

BUSINESS MEDIA

FACT BOOK

2011

Magazines
Canada



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B2B MEDIA MAKE BUSINESS HAPPEN

Business Media connect with business decision makers in virtually every business category. B2B magazines, websites, blogs, trade shows and more, help marketers achieve their communication and sales objectives, both as standalone media or in combination with others.

B2B platforms get noticed, generate leads, initiate consideration, assist negotiation and, ultimately, drive purchase. That's why Business Media are an essential part of any B2B marketing plan.

The Business Media Fact Book is a compilation of industry trends and the latest research to help marketers and advertising agencies evaluate how B2B advertising can be put to work to build business.

Make the Connection with Business Media



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TOP 10 REASONS TO USE BUSINESS MEDIA

1. B2B ads make business happen!:

Study after study prove that business media magazines, digital editions, websites, blogs, trade shows and more, help achieve business objectives, both as standalone media or in combination with others. B2B platforms help to drive consideration, negotiation and ultimate purchase.

2. Business Media generates qualified leads:

Business leaders read B2B media and respond when looking for information, seeking vendors or screening other potential business partners.

3. B2B platforms drive the purchase funnel:

Magazines are effective across all stages of the purchase funnel, driving awareness and purchase intent (the metric that's hardest to sway).

4. B2B advertising drives web searches and visits:

Business media platforms are where business professionals go for ideas and inspiration. That's why B2B ads are leading influencers, driving readers to specific advertiser websites and to search.

5. Business Media delivers brand-relevant imagery:

The B2B editorial surround imbues ads with business and brand-relevant imagery, industry associations and a compatible frame of reference that delivers greater reader receptivity to advertising.

Continued...



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TOP 10 REASONS TO USE BUSINESS MEDIA *(Cont'd)*

6. Business Media offers lasting messaging: B2B ads keep working 24/7. They provide a lasting, durable message. Plus, readers clip and save magazine ads for future reference.

7. B2B media is a credible info source: Business decision makers trust B2B media as leading, objective sources of information that readers use to gather industry intelligence and make important business decisions.

8. B2B advertising is relevant and welcomed: Readers value B2B advertising—they read ads almost as much as the editorial itself.

The service aspect of ads is accepted as an essential part of the content mix.

9. Business Media advertising is targeted: Business Media platforms engage readers in very individual ways. There's a B2B magazine, blog, website or trade show for virtually every industry need. Use business media to reach your target audience with laser-like precision in a meaningful way — a way in which other communication vehicles can't compete.

10. Business Media reaches decision makers: B2B media are go-to sources for business decision makers and buyers looking to stay informed about their industry sectors.



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Industry Trends

B2B trends at a glance

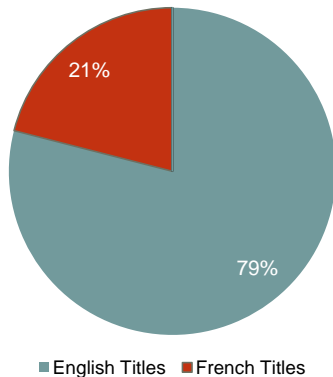


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A MAGAZINE FOR EVERY BUSINESS NEED

Magazines fulfill important business needs.

There's a magazine for virtually every business category where decision makers turn for the latest info.



Number of Canadian Business Media Magazines, 2000-2009

YEAR	# BUSINESS MEDIA TITLES
2000	751
2001	750
2002	754
2003	761
2004	775
2005	780
2006	788
2007	785
2008	786
2009	777
2010	Coming soon

Sources: Canadian Advertising Rates and Data (CARD); Masthead magazine

B2B MAGAZINES TARGET SPECIFIC INDUSTRY NEEDS

Readers and advertisers may choose from among a deep and wide array of Canadian business media magazine titles across 89 editorial categories. Advertisers have significant options with which to build a strong reach campaign targeting business audiences.

**89 Industry Categories
to choose from**

Largest Categories in 2009 – Number of Titles

RANK	INTEREST CATEGORY	# TITLES
1	Business	108
2	Medical	78
3	Automotive	28
4	Building	28
5	Education	21
6	Construction	19
7	Government	18
8	Nursing	18
9	Forest and Lumber	17
10	Hospital and Healthcare	17
11	Legal	17
12	Petroleum	17
13	Travel	16
14	Dentistry	15
15	Insurance	15

Source: Canadian Advertising Rates and Data (CARD), 2010

MAGAZINE LAUNCH & CLOSURE HISTORY

Never before has Canada produced so many outstanding business media magazines with content spanning the many unique needs of Canadian business leaders looking for industry-specific information and research.

No medium does this better than B2B magazines.

YEAR	LAUNCHES	CLOSURES	NET
2000	14	5	9
2001	9	10	(1)
2002	10	6	4
2003	11	4	7
2004	21	7	14
2005	10	5	5
2006	9	1	8
2007	5	8	(3)
2008	10	9	1
2009	4	20	(16)
2010	Coming soon	Coming soon	Coming soon
10-Year Average	10	8	2

Source: Masthead Magazine Annual Tally



NEW TITLES ADDRESS EMERGING INFO NEEDS

The launch of new B2B magazine titles continues across most industry categories, fulfilling reader needs.

