



**Business Edge**  
**News Magazine's**  
editorial excellence and  
unmatched distribution  
to Canadian business addresses  
combine to produce  
**exceptional value**  
for advertisers.



**be** innovative

**be** assertive

**be** successful

*"I am amazed by your audience. In fact, of the literally thousands of interviews and articles on me over the years, I have never seen more reaction to a story than when I was featured in Business Edge. You must be doing something right!"*

- Dave Chilton, author of *The Wealthy Barber*

403.769.9359

The Edge's impact with readers and advertisers has fuelled circulation to the point where it is now delivered directly to up to 157,000 businesses in a single issue via four separate editions (Ontario, Manitoba/Saskatchewan, Alberta and B.C.).

Published twice a month, Business Edge News Magazine reaches a remarkable 280,000+ Canadian businesses with every two consecutive issues. Our rotating distribution enables advertisers to reach about 98% of business addresses each month in 50 key markets: Toronto, Mississauga, Markham, London, Ottawa, Winnipeg, Saskatoon, Regina, Moose Jaw, Lloydminster (SK), Estevan, Calgary, Edmonton, Sherwood Park, Spruce Grove, Stony Plain, St. Albert, Leduc/Nisku, Hinton, Fort McMurray, Grande Prairie, Lloydminster (AB), Lacombe, Red Deer, Airdrie, High River, Okotoks, Cochrane, Canmore, Banff, Medicine Hat, Lethbridge, Cranbrook, Vancouver, North Vancouver, West Vancouver, Richmond, Burnaby, Surrey, New Westminister, Delta, Langley, White Rock, Victoria, Nanaimo, Courtenay, Comox, Kamloops, Kelowna and Vernon. No competitor reaches as many Canadian business addresses.

[www.businessedge.ca](http://www.businessedge.ca) [ads@businessedge.ca](mailto:ads@businessedge.ca)



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# Unmatched Distribution

Approximate number of businesses\* reached over two consecutive issues:

|                       |                |
|-----------------------|----------------|
| Toronto               | 43,476         |
| Mississauga           | 20,394         |
| Markham               | 8,124          |
| London                | 9,291          |
| Ottawa                | 20,227         |
| <b>Ontario Total</b>  | <b>101,512</b> |
| Winnipeg              | 16,790         |
| Saskatoon             | 5,684          |
| Regina                | 5,510          |
| Moose Jaw             | 1,006          |
| Estevan               | 628            |
| Lloydminster (SK)     | 342            |
| <b>Man/Sask Total</b> | <b>29,960</b>  |
| Calgary               | 26,537         |
| Edmonton              | 21,640         |
| Sherwood Park         | 1,351          |
| St. Albert            | 1,165          |
| Spruce Grove          | 918            |
| Stony Plain           | 637            |
| Leduc/Nisku           | 1,362          |
| Hinton                | 318            |
| Fort McMurry          | 1,254          |
| Grande Prairie        | 1,917          |
| Lloydminster (AB)     | 828            |
| Lacombe               | 438            |
| Red Deer              | 3,321          |
| Airdrie               | 661            |
| Cochrane              | 416            |
| Okotoks               | 262            |
| High River            | 137            |
| Canmore               | 442            |
| Banff                 | 416            |
| Medicine Hat          | 1,792          |
| Lethbridge            | 2,352          |
| Cranbrook             | 959            |
| <b>Alberta Total</b>  | <b>69,123</b>  |

# Business Edge Circulation

Each issue of Business Edge is delivered directly to more than 51,000 Ontario businesses, 50,000+ in Alberta, 40,000+ in B.C. and 15,000+ in Manitoba/Saskatchewan.

Our unique rotating distribution gives advertisers access to about 98% of business addresses in 50 key Canadian markets (see schedule to left) with every two consecutive issues.

National advertisers will reach 157,000+ Canadian companies per issue and more than 280,000 businesses with two consecutive ads run in all five provinces.

