covers your company, topic or agenda exclusively. We'll then design the supplement to your specifications and put your logo on the cover.

SUPPLIED-CONTENT SUPPLEMENT

Have your own creative team? Give us your finished files and we'll ensure your supplement appears just as you want it.

HIGH-PROFILE PARTNERS

Extend your reach by running a *Canadian Business* supplement in concurrent issues of other Rogers publications like *PROFIT: Your Guide to Business Success*, *Maclean's* and *MoneySense* at special multi-title rates.

ADDITIONAL DISTRIBUTION

Overruns are effective tools for conventions, trade shows or other corporate events. What's more, they let you leverage the financial and creative investment you've made in your supplement—and that's smart business.

Please refer to our Editorial Calendar for a list of supplement topics in 2009 or contact your Account Manager to discuss how you can target your message to powerful, influential and affluent business decision makers in Canada through Canadian Business magazine.

Partnerships

As a major participant in high-profile business events and programs, *Canadian Business* has strong alliances with some of Canada's most influential corporate leaders and professional associations.

Barbados Charity Ball	Canadian Manufacturers & Exporters	IE Canada
Call Centre Canada	Canadian Professional Sales Association	International Business Partnership Forum
Canadian Aboriginal & Minority Supplier Council	Canadian Youth Business Foundation	Junior Achievement of Canada
Canadian Aerican Business Council	CATA Alliance	National Awards for Innovation and Excellence
Canadian American Business Achievement Awards	Chinese Business Expo	National Business Book Awards
Canadian Association of Supply Chain & Logistics Management	Chinese Canadian Entrepreneur Awards	National Canadian Chamber of Commerce
Canadian Business Aviation Association	Chinese Export Commodities Fair	National Quality Institute
Canadian Business Hall of Fame (Junior Achievement)	Conference Board of Canada	North American Technology Partnership Awards
Canadian Chamber of Commerce	Economic Development Association of Canada	Ontario Chamber of Commerce
Canada China Council	Forum for International Trade Training	Ontario Global Traders Awards
Canadian Information Productivity Awards	Greater Toronto Marketing Alliance	Purchasing Manufacturers Association of Canada
Canadian Institute for Environmental Law and Policy	GTEC Week	Supply Chain and Logistics Canada
Canadian Investment Awards	Hispanic Chamber of Commerce	Toronto Board of Trade
	Hong Kong Canadian Business Association	

Mechanical Requirements

Trim Size of Magazine: 7-7/8" width x 10-3/4" depth

Ad Format	Trim Size (WxD) (Please build ad to this size)	Bleed Area	Live Area
Double Page Spread	15-3/4" x 10-3/4"	Minimum of 1/8" beyond trim	Minimum of 1/4" inside trim
Full Page	7-7/8" x 10-3/4"		
2/3 Page Vertical	5-1/8" x 10-3/4"		
1/2 Double Page Spread	15-3/4" x 5-3/8"		
1/2 Page Horizontal	7-7/8" x 5-3/8"		
1/2 Page Island	5" x 7-7/8"		
1/3 Page Vertical	2-3/4" x 10-3/4"		
1/3 Page Square	4-7/8" x 5-3/8"		
Banner Ad	7-7/8" x 2"		
BLEED: For ads intended to bleed, please add an 1/8" beyond trim size			
LIVE: Please allow 1/4" of type safety inside trim size			

Supplied Advertising Materials

PDF/X-1a, or a generic PDF, minimum 300dpi with all fonts embedded, created to digital Magazine Advertising Canadian Specifications (dMACS) (<http://magazinescanada.ca/dmacs.php?cat=dmacs>) accompanied by a dMACS standard proof. For further information regarding magazine industry standards, please refer to Magazines Canada www.magazinescanada.ca. For further information regarding Rogers Publishing specifications refer to www.rogersdigitalads.com or contact Paula Doyle at (416) 764-1414. Every attempt is made to verify the supplied file to the supplied proof, however, Rogers Publishing does not accept responsibility for colour or colour trapping or material content that does not conform to digital Magazines Advertising Canadian Specifications (dMACS). Production charges may apply for material not supplied to specification.

Material must be supplied by the advertiser. Production materials, proofs, copy and customs forms must be sent with brokerage fees and transportation "prepaid" to CANADIAN BUSINESS, Consumer Production Department, One Mount Pleasant Road, 8th Floor, Toronto, Ontario, M4Y 2Y5. For further information please contact Paula Doyle at (416) 764-1414.

dMACS Specification Capsule

Screen Ruling:	133 or 150 LPI
UCR:	300% maximum
GCR:	75% maximum
Digital Files:	PDF/X-1a:2001 (www.magazinescanada.ca for details)
Colour Control Bars:	minimum 25/50/75+ solid patches
Proofs:	MAC approved proofs, from the final file
Stocks & Inks:	Matching ANSI CGATS TR 001 and tolerances as per ISO 2846-1
Tone Value Increases:	Yellow = 18%, Magenta = 20%, Cyan = 20%, Black = 22% ± 4%
Live Area:	Minimum of 1/4" inside trim
Bleed Area:	Minimum of 1/8" beyond trim
Trapping:	.0017" or .125 pts

Methods for Material Submission

- 1) AD TRANSPORT** – dedicated file transfer software available on our website www.rogersdigitalads.com. Please note automatic notification will be sent to Paula Doyle from Ad Transport system once file is transferred successfully. In order to ensure proper reproduction of colour and material content, please supply contract colour proof. For further detail on Rogers Publishing proofing requirements, please refer to www.rogersdigitalads.com "Proofing Info".
- 2) CD-ROM** – Deliver with contract colour proof via courier to CANADIAN BUSINESS, Consumer Production Department, One Mount Pleasant Road, 11th Floor, Toronto, Ontario, M4Y 2Y5.