Number of B2B Launches

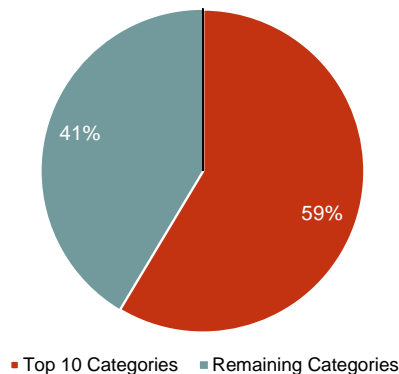
INTEREST CATEGORY	PAST 10 YEARS
Business/Human Resources	15
Dentistry/Drug/Pharmacy/Hospital/Healthcare/Medical	15
Automotive/Transportation	8
Advertising/Marketing/Graphics/Printing	7
Architecture/Engineering/Construction	5
Legal	4
Boating/Fisheries	3
Computer/IT/Electronics	3
Forest/Lumber/Mining	3
Government	3
Pets/Veterinary	3
Purchasing/Retail	3
Education	2
Electrical/Energy/Lighting	2
Other	27
<i>Total</i>	103

Source: Masthead Magazine



CATEGORY CIRCULATION BY INDUSTRY

The Business magazine category accounts for the highest average issue circulation in Canada. As in the previous year, Medical, Education, Nursing and Automotive magazines round out the top 5. The top 10 categories represent 59% of total B2B circulation.



Source: CARD; Magazines Canada

Average Issue Circulation ('000)

RANK	EDITORIAL CATEGORY	2010 CIRCULATION
1	Business	3,865
2	Medical	899
3	Education	620
4	Nursing	611
5	Automotive	403
6	Building	384
7	Construction	358
8	Travel	299
9	Engineering	281
10	Legal	269

MAGAZINES ENGAGE, BIG AND SMALL

Big or small, each B2B magazine reaches and fulfills the needs of its readers in every business category.

If you are looking to engage a tightly defined audience, put magazines of every size to work for you.

CIRC SIZE GROUPING	# OF TITLES	% OF TOTAL TITLES	GROUP CIRCULATION	% OF TOTAL CIRCULATION
150,000 +	9	1.2%	2,027,533	15.0%
100,000 to 149,999	8	1.1%	1,072,686	8.0%
50,000 to 99,999	27	3.7%	1,880,916	13.9%
25,000 to 49,999	69	9.4%	2,345,724	17.4%
10,000 to 24,999	278	37.7%	4,358,108	32.3%
5,000 to 9,999	184	25.0%	1,368,108	10.1%
1 to 4,999	162	22.0%	436,845	3.2%

Source: Titles reporting circulation in CARD



CANADA'S TOP 15 BUSINESS MEDIA TITLES

Canada boasts hundreds of professional business media titles, print and digital, that service the needs of business decision makers every day. Here are some of Canada's largest titles, ranked by circulation.

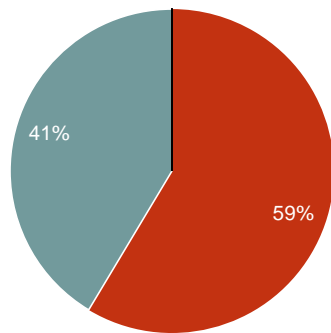
Average Issue Circulation ('000)

RANK	TOP 15 BUSINESS MEDIA TITLES	2010 CIRCULATION
1	Exec Digital	550
2	Professionally Speaking	219
3	Manufacturing Digital	180
4	Business Review Canada	160
5	Supply Chain Digital	160
6	Business Edge	157
7	Energy Digital	150
8	The Standard	149
9	Your Business	146
10	Food and Drink Digital	140
11	Canadian Nurse	136
12	Infirmière canadienne	136
13	Enterprise	125
14	Construction Digital	125
15	Talk Travel Magazine	115

Source: CARD; Magazines Canada

CANADA'S TOP 15 B2B PUBLISHERS

Canada boasts hundreds of professional business media titles, print and digital, that service the needs of business decision makers every day. Here are some of Canada's largest titles, ranked by circulation.



■ # Top 10 Publishers Titles ■ # Remaining Publishers Titles

Source: CARD; Magazines Canada

RANK	TOP 15 PUBLISHERS	2010 # TITLES
1	Business Information Group (BIG)	52
2	Rogers Publishing	30
3	Annex Publishing & Printing	27
4	BIV Media Group	13
5	Craig Kelman & Assoc.	11
6	Naylor Canada	9
7	Baum Publications	8
8	JuneWarren–Nickle's Energy Group	8
9	Transcontinental Media	8
10	Andrew John Publishing	7
11	Chronicle Companies	7
12	MediaEdge Communications	7
13	Pappin Communications	7
14	Rousseau Communication Automobile	7
15	White Digital Media	7

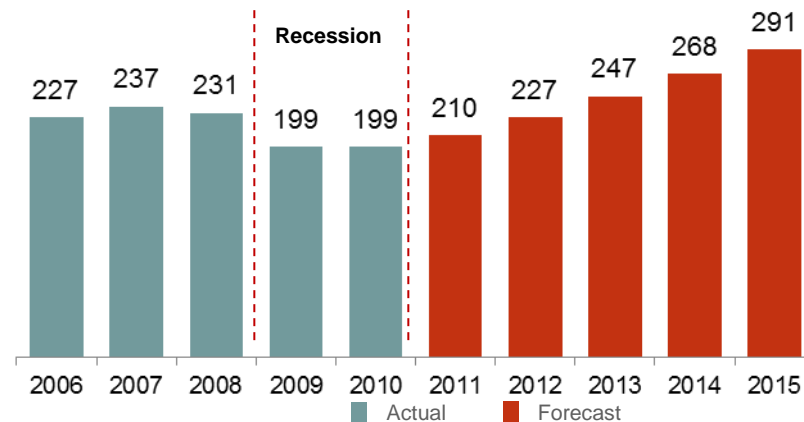


PwC PROJECTS CONTINUED BUSINESS MEDIA GROWTH

Post-recession, business media advertising revenue, print and digital, is projected to regain and quickly surpass pre-recession revenue performance in Canada throughout 2011-2015.