The Edge uses Canada Post to deliver more than 99% of the copies each week. Most of the copies are delivered directly to businesses unaddressed and the remainder through addressed mail. Business Edge also offers paid subscription service ([subscriptions@businessedge.ca](mailto:subscriptions@businessedge.ca)) to ensure direct personal delivery or bulk delivery to specific business addresses.

|                                 |                |
|---------------------------------|----------------|
| Vancouver                       | 23,004         |
| North Vancouver                 | 3,787          |
| West Vancouver                  | 938            |
| Richmond                        | 7,685          |
| Burnaby                         | 5,490          |
| Surrey                          | 9,581          |
| New Westminster                 | 2,976          |
| Delta                           | 2,086          |
| Langley                         | 2,980          |
| White Rock                      | 1,303          |
| Victoria                        | 6,814          |
| Nanaimo                         | 2,526          |
| Courtenay/Comox                 | 1,485          |
| Kamloops                        | 2,665          |
| Kelowna                         | 4,788          |
| Vernon                          | 1,886          |
| <b>BC Total</b>                 | <b>79,994</b>  |
| <b>Total businesses reached</b> |                |
| <b>per month:</b>               | <b>280,589</b> |

\* Canada Post unaddressed mail data on January 14, 2011.

# The Editorial Edge .....

Every issue presents a great mix of hard business news, personality pieces and opinion columns that keeps Canadian business readers going cover to cover.

The regular editorial lineup includes:

**20 Questions** - Best-selling author Tom Keyser presents a Q&A with a high-profile Canadian business leader. Our best-read feature, 20 Questions allows you to get to know the people steering the ship at Canada's most intriguing companies.

**Pro's 3 Stars** - We give you the top three stock picks of one of Canada's most accomplished investment professionals. While our competitors typically publish stock advice from journalists and their buddies down the street, Business Edge goes straight to the pros who have proven to be the best stock pickers in the country.

**Street Scenes** - Gifted writer Nicole Strandlund provides a glance at the movers, shakers and train wrecks on the stock exchanges. She will tell you which players on the markets are soaring, which are tanking and, most important, why.

**Moving On** gives readers the goods on who has been hired and who has been fired.

**Technology Edge** - Renowned tech expert/futurist Dr. Tom Keenan provides a regular source of vital information on new technologies and what they mean to Canadian business people.

**Canadian Press/Associated Press** - In our regular wire tap, Business Edge presents the most compelling news stories from across the country and around the globe that affect Canadian business people.

**Out of the Norm** - Popular author Norman Leach profiles key players – people and businesses – around the country and their stories.

**The Lighter Side** - Cassius King, also known as our Sultan of Sarcasm, tickles your funny bone while digging barely beneath the surface of important business issues.

## Publication Dates ..... 2012

Booking/material deadline is Friday, seven days prior to publication date. Early booking is advised for preferred positioning.

### 2012

|                 |                  |
|-----------------|------------------|
| January 13, 27  | July 13          |
| February 10, 24 | August 10        |
| March 9, 23     | September 14, 28 |
| April 6, 20     | October 12, 26   |
| May 4, 18       | November 9, 23   |
| June 1, 15      | December 7, 21   |

be  
a player

# What the Advertisers are Saying

editorial excellence +  
unmatched distribution =

“We have never had better response to an ad than from our 1/3-page ad in Business Edge News Magazine. Not in the Globe & Mail, not in National Post. It shows the quality of the readership and the effective ad-creation team.”

- **Thomas Beyer, President, Prestigious Properties Group**

“Just a quick note to say that everyone here is amazed with the amount of leads that come out of our Business Edge advertising. You seem to have found an excellent formula (strong business coverage combined with your unique distribution) to reach that highly sought-after SME decision maker.”

- **Paul Emond, Versature Corp.**

“As a reader, Business Edge provides me with the current and critical information I need to help make successful business decisions. As an advertiser, Business Edge provides a successful forum for us to promote our projects to critical thinkers and key decision makers throughout Alberta, B.C. and Ontario.”

- **Christopher J. Wein, Vice President, Sales & Development, UBG Alpine Homes L.P.**

“Business Edge has given us access to markets that no other publication has been able to deliver to us. We have had many calls from qualified people and continue to do so. I would recommend this publication for those businesses that want good results.”

- **Ron Aitkens, Harvest Capital Management Inc.**

“The quality of The Business Edge is reflected in the quality of readers that call us every time they read about League in its pages. League is very selective about the investors we invite to join us in our private REIT and we couldn't be happier with the results we've achieved thanks to this fine news magazine. Every ad brings an excellent return on our investment. The value we receive is tremendous.”