Events

Canadian Business hosts a number of annual business events for Canada's business leaders. These events are supported by programs that extend your reach into the business community, and further expand your business development. As a sponsor, you will benefit from unrivalled networking opportunities with an elite audience of Canada's foremost executives, and gain exclusive access to leading business authorities and influencers.

Canadian Business LEADERSHIP FORUM

OCTOBER 21, 2009

Founded in 2003, the *Canadian Business* Leadership Forum shares first-hand accounts of successful strategies and leadership initiatives that teach attendees new skills and innovative ways of thinking.

This event brings together an impressive group of business leaders (400+) who share their insight into competitiveness and their vision for the future. It also recognizes and celebrates Canada's All-Star Execs, as featured every November in *Canadian Business*.

Previous standout keynote speakers have included: Clive Mather, President & CEO of Shell Canada; Steven Levitt, Best-Selling Author of *FREAKONOMICS*; Jim Balsillie, Co-CEO of Research In Motion (RIM); Richard Florida, Director, Martin Prosperity Institute and Author, *Who's Your City?*; Elyse Allan, President & CEO of GE Canada and Bill Buxton, Principal Researcher for Microsoft Corp.

Readers benefit from the unique knowledge offered at these informative presentations, as they gain valuable insights shared online and in print. The *Canadian Business* Leadership Forum is designed to help meet the challenges of reinventing businesses for today's global economy.

www.canadianbusiness.com/leadershipforum



For more information about *Canadian Business* Events, contact **Lesley Mellor**:

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Events

Canadian Business
OUTLOOK09
AN EXCLUSIVE SPEAKER SERIES FOR CANADA'S BUSINESS LEADERS

NOVEMBER 2009

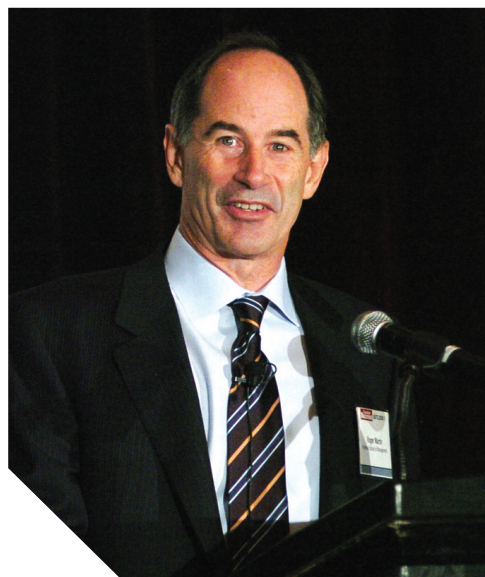
The *Canadian Business* Outlook Forum attracts the best in the business, with leading thinkers and doers who are curious about learning new things and sharing meaningful experiences.

This exclusive and intimate (250+) half-day event focuses on forward looking business strategies and best practices from some of Canada's most innovative business leaders, and also features sector forecasts from recognized market experts. The conference is an extension of our annual Economic Outlook anchor issue.

Our impressive roster of keynote speakers has included: Roger Martin, Dean of the Rotman School of Management; Rick George, President & CEO of Suncor Energy Inc.; Dr. Sherry Cooper, Chief Economist of BMO Capital Markets and Annette Verschuren, President of the Home Depot Canada and Asia.

The *Canadian Business* Outlook Forum is a once-a-year opportunity to mix with and influence an audience of Canada's top executives and expand your business prospects.

www.canadianbusiness.com/outlook2009



For more information about *Canadian Business* Events, contact **Lesley Mellor**:

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Canadian Business Network

CANADIAN BUSINESS NETWORK

The Canadian Business Network is Canada's leading portal for business minded Canadians seeking the information, perspective and direction to make successful business and investing decisions. The Canadian Business Network is an interactive site with exclusive online only content that also leverages the award-winning editorial resources of Canada's top business and personal finance magazines – *Canadian Business*, *PROFIT* and *MoneySense*.

SITE FEATURES:

- Breaking business, market and company news
- Trusted insight and opinion on key business and management issues
- Interactive lists & rankings
- Stock and fund quotes, charting, and portfolio tracking
- Blogs, polls, community discussions, and virtual events
- Financial rates, tools & calculators
- RSS Feeds

SPONSORSHIPS:

- Channels & tools
- Integrated content
- Podcasts, videos and slideshows
- eNewsletters
- Virtual events
- Custom microsites
- 3rd party eBlasts
- Mobile: WAP site and applications for BlackBerry, iPhone and Windows Mobile

TARGET AUDIENCE

- MOPES – (Managers, Owners, Professionals, Executives, Entrepreneurs)
- Investors
- Business Students