**Total Trade Magazine Advertising Revenue
(US\$ in Million)**



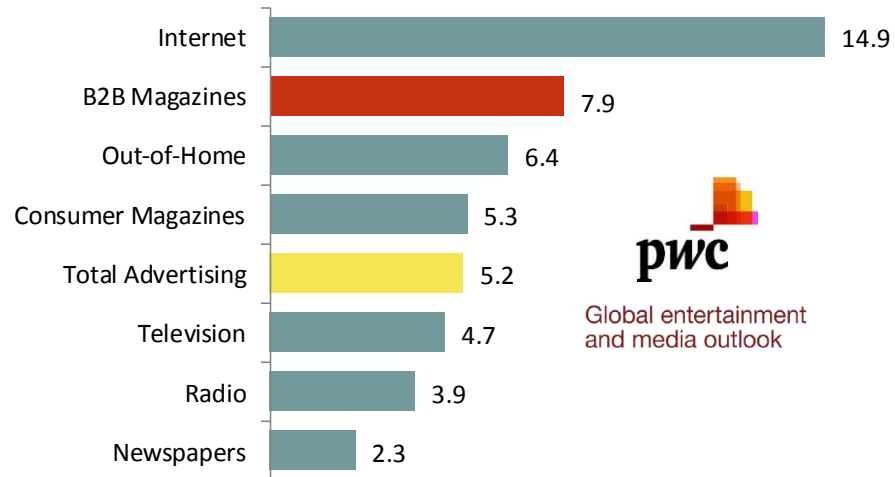
Source: Entertainment & Media Outlook: 2011-2015, PwC (PricewaterhouseCoopers), 2011



B2B MEDIA A GROWTH LEADER IN CANADA

Looking forward, business media advertising revenue, print and digital, is projected to be a significant growth leader in Canada throughout 2011-2015, second only to the Internet.

Compound Average Advertising Revenue Growth Rate (%)
(Canada 2011-2015)



Global entertainment
and media outlook

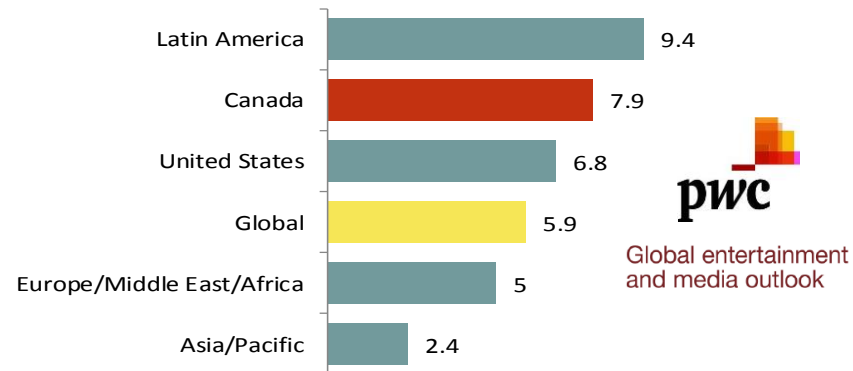


Source: Entertainment & Media Outlook: 2011-2015, PwC (PricewaterhouseCoopers), 2011

CANADA A GLOBAL GROWTH LEADER in 2011-2015

Looking forward from 2011 to 2015, the Canadian consumer magazine industry is forecast to remain a global ad growth leader across all developed nations, as forecast by PwC.

Compound Average Advertising Revenue Growth Rate (%)
(Trade Media Global Outlook 2011-2015)



Source: Entertainment & Media Outlook: 2011-2015, PwC (PricewaterhouseCoopers), 2011



Positioning & Performance

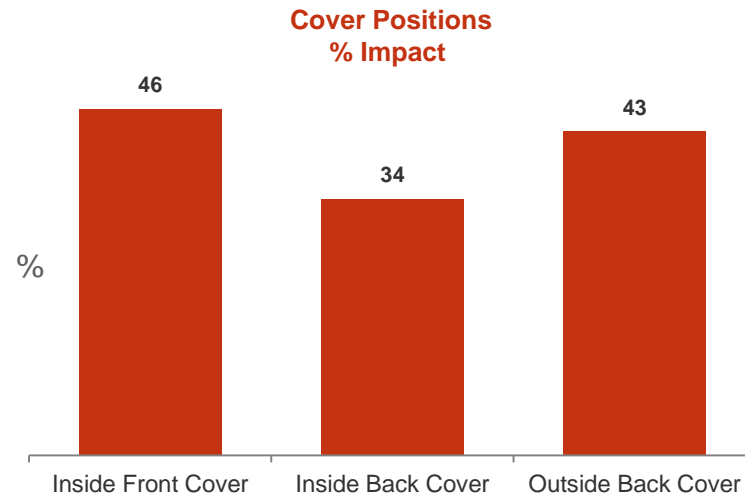
Get more from Business Media



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MAGAZINE COVERS ARE PRIME REAL ESTATE

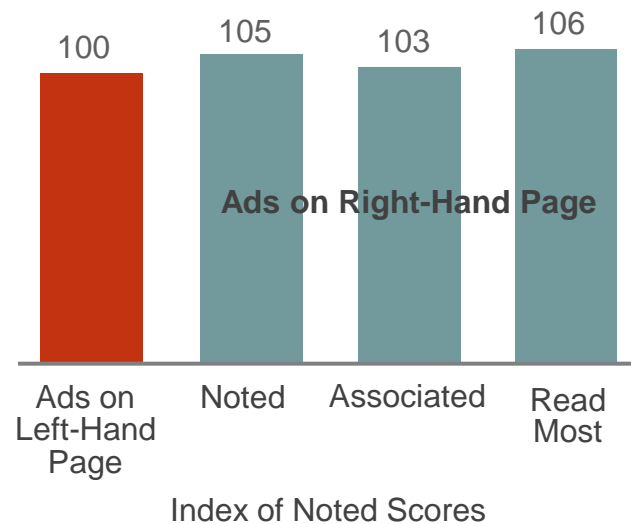
Magazine covers get noticed by readers. It's a fact. Consider cover positions when: launching a new product or a new campaign, responding to competitive activity, a seasonal heavy-up to rapidly create awareness or simply looking to make a statement.



Source: Reed Research Group

LEFT vs. RIGHT PAGE ADS DELIVER THE SAME IMPACT

Research proves that magazine ads generate equal impact no matter where they are positioned in the magazine: left-page or right-page. A reader's interest is maintained throughout the entire magazine.



Source: Starch Research; Magazines Canada Magazine Essentials

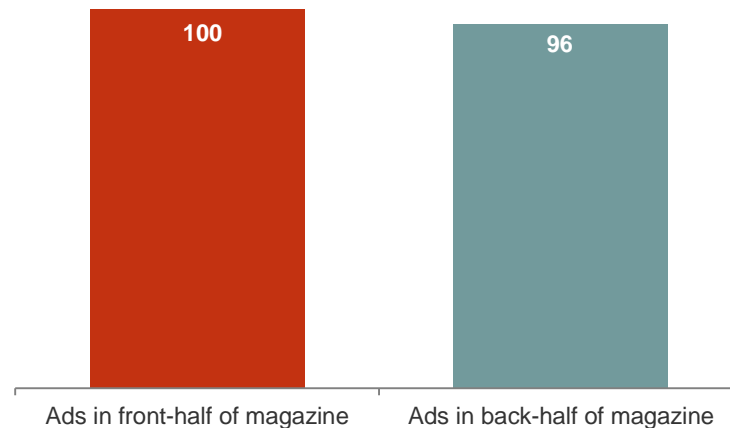
(Differences are not statistically significant.)



ADS IN FRONT VS. BACK GENERATE EQUAL IMPACT

Research proves that magazine ads and editorial generate equal readership no matter where they are positioned in the magazine: front or back. A reader's interest is maintained throughout the entire magazine.

Magazine Readership: Front-half vs. Back-half
Impact Index

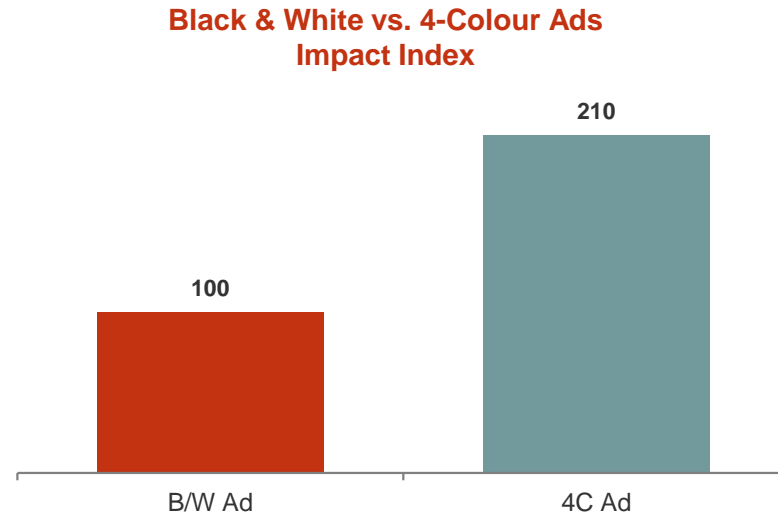


Source: Readex Research



COLOUR ADS DOUBLE IMPACT VS. B&W ADS

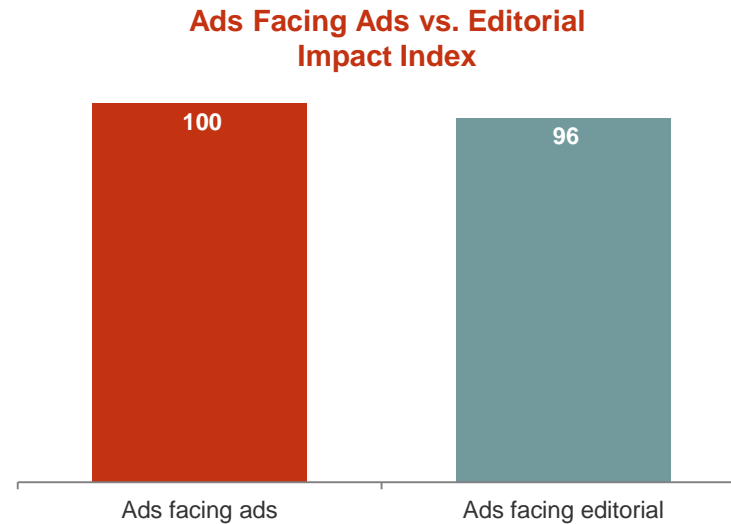
Colour ads more than double the chance that ads will be read, ensuring your media investment works harder for you.