- **Emanuel F. Arruda, Chairman & COO, League Assets Corp.**

“Business Edge News Magazine has increased our company's exposure significantly. Business Edges feature on investing in clean & sustainable geothermal energy and our trade show exposure resulted in considerable buying into our company.”

- **Gary Thompson, President & CEO, Sierra Geothermal Power Corp.**

“We used the BE to help promote Icobex to a new audience and secure investment via investment meetings in various cities across Canada. We could not believe the amount of distribution that our full page ad received – and not just in major centres either. We asked prospective investors to contact us through our web site and fill out the form to receive the investment package. In a week and a half, we received over 40 requests from Vancouver Island to Quebec. And in cities and towns such as Kamloops and Summerland to Gloucester, Okotoks and Pickering. Your magazine has incredible distribution throughout the country and with first class editorial. Should anyone wish to launch a new concept, product or funding program, contact Rob at the Business Edge and see how it feels to be treated like a valued customer.”

- **Jim R. Thomson, CEO, Icobex Environmental Projects Ltd.**

“Marketing through Business Edge has always been very successful for us. I have been using it now going on two years and find it directs mostly qualified leads to us. **Ninety per cent of our business over the past two years has come from our Business Edge advertising.**”

- **Ken Purvis, Retailink International**

“We couldn't be happier about our decision to advertise with Business Edge. As a growing company, we need measurable results from our advertising dollar. We advertise in a wide variety of business publications, but we continue to receive more qualified leads from our Business Edge ads than from any other source. Additionally, no other publication has offered more creative input into our advertising campaigns than Business Edge...and more importantly, they work. For Wardell, advertising with Business Edge has proved to be a sound investment, one that we plan to continue well into the future.”

- **Mark E. Wardell, President, Wardell Professional Development Inc.**

# Business Edge Rate Card

## Advertising Information

Expires 12 / 31 / 2012 (All rates are net)

### VOLUME CONTRACTS

#### Rate Per Line

| Volume      | # of provinces 1 / 2 / 3 / National   | Discount |
|-------------|---------------------------------------|----------|
| Casual Rate | \$10.00 / \$15.00 / \$20.00 / \$22.00 | -        |
| \$5,000     | \$9.00 / \$13.50 / \$18.00 / \$19.80  | 10%      |
| \$10,000    | \$8.50 / \$12.75 / \$17.00 / \$18.70  | 15%      |
| \$25,000    | \$8.00 / \$12.00 / \$16.00 / \$17.60  | 20%      |
| \$50,000    | \$7.50 / \$11.25 / \$15.00 / \$16.50  | 25%      |
| \$100,000   | \$7.00 / \$10.50 / \$14.00 / \$15.40  | 30%      |
| \$150,000   | \$6.50 / \$9.75 / \$13.00 / \$14.30   | 35%      |
| \$200,000   | \$6.00 / \$9.00 / \$12.00 / \$13.20   | 40%      |

Provincial rates refer to the Ontario, Alberta and BC editions. National rates incorporate Ontario, Alberta, BC and Manitoba/Saskatchewan.

Local Man/Sask rates are 30% of the one-province volume rates (e.g. casual line rate for Man/Sask is \$3.00).

To add Man/Sask to a one-province buy, multiply rate by 1.25.

To add Man/Sask to a two-province buy, multiply rate by 1.15.

### DISPLAY ADVERTISING

Business Edge News Magazine is published twice a month in four regional editions (Ontario, Manitoba/Saskatchewan, Alberta and B.C.). Each page is 4 columns wide by 136 agate lines deep (4 x 136). To determine the cost of an ad, multiply the number of columns by the number of agate lines and multiply by the appropriate line rate.

### MARKET CHOICES

Advertisers running the same ad in two provinces for the same publication date pay 1.5 times the one-province rate. Those running in all three of the larger markets (Ontario, Alberta and BC) pay 2 times the one-province rate. The cost of running an ad run in all four regions (Ontario, Alberta, BC, Man/Sask) is 10% above the three-province rate. There is no additional charge for changing the ad content from edition to edition for the same publication date.

### ADVERTISING CONTRACTS

Advertisers who sign a contract agree to use the amount agreed upon for that term. A short rate (debit) will be assessed if an advertiser fails to reach the revenue cited in the contract during the term.

