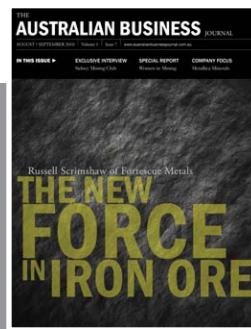


THE
CANADIAN BUSINESS JOURNAL

MEDIA KIT 2014



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- **READERSHIP DEMOGRAPHICS**
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- **MECHANICAL SPECIFICATIONS**
- **TERMS AND CONDITIONS**



For more information contact our Publisher, Andrew Cook at 416-642-7678 | andrewc@georgemedia.ca

OVERVIEW

The CBJ is essential reading for Canada's top executives who want to stay informed of current business news, industry topics and trends. It offers readers a glimpse into major Canadian industries including construction, energy, food and drink, healthcare, manufacturing and more, through comprehensive profiles of successful Canadian enterprises.

The magazine also features articles and columns from Canadian writers focused on all aspects of the Canadian business landscape, from environmental to legal to safety issues. Through the *CBJ*, readers are able to access illuminating interviews with key public figures and regulatory bodies.

The magazine also covers high-profile industry events and snapshots into business life in the special "CBJ Onsite" section.

George Media Inc. is proud to be a registered Canadian company promoting Canadian business nationally and to the world.

The Canadian Business Journal is proud to become the first digital-only magazine in Canada to qualify for **BPA Interactive Membership**. In taking this pioneering step *CBJ* can assure valued advertisers of the precise number of eyes viewing the magazine and website.

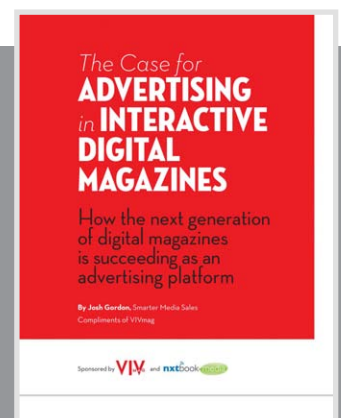
Each month the publication is sent digitally to 30,000 individual senior executives leading medium to large Canadian companies and boasts over 455,000* monthly unique visitors who visit its website—of those visitors, over 70%, 318,000, view the current issue of *CBJ*.

- *The Canadian Business Journal* (CBJ) has the highest independently audited and verified readership of any Canadian B2B publication.
- Digital delivery to more than 30,000 individual senior executives across Canada.

THE CASE FOR ADVERTISING IN DIGITAL MAGAZINES

Josh Gordon outlines the unique advantages and opportunities that a digital magazine can provide for a publisher. [\[CLICK TO READ THE STUDY\]](#)

Through our membership with the BPA, we utilize Nielsen's Net Ratings, which records statistics on a daily and monthly to-date basis. These statistics include: the number of visitors who visit *The Canadian Business Journal's* website, including daily unique visitors, number of page impressions, and time on the website. [\[CLICK TO VIEW THE LINK\]](#)



MEDIAKIT 2014

EDITORIAL CONTENT

As the cornerstone publication of George Media Inc., *The Canadian Business Journal* (CBJ) - written by Canadians, for Canadians – is essential reading for Canada's top business leaders who want to stay informed of current business news, industry topics and trends. The magazine offers readers a glimpse into major Canadian industries including construction, energy, food and drink, healthcare, manufacturing and more, through comprehensive profiles of successful Canadian enterprises.

CBJ EXCLUSIVE | CBJ presents an exclusive interview or key story featuring in-depth reporting on important issues of the day e.g. Mereille Guiliano (author), *Dragons' Den*, key Canadian Ministers, Canadian Chamber of Commerce President Perrin Beatty

CONSTRUCTION | CBJ has written about major construction projects such as the Autoroute highway projects in Quebec, and highlighted a vast number of companies such as Bird Construction, Lafarge, and Maple Reinders. We have also featured larger national projects and building news, such as an article about site structures and development of the facilities for the Vancouver 2010 Olympic Games, in tandem with Olympic partners

ENERGY | Major players featured include Xstrata, DeBeers, Potash Corp, PetroBakken, MiHR, key energy regulators and representatives, the Prospectors and Developers Association of Canada, mining experts including Glenn Ives of Deloitte, as well as hundreds of interviews with heads of international resource companies including Randgold's Mark Bristow, Suncor's Rick George, Canadian Energy Ministers

LOGISTICS | CBJ has been pleased to work with the Canadian Standards Association, and features regular contributions from the Logistics Institute, as well as delves into issues in supply chain management in all sectors. CBJ has also been pleased to work in tandem with IBM to share with companies strategizing for a "Smarter Planet". Featured companies include GN Transport, IPE Logistics, and Skelton Truck Lines