Source: Forrester Research – Canada - 2007

IMPACT OF AD PLACEMENT BY EDIT OR ADS THE SAME

Whether ads face editorial or other ads, readership impact is virtually the same. Readers are drawn to ads that are relevant to them at that point in time.



Source: Readex Research

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MULTIPLE ADS IN ONE ISSUE INCREASE IMPACT

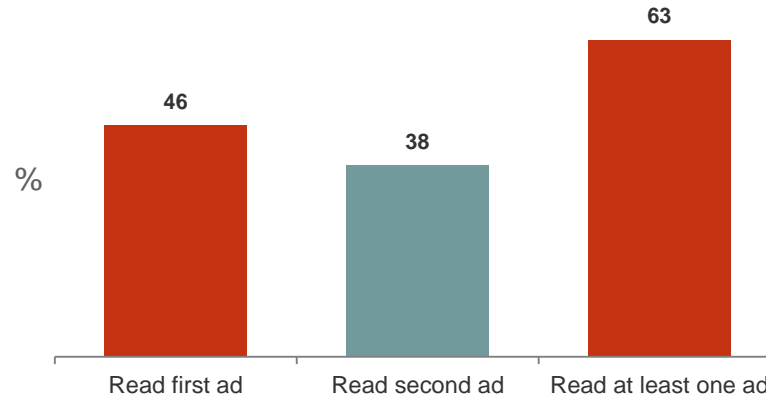
Placement of more than one ad in a single issue quickly increases reader impact. The first ad is read by nearly one-half of readers, the second by 38% and, together, nearly two-thirds of readers see at least one of the ads.

When rapid reach of your B2B audience is imperative, multiple insertions can be a powerful tactic.

63%

of readers read at least one of the ads. The second ad substantially increases unduplicated readership

**Multiple Ad Exposure in Same Issue
Percent Impact**



Source: Readex Research

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MAGAZINES SHOW IMMUNITY TO WEAROUT

Magazine ads maintain their effectiveness in creating recall and driving purchase intent even after repeated exposure. Evidence from two recent ad campaigns suggest that magazine ad wearout is more fiction than fact.

Where possible, multiple creative executions within a campaign remains a good idea to enhance communication momentum. As ever, the creative concept is king. Great creative generates a life and longevity of its own, including a strong ROI for advertisers.

Brand 'A' 22 measured ad insertions over 3 quarters

	Q1	Q2	Q3
Average recall	43%	43%	51%
Plan to purchase	20%	21%	20%

Brand 'B' 35 measured ad insertions over 4 quarters

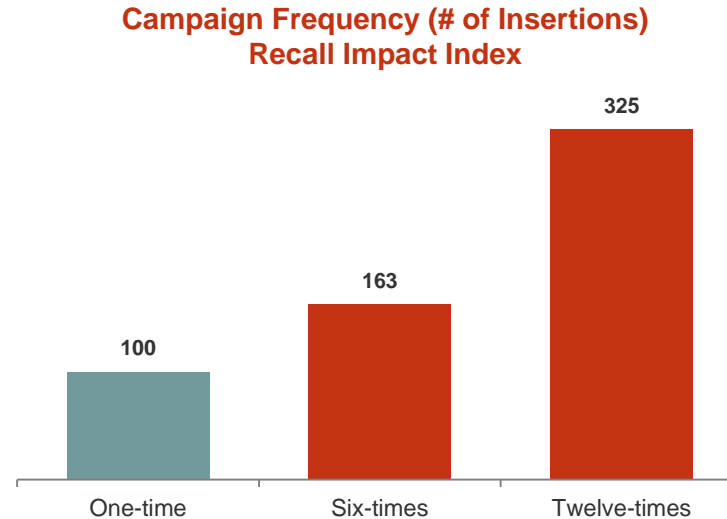
	Q1	Q2	Q3	Q4
Average recall	58%	61%	61%	59%
Plan to purchase	12%	13%	14%	15%

25

Source: Affinity's VISTA Views. Base: Actions taken based on readers recalling specific ads

CAMPAIGN FREQUENCY MATTERS

Frequency does count. The higher the frequency of insertion, the greater the advertising recall. It stands to reason that frequency of message will ensure top-of-mind awareness and greater understanding of your company/brand.



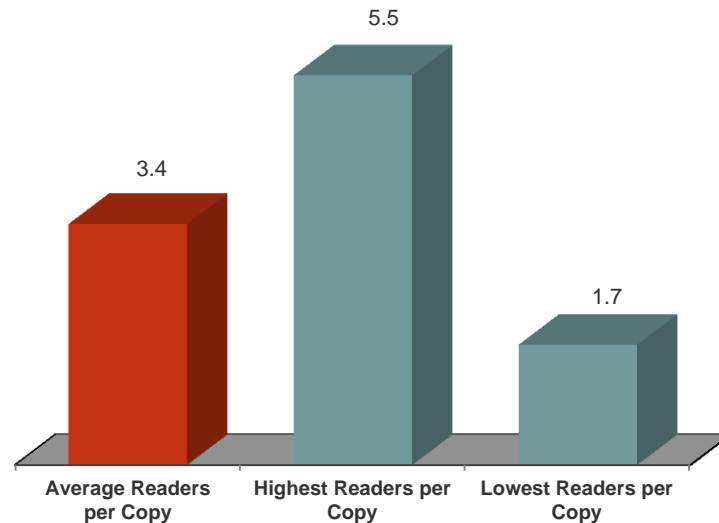
Source: Reed Research Group

B2B MAGAZINES AVERAGE 3.4 READERS PER COPY

Canadian business media magazines get passed from person to person to person. The average magazine copy is read by 3.4 business readers with a range of 1.7 to 5.5 readers per copy. That means readers think highly enough of the magazine to pass it along to others who need to stay in the know.

B2B magazines efficiently reach the business audience you need to reach.

Number of Readers per Copy



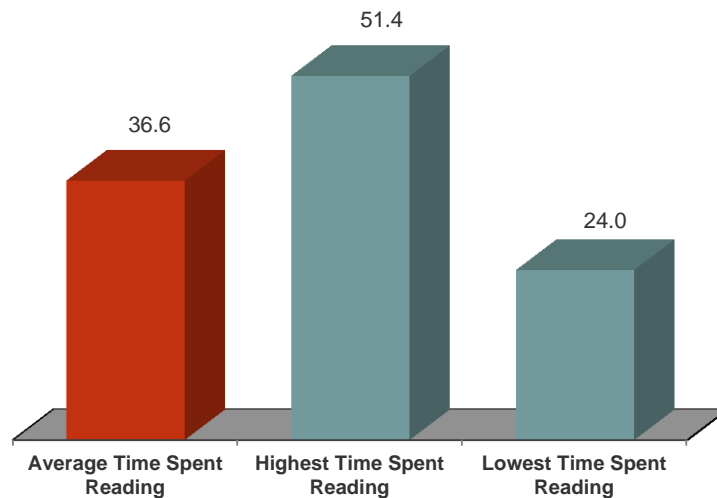
Source: Ad-Gage Readership Norms; Mendon Associates



DECISION MAKERS SPEND QUALITY TIME WITH B2B PUBS

The average B2B magazine reader spends 37 minutes with each issue—quality time driven by undivided reader attention demanded by the reading process. Time spent ranges from 51 to 24 minutes.

Time Spent Reading an Issue (# of minutes)

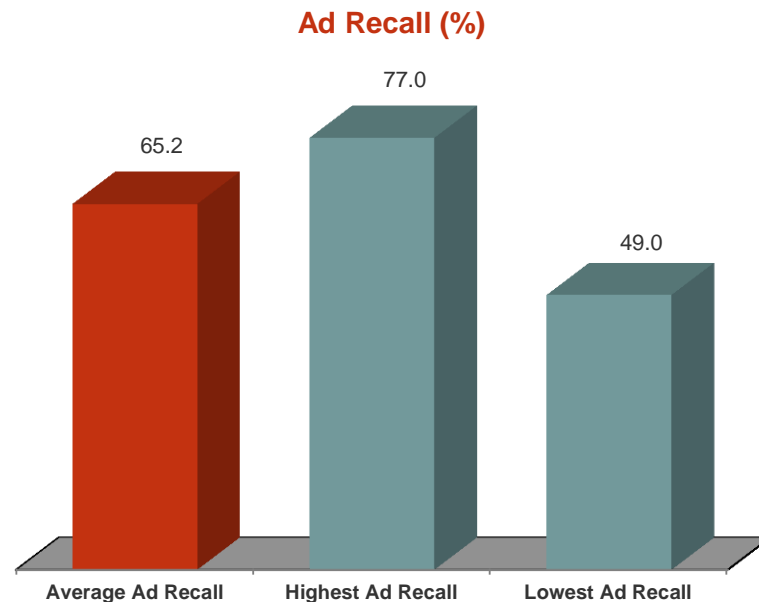


Source: Ad-Gage Readership Norms; Mendon Associates

DECISION MAKERS RECALL MAGAZINE ADS

Canadian decision makers recall B2B magazine ads in a big way. On average, two-thirds recall ads with a tight range of 77% to 49%.

In a fast-paced business environment, it's reassuring to know that your business audience is seeing your ad and remembering your ad in high percentages.



Source: Ad-Gage Readership Norms; Mendon Associates

DECISION MAKERS USE ALL BUSINESS MEDIA

Business decision makers are highly involved and engaged with all types of business media: publications; websites; trade shows; web-based events.

MEDIA INVOLVED WITH	FREQUENCY	TIME SPENT
Industry-specific business magazines	64% read 3 magazines or more last month	44% spent 3 hours or more reading per week
Industry-specific conference or trade show	51% attended 3 conferences or trade shows or more during the past 12 months	58% spent 5 days or more at conferences or trade shows during the past 12 months
Industry-specific websites	54% visited 5 websites or more last month	47% spent 3 hours or more on websites per week
Web-based events	75% attended 3 web-based events or more during the past 12 months	N/A



Source: Forrester Research 2007

RELEVANT B2B CONTEXT AIDS RECALL & INTENT

Contextual relevancy is a key success indicator for B2B advertisers, driving messaging recall (+52%), brand shortlisting (+28%) and all important purchase intent (+36%) versus non-contextual ads.



Source: Enquiro Research Whitepaper, 2008. "Display Advertising—Does Contextual Relevancy Make a Difference?"

B2B MEDIA IS OBJECTIVE, TRUSTED & COMPETITIVE

Business media lead other media in objectivity, trust, creating awareness of new products, staying ahead of the competition and growing the business.

% of Business Decision Makers who Chose the Following Media as the Best Medium for the Following Statements

RESPONSE	INDUSTRY-SPECIFIC WEBSITES	INDUSTRY-SPECIFIC MAGAZINES	INDUSTRY-SPECIFIC TRADESHOW	OTHER MEDIA
Provides objective information	27% (1)	25% (2)	9% (4)	General business magazine = 11% (3)
Provides information that I can trust	25% (2)	26% (1)	10% (4)	Vendor website = 12% (3)
Keeps me ahead of the competition	24% (1)	20% (2)	14% (3)	Gen'l business magazine Web site = 9% (4)
Helps me do my job better	22% (1)	20% (2)	11% (3)	Web portals = 10% (4)
Helps me advance my career	22% (1)	19% (2)	14% (3)	General business magazine = 10% (3)
Helps me grow my business	21% (1)	18% (2)	15% (3)	Gen'l business magazine Web site = 8% (4)
Helps me become aware of new products or services	17% (3)	19% (2)	22% (1)	Vendor Web site = 16% (4)

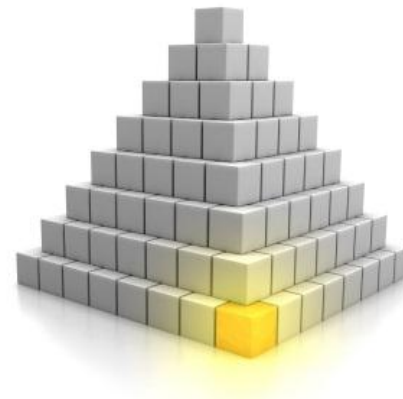
Source: Forrester Research 2007

Percentage of respondents selecting each medium. (Overall rank in parentheses.)



B2B Magazines

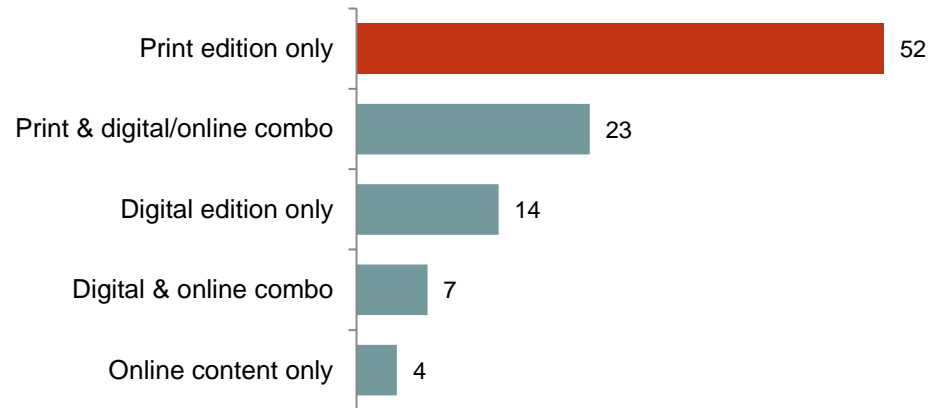
The cornerstone
of almost any
B2B marketing plan



BUSINESS MEDIA READERS PREFER PRINT

Business media subscribers demonstrate an overwhelming (75%) preference for printed B2B publications vs. digital editions or online content. 52% prefer printed editions only whereas another 23% prefer the printed version in combination with a digital version or online content.

In what format would you prefer to receive (publication name)?
(%)

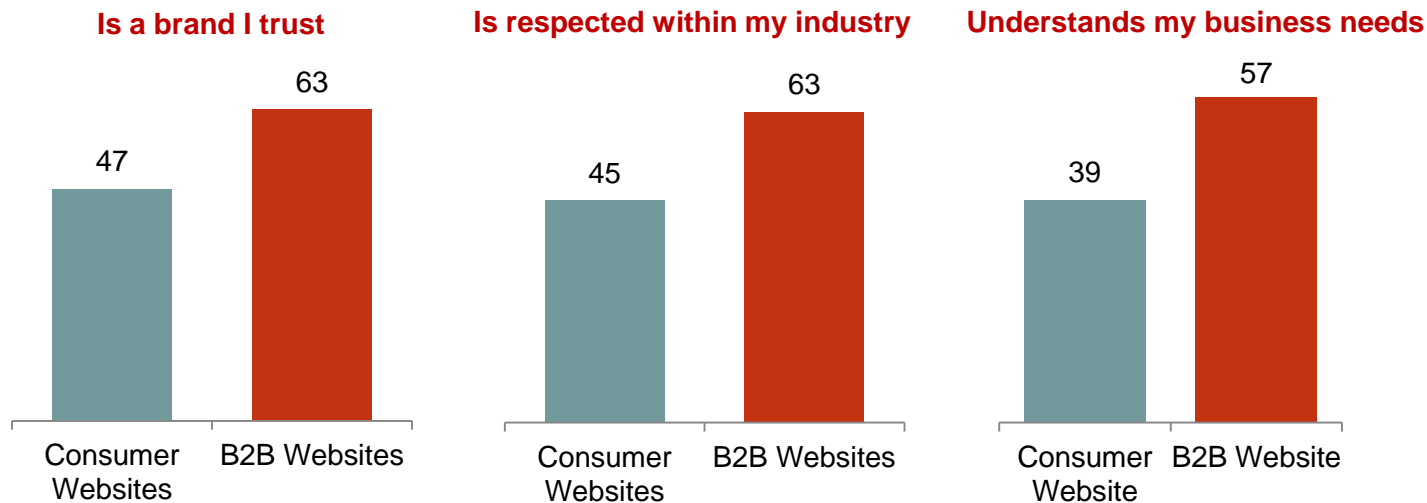


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Source: Signet Research, 2010

B2B ENVIRONMENT IMPROVES AD PERCEPTION

Ads viewed on B2B websites outperformed identical ads on consumer equivalent websites across key perception parameters such as advertiser trust, respect and understanding among B2B professionals.

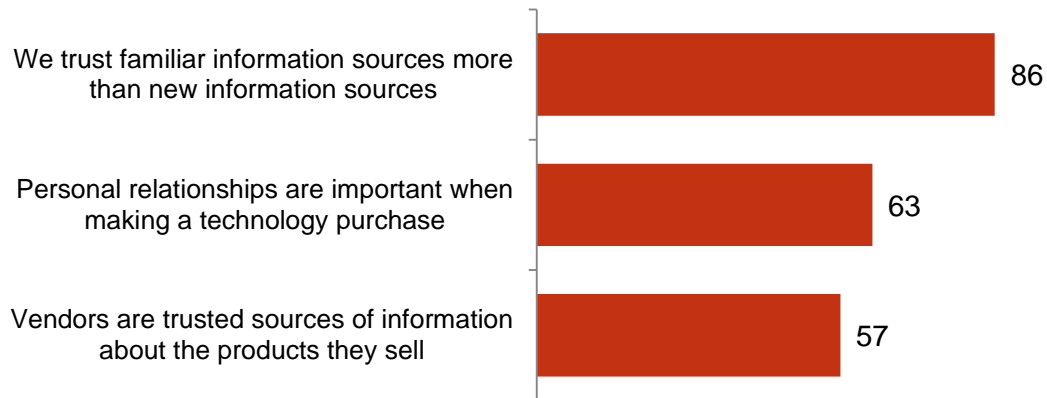


Source: B2B Advertising Study, Ipsos OTX MediaCT, 2011

BUSINESS BUYERS TRUST “FAMILIAR MEDIA” MOST

Business buyers turn to familiar information sources for their industry information needs. Trusted third-party sources win the day.

On a scale of 1 to 4, how well does each statement describe your company?
(Percentage who say this statement describes their companies, either 3 or 4)



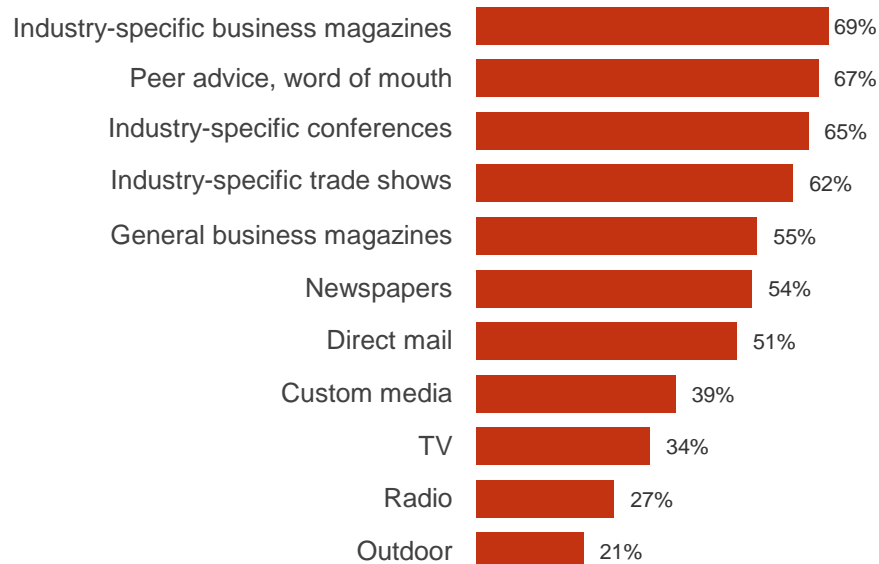
Source: Forrester's North American & European B2B Social Technographics Online Survey, Q1 2010



B2B MAGAZINES MOST USED BY BDMs

B2B magazine lead a long list of “traditional” media used most by business decision makers (BDMs) to do their jobs.

Which *Traditional B2B Media* do You Use to do Your Job?

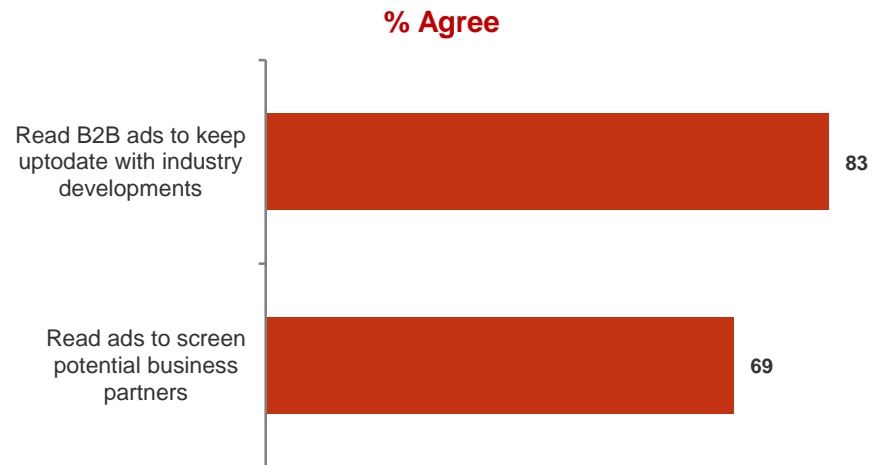


Source: Forrester Research 2007



B2B EXECUTIVES ARE RESPONSIVE TO B2B PUBS

B2B executives use Business Media magazines to keep up-to-date on industry developments and search for potential business partners. Business media are “go to” destinations for info that matters.



