



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 286,000+ 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, North York, 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 ads@businessedge.ca



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Unmatched Distribution

Approximate number of businesses* reached over two consecutive issues:

Toronto	42,000
North York	2,323
Mississauga	20,852
Markham	8,149
London	9,569
Ottawa	20,798
Ontario Total	103,691
Winnipeg	17,018
Saskatoon	5,835
Regina	5,549
Moose Jaw	1,000
Estevan	628
Lloydminster (SK)	349
Man/Sask Total	30,379
Calgary	27,724
Edmonton	22,560
Sherwood Park	1,227
St. Albert	1,205
Spruce Grove	940
Stony Plain	721
Leduc/Nisku	1,264
Hinton	414
Fort McMurry	1,254
Grande Prairie	2,020
Lloydminster (AB)	829
Lacombe	390
Red Deer	3,443
Airdrie	639
Cochrane	377
Okotoks	221
High River	155
Canmore	472
Banff	342
Medicine Hat	1,912
Lethbridge	2,689
Cranbrook	988
Alberta Total	71,786

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 286,000 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) to ensure direct personal delivery or bulk delivery to specific business addresses.

Vancouver	23,419
North Vancouver	3,754
West Vancouver	990
Richmond	7,925
Burnaby	5,523
Surrey	9,345
New Westminster	2,968
Delta	1,997
Langley	2,858
White Rock	1,349
Victoria	6,773
Nanaimo	2,620
Courtenay/Comox	1,481
Kamloops	2,731
Kelowna	4,883
Vernon	1,990
BC Total	80,606
Total businesses reached	
per month:	286,462

* Canada Post unaddressed mail data on January 18, 2010.

The Editorial Edge

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

The regular editorial lineup includes:

20 Questions 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 gives you the top three stock picks of one of Canada's most accomplished investment professionals.

Scenes from the Street provides a glance at the movers, shakers and disasters in the markets.

Edge@Work gives business decision makers the low-down on current workplace trends and HR issues.

Real Estate Edge provides readers with an in-depth look

at important topics in today's rapidly evolving real estate world.

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

Coming Events lists the notable business events in the coming weeks.

Moving On tells readers who has been hired and who has been fired in the local business scene.

Publication Dates 2010

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

2010

January 15, 29	July 16
February 12, 26	August 13
March 12, 26	September 10, 24
April 9, 23	October 8, 22
May 7, 21	November 5, 19
June 4, 18	December 3, 17

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're very pleased with the results from our advertising with Business Edge. Stoneset Equities is a real estate investment company and property developer. We have used Business Edge to advertise both, our investment portfolio and seminars plus pre-registrations for recreational condo sales at Vista Del Lago in Invermere, BC. We have seen measurable traffic increases to our website for seminar registrations, sales registrations and general inquiries; despite running ads in the summer (typically slower months for real estate or investment sales). We have also seen direct referrals to our websites from Business Edge's website. I previously worked with a recreational property developer and saw a significant increase in sales centre traffic as a direct result of advertising in Business Edge.”

- **Tammy Schuiling, Marketing Director, Stoneset Equities**

“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 / 2010 (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 133 agate lines deep (4 x 133). 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

One-time rate for full-page advertising feature (multiply display ad rate by 1.2 - includes writing and photography):

1 province: \$6,384	2 provinces: \$9,576
3 provinces: \$12,768	National: \$14,045

CASUAL AD RATES

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

Ad Size	1 province	2 provinces	3 provinces	National
Full page	\$5,320	\$7,980	\$10,640	\$11,704
3/4 page	\$3,990	\$5,985	\$7,980	\$8,778
2/3 page	\$3,540	\$5,310	\$7,080	\$7,788
1/2 page	\$2,660	\$3,990	\$5,320	\$5,852
1/3 page	\$1,770	\$2,655	\$3,540	\$3,894
1/4 page	\$1,330	\$1,995	\$2,660	\$2,926
1/6 page	\$890	\$1,335	\$1,774	\$1,950
1/8 page	\$665	\$998	\$1,330	\$1,463

All rates are net. Material deadline is Wednesday, nine 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 133 agate line ad (the gutter counts as one column).
- Regular line rates apply.

TECHNICAL INFORMATION

- Width of column 11p3 or 1.88~
- Full width of ad page 48p or 8~
- Full length of ad page 133 agate lines or 9.5"
- 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.
- Other specifications include minimum three-inch lip on single page inserts and half-inch head trim on any insert.
- In order to accommodate size, page count and weight, rates are based on quotations.

WEB ADVERTISING

- Quotes are presented on an individual basis as banner ads running on www.BusinessEdge.ca have a wide range of sizes, exposure and costs.

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.

TERMS OF PAYMENT

- First ad must be paid in advance unless it is booked through an advertising agency with approved credit. For all other advertising, payment is due upon publication. Business Edge reserves the right to implement a service charge of 2% per month for payments received after 30 days from billing date. Business Edge reserves the right to require advance payment for any or all advertising in a particular program.

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 and saved as outlines where possible
- 300 dpi tif
Photos should be minimum 300 dpi tif

SENDING FILES

- email to:
Ads@BusinessEdge.ca



	COLUMNS BY AGATES WIDTH BY DEPTH	INCHES BY INCHES WIDTH BY DEPTH
Full page	4 x 133	8 x 9.5
3/4 page	3 x 133	5.96 x 9.5
	4 x 100	8 x 7.14
2/3 page	3 x 118	5.96 x 8.43
	4 x 89	8 x 6.36
1/2 page	2 x 133	3.92 x 9.5
	3 x 89	5.96 x 6.36
	4 x 67	8 x 4.79
1/3 page	2 x 89	3.92 x 6.36
	3 x 59	5.96 x 4.21
	4 x 44	8 x 3.14
1/4 page	1 x 133	1.88 x 9.5
	2 x 67	3.92 x 4.79
	3 x 44	5.96 x 3.14
	4 x 33	8 x 2.36
1/6 page	1 x 89	1.88 x 6.36
	2 x 44	3.92 x 3.14
	3 x 30	5.96 x 2.14
	4 x 22	8 x 1.57
1/8 page	1 x 67	1.88 x 4.79
	2 x 33	3.92 x 2.36
	3 x 22	5.96 x 1.57
Front-page banner	4 x 20	8 x 1.43

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
Fax: 403.769.1810

OR

E-mail advertising material to:
Ads@BusinessEdge.ca

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a part of our winning team!