TECHNOLOGY | CBJ regularly features contributions from Clean 15 and brings updates from the tech sector including stories about innovation from IBM, Research In Motion, and also focuses on new technologies for helping businesses grow and innovate in all sectors

HEALTHCARE | CBJ has featured health centres across the country including Revera, St. Joe's, SickKids, and spoken with key health regulators and ministers, including Don McMorris of Saskatchewan

FINANCE | We feature input from key industry finance experts including Linda Leatherdale, Mark Burkowski (M&A), also feature columns on Canadian finance and business policy from The Canadian Chamber of Commerce, and leading business organizations including Canadian Federation for Independent Business, and local insurance and human resource experts

LEGAL | We feature advice and opinions from leading Canadian legal firms including a regular column from McLean Kerr

MANAGEMENT & OPERATIONS | This high-level section is dedicated to looking at management and operations approaches, including efficiency strategies, input from key executives and entrepreneurs, issues ranging from intellectual property to tax, diversity, etc.

NEW PRODUCTS & SERVICES | CBJ has featured companies like Hatch and AMEC, and regularly looks at new products available for businesses

CBJ ONSITE | Every month, CBJ features an onsite where senior editorial staff visit a trade show or conference, meet with a key industry leader or public personality (*Dragons' Den* Cast), or are hosted for a mine or factory visit

CBJ READERSHIP

The Canadian Business Journal (CBJ) has the highest independently audited and verified readership of any Canadian B2B publication. Each month the publication is sent digitally to 30,000 individual senior executives leading medium to large Canadian companies and boasts over 455,000* monthly unique visitors who visit its website - of those visitors, over 70%, 318,000, view the current issue of CBJ.

- CBJ readers are Senior Executives from a broad spectrum of business and industry including Construction, Food & Drink, Logistics and Supply Chain, Mining/Oil & Gas, Manufacturing, Technology and others from across Canada.
- CBJ circulation is focussed on medium to large companies - 83% have more than 50 employees, 43% have more than 100 employees
- CBJ readers manage multi-million dollar businesses, 83% report revenue in excess of \$10 million, 45% report revenue in excess of \$50 million
- 78% of CBJ readers identify their positions as CEO/ Chairman/ Owner/ President. Vice President/ Directors, Senior/ Executive Manager, General Manager/ Plant Manager/ Project Manager.

WHO READS THE CANADIAN BUSINESS JOURNAL (CBJ)

BUSINESS TYPE	
Associations	1%
Construction	13%
Energy and Utilities	6%
Alternative Energy	8%
Food & Drink/Food Service	12%
Healthcare/Pharmaceutical	9%
Manufacturing	18%
Mining/Oil & Gas	15%
Retail	5%
Technology	6%
Logistics and Supply Chain	12%
Others	3%

EMPLOYEES	
0-49	15%
50-99	41%
100-499	27%
500+	16%
Unknown	2%

ANNUAL REVENUE	
5-9 million	13%
10-49 million	38%
50-99 million	27%
100+ million	18%
Unknown	4%

JOB TITLE/FUNCTION	
CEO/ Chairman/ Owner/ President	21%
Vice President/ Directors	25%
Senior/ Executive Manager	18%
Genl Manager/ Plant Manager/ Project Manager	14%
Purchasing Director/ Purchasing Manager	9%
Maintainance/ Operations/ Transportation Manager	8%
Others	6%

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ADVERTISING RATES - MAGAZINE

	1x	3x	6x	12x
Double Page Spread	\$12,990	\$7,490	\$6,290	\$5,290
Full Page	\$8,990	\$4,990	\$4,290	\$3,690
Half Page	\$4,990	\$2,990	\$2,360	\$2,030
Quarter Page*	\$2,990			

* Canadian Business in Action only

Our most recent monthly traffic audit showed 455,759 unique visitors to our web site. Of those visitors, 70% chose to view the publication. The statistics collected through BPA and Nielsen are clear proof that advertisers are receiving arguably the best ROI in Canada when they advertise with George Media.

- **UNIQUE ADVERTISING OPPORTUNITIES**

The Canadian Business Journal offers numerous unique and innovative advertising opportunities within our digital magazine pages and on our website.

- **COMPLETE INTERACTIVITY**

Our digital format allows *CBJ* to provide complete interactivity with all advertising pages in our magazine. *CBJ* can embed “Flash”, video, links and other “digital extras” into your advertising to increase advertising effectiveness.

- **E-READER AND LAPTOP FRIENDLY**

CBJ is e-reader friendly with digital page layout, typography, art and graphics and photography specifically designed for e-reader and laptop use.