### COLOUR

Every page of Business Edge is printed on a process colour (CMYK) plate so there is no discount for black and white or spot-colour ads.

### GUARANTEED POSITION CHARGES

Specified page, section or position on page, plus 15%

### ADVERTISING FEATURES

To determine the open rate of an advertising feature, simply multiply the casual rate for display advertising by 1.2.

### CASUAL AD RATES

Costs of display advertising at one-time rate (all rates include full colour):

| Ad Size   | 1 of BC/AB/ON | 2 of BC/AB/ON | BC, AB and ON | National |
|-----------|---------------|---------------|---------------|----------|
| Full page | \$5,440       | \$8,160       | \$10,880      | \$11,968 |
| 3/4 page  | \$4,080       | \$6,120       | \$8,160       | \$8,976  |
| 2/3 page  | \$3,620       | \$5,430       | \$7,240       | \$7,964  |
| 1/2 page  | \$2,720       | \$4,080       | \$5,440       | \$5,984  |
| 1/3 page  | \$1,810       | \$2,715       | \$3,620       | \$3,982  |
| 1/4 page  | \$1,360       | \$2,040       | \$2,720       | \$2,992  |
| 1/6 page  | \$910         | \$1,365       | \$1,820       | \$2,002  |
| 1/8 page  | \$680         | \$1,020       | \$1,360       | \$1,496  |

All rates are net. Booking/material deadline is Friday, seven days prior to publication date.

# Business Edge Rate Card Cont'd

## FRONT PAGE BANNER (4 Columns x 20 agate lines)

|     | Provinces |         |         | National |
|-----|-----------|---------|---------|----------|
|     | 1         | 2       | 3       |          |
| 1x  | \$3,000   | \$4,500 | \$6,000 | \$6,600  |
| 6x  | \$2,400   | \$3,600 | \$4,800 | \$5,280  |
| 24x | \$1,800   | \$2,700 | \$3,600 | \$3,960  |

## EARLUGS

Earlugs are positioned at the top of the front page and section fronts, measuring 1.3" wide x 1.

*Front page (Front-page earlugs are only sold in combination with inside display advertising programs)*

|     | Provinces |       |       | National |
|-----|-----------|-------|-------|----------|
|     | 1         | 2     | 3     |          |
| 1x  | \$480     | \$720 | \$960 | \$1,056  |
| 6x  | \$420     | \$630 | \$840 | \$924    |
| 24x | \$360     | \$540 | \$720 | \$792    |

## Section front

|     | Provinces |       |       | National |
|-----|-----------|-------|-------|----------|
|     | 1         | 2     | 3     |          |
| 1x  | \$360     | \$540 | \$720 | \$792    |
| 6 x | \$300     | \$450 | \$600 | \$660    |
| 24x | \$240     | \$360 | \$480 | \$528    |

## DOUBLE TRUCK

- A double-truck is an ad covering two full pages where the centre is on the gutter.
- A full double-truck (2 full pages) is booked as a 9 column x 136 agate line ad (the gutter counts as one column).
- Regular line rates apply.

## ONLINE ADVERTISING

Advertisers in the hard-copy Business Edge News Magazine will automatically be included in our popular online edition at [www.BusinessEdge.ca](http://www.BusinessEdge.ca) at no extra cost. The UniFlip format is very user friendly and features hyper-linking that guides readers directly to the advertisers' websites.

## TECHNICAL INFORMATION

- Width of column 10p8 or 1.78~
- Full width of ad page 45p9 or 7.62~
- Full length of ad page 136 agate lines or 9.71"
- Halftones: 100 line screen
- Business Edge can receive your ads via e-mail, our ftp site, or on disk (CD, 100Mb ZIP or 250Mb Zip). Please contact your advertising representative for further details.

## INSERTS

- Rates based on cost per thousand.
- Inserts are usually stitched into the bound edge.
- In order to accommodate size, page count and weight, rates are based on quotations.

## LIABILITY

- Advertisers agree Business Edge is not liable for damages in the form of errors in ads beyond the total charged for the space occupied by that portion of the ad in which the error occurred, whether such error is the fault of Business Edge or otherwise. There shall be no liability for non-insertion of any ad beyond the amount charged for such advertisement.
- Business Edge reserves the right to edit, revise or reject any advertisement.
- The advertiser agrees to protect Business Edge against all claims stemming from publication of any ad submitted by the advertiser.
- The advertiser agrees Business Edge will not be held accountable for submitted advertising material.
- The advertiser agrees that ads prepared by Business Edge shall remain the property of Business Edge.