- **SPONSORSHIPS**

CBJ offers unique opportunities to sponsor segments of our monthly magazine with premium advertisement positioning and ongoing bottom banner sponsorship messaging.

- **PREMIUM POSITIONING**

CBJ offers premium advertisement position for a slight additional charge or waived for frequent contract advertisers. Inside front cover, RHP in the first 15, DPS in the first 15, are available.

- **EXCLUSIVE ADVERTISER CATEGORIES**

CBJ offers clients an industry-exclusive advertising opportunity. Under specific conditions *CBJ* will limit certain industry advertising in an issue to a single advertiser. There is a surcharge for advertiser exclusivity.

ADVERTISING RATES - WEBSITE

HOMEPAGE					ANY OTHER PAGE				
	1x	3x	6x	12x		1x	3x	6x	12x
313 x 90 px	\$1,390	\$1,290	\$1,090	\$890	313 x 90 px	\$1,090	\$990	\$790	\$590
209 x 200 px	\$1,360	\$1,260	\$1,060	\$860	209 x 200 px	\$1,060	\$960	\$760	\$560
209 x 107 px	\$1,130	\$1,030	\$830	\$630	209 x 107 px	\$830	\$730	\$530	\$330

DIGITAL AD SPECS

IF YOU ARE SUBMITTING AN ORIGINAL AD

- Ads can be sent as an e-mail attachment (up to 10 MB) or if your ad is bigger a file sharing service like www.yousendit.com
- Ads should be in full colour RGB or CMYK
- We accept following formats for PC: JPG, TIFF, PDF, EPS, AI* *Please note we cannot accept ads created in Microsoft Word*
- Electronic files must be sent with fonts and pictures embedded (if applicable)
- For best results the resolution of all photography, type and illustrations should be 300dpi
- Files sent as InDesign documents should be prepared via the “collect for output” command with accompanying images and fonts

IF YOUR AD IS BEING DESIGNED BY GEORGE MEDIA

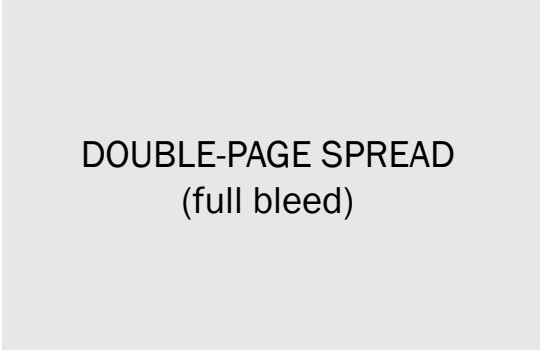
- Please submit a company logo in the best available format. Preferred format is EPS
- Text you want to appear in your AD
- Any images you want to appear in your AD (if you have them)

SEND SUBMISSIONS TO: Chris Moore | Sr. Advertising Designer | chrism@georgemedia.ca | 416.642.7691

SPACE RESERVATION DEADLINE : 10th of month prior to publication


MATERIAL DEADLINE : 15th of month prior to publication

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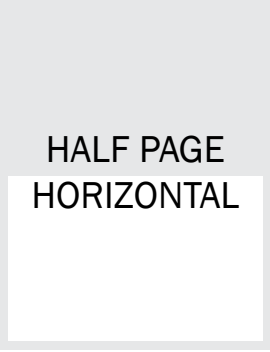
DOUBLE-PAGE SPREAD
(full bleed)

INCHES: 17 x 11
CM: 43.2 x 27.9



FULL PAGE
(full bleed)

INCHES: 8.5 x 11
CM: 21.6 x 27.9




HALF PAGE
HORIZONTAL

INCHES: 7.75 x 4.75
CM: 19.7 x 12.1



HALF PAGE
VERTICAL

INCHES: 3.75 x 9.75
CM: 9.5 x 25.4



QUARTER
PAGE

INCHES: 3.75 x 4.75
CM: 9.5 x 12.1

ADVERTISING TERMS & CONDITIONS

The applicable insertion order (to the extent it does not conflict with the terms hereof), the then current rate card of the publication to which the insertion order relates ("Publication") and Publication's then current advertising specifications are incorporated by reference into these terms and conditions and are collectively referred to as the "Agreement". The person(s), firm or corporation contracting with George Media Inc ("Publisher") for the insertion of advertising in the Publication, whether as principal ("Advertiser") or as agent ("Agency"), shall be deemed authorized for all purposes relating to the Agreement.

Rates and Commissions

(a) Publisher reserves the right to change its advertising rates at any time. Rate changes shall be made at least 30 days in advance of the closing date of the first issue to which such rates apply. If a rate change is not acceptable to Advertiser or Agency, it may, within 15 days of notification of such rate change, cancel the Agreement without incurring short rate charges

(b) Advertising rates are subject to the addition of applicable taxes, including Goods and Services Tax (GST) and Harmonized Sales Tax (HST).

(c) Agency commissions equal to up to 15% of gross billings for space are payable to recognized agencies only.

(d) Any negotiated discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within 6 months after the end of the period in which they are earned, and will expire if unused during such period.

Billing and Payments

(a) Advertiser and Agency shall be jointly and severally liable for payment of all invoices for advertising published in the Publication.

(b) Amounts invoiced are payable upon receipt of invoice. Interest shall be charged at a rate of 1% per month (18% per annum) on amounts outstanding for more than 30 days from the date of invoice.

(c) Invoiced amounts are payable at Publication's offices in Canadian funds, or equivalent funds at the rate of exchange prevailing at the time of payment.

Cancellation

(a) Cancellation of the Agreement by Advertiser or Agency is subject to Publisher's approval, in its sole discretion. Agreements for covers and special positions may not be cancelled by Advertiser or Agency. No cancellations shall be accepted by Publisher after the closing date for advertising space. Short rate charges shall apply to all cancellations by Advertiser or Agency.

(b) Publisher may, at its option terminate this Agreement for the breach of any term hereof. Upon termination for breach, all charges incurred, together with short rate charges, shall be immediately due and payable.

Advertising Materials (a) All advertising copy is subject to Publisher's approval and Publisher may without notice and without liability reject, discontinue or omit any advertising for any reason at any time.

(b) The word "Advertisement" shall be placed above copy which Publisher determines resembles Publication's editorial material or that is not immediately identifiable as an advertisement.

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(c) Any advertising published in Publication may, in Publisher's discretion, be published and archived by Publisher or any anyone authorized by Publisher, as many times as Publisher and those authorized by Publisher wish, in and on any product, media and archive (including anything in print, electronic or other form).

Warranties, Indemnities, Limitations

(a) Advertiser and Agency shall be jointly and severally liable for all content (including text, representation and illustrations) of any advertising printed. Advertiser and Agency shall jointly and severally indemnify Publisher, its affiliates and their respective officers, directors, employees, contractors and agents against any and all liability and costs including any legal fees arising from a breach of this Agreement and/or resulting from the publication of the advertising materials, including without limitation, defamation, illegal competition or trade practice, infringement of trademark, trade name, or copyrights, and violation of rights of privacy, property or contract.

(b) Publisher shall not be responsible for errors or omissions in any advertising materials provided by Advertiser or Agency (including errors in key numbers) or for changes made to such advertising after the applicable closing date.

(c) Advertiser and Agency agree that the Publication shall be under no liability for the failure, for any reason, to publish any advertising or circulate any issue of the Publication.

General

(a) If Agency has entered this Agreement on behalf of Advertiser, Agency confirms that Advertiser has been provided with a copy of the terms hereof.

(b) This Agreement constitutes the entire agreement between the parties with respect to its subject matter and supersedes all prior agreements and understandings relating to the subject matter. No changes to this Agreement shall be effective unless made in writing and signed by the party sought to be bound.

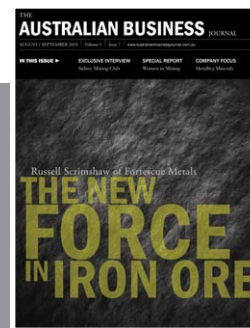
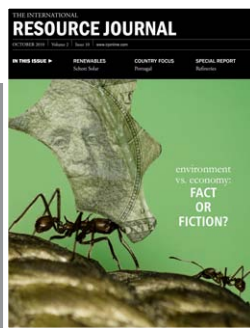
(c) For clarity, Publisher shall not be bound by any conditions, printed or otherwise, appearing on Advertiser or Agency contracts, orders or instructions which conflict with, vary or add to these terms and conditions.

(d) Neither Advertiser nor Agency may assign any rights or obligations under this Agreement.

(e) Advertiser and Agency agree not to make promotional or merchandising reference to Publication in any way without the prior written permission of Publisher in each instance.

(f) No provision of this Agreement shall be deemed waived by a course of conduct unless such waiver is in writing signed by all parties and stating specifically that it is intended to modify this Agreement.

(g) This Agreement is governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any proceeding relating to the subject matter of this Agreement shall be within the exclusive jurisdiction of the courts of the Province of Ontario.



**For more information contact our Publisher,
Andrew Cook at 416-642-7678 | andrewc@georgemedia.ca**