## PAYMENT TERMS

Unless advertising is booked through an advertising agency with approved credit, payment is due in advance via cheque or credit card (Visa, MasterCard or American Express).

# Do You have what it takes to be an ad in Business Edge?

## ACCEPTABLE FILES

- All ads must be minimum 300 dpi and in the correct colour mode (CMYK)  
Preferred formats for ad submission:
- PDF or EPS with all fonts included

## SENDING FILES

- email to:  
[Ads@BusinessEdge.ca](mailto:Ads@BusinessEdge.ca)



|                   | COLUMNS BY AGATES<br>WIDTH BY DEPTH | INCHES BY INCHES<br>WIDTH BY DEPTH |
|-------------------|-------------------------------------|------------------------------------|
| Full page         | 4 x 136                             | 7.62 x 9.71                        |
| 3/4 page          | 3 x 136                             | 5.68 x 9.71                        |
|                   | 4 x 102                             | 7.62 x 7.29                        |
| 2/3 page          | 3 x 121                             | 5.68 x 8.64                        |
|                   | 4 x 91                              | 7.62 x 6.5                         |
| 1/2 page          | 2 x 136                             | 3.73 x 9.71                        |
|                   | 3 x 91                              | 5.68 x 6.5                         |
|                   | 4 x 68                              | 7.62 x 4.86                        |
| 1/3 page          | 2 x 91                              | 3.73 x 6.5                         |
|                   | 3 x 60                              | 5.68 x 4.29                        |
|                   | 4 x 45                              | 7.62 x 3.21                        |
| 1/4 page          | 1 x 136                             | 1.78 x 9.71                        |
|                   | 2 x 68                              | 3.73 x 4.86                        |
|                   | 3 x 45                              | 5.68 x 3.21                        |
|                   | 4 x 34                              | 7.62 x 2.43                        |
| 1/6 page          | 1 x 91                              | 1.78 x 6.5                         |
|                   | 2 x 45                              | 3.73 x 3.21                        |
|                   | 3 x 30                              | 5.68 x 2.14                        |
|                   | 4 x 23                              | 7.62 x 1.64                        |
| 1/8 page          | 1 x 68                              | 1.78 x 4.86                        |
|                   | 2 x 34                              | 3.73 x 2.43                        |
|                   | 3 x 22                              | 5.68 x 1.57                        |
|                   | 4 x 17                              | 7.62 x 1.21                        |
| Front-page banner | 4 x 30                              | 7.62 x 2.14                        |

# Readership Demographics

The Business Edge Readership Survey, conducted independently by Profit Matters Inc., revealed an abundance of information about our audience.

Above all, the survey revealed that a lot of Canadians are reading Business Edge (about 816,000 at more than 157,000 businesses every second week) and that they are reading it closely.

## Here are some other highlights of the survey:

- There are 5.2 readers per copy of Business Edge
- 62% have bought something or followed up on something they saw advertised in Business Edge
- 61% male/39% female
- Median income \$100,000 to \$150,000
- 29% are senior management or executives
- 18% are business owners
- 14% are managers/supervisors
- 8% are professionals
- 25% plan to buy or lease a new car within the next 12 months
- 48% plan to buy or lease a new car within the next 24 months
- Average number of cars per household: 2.0
- Average number of business airplane flights per year: 6.3
- Average number of personal airplane flights per year: 2.7
- Average number of times per week dining out: 2.70
- Average age 44.2 years
- 35% of offices have a specific policy for the distribution of Business Edge

# Contact Information:

To book advertising or for more information, contact:

Rob Driscoll  
Calgary head office: 403.769.9359  
E-mail: [Ads@BusinessEdge.ca](mailto:Ads@BusinessEdge.ca)  
Fax: 403.769.1810

OR

E-mail advertising material to:  
[Ads@BusinessEdge.ca](mailto:Ads@BusinessEdge.ca)

**Business Edge News Magazine**  
#1260, 112 4th Ave. S.W.  
Calgary, AB T2P 0H3



## a part of our winning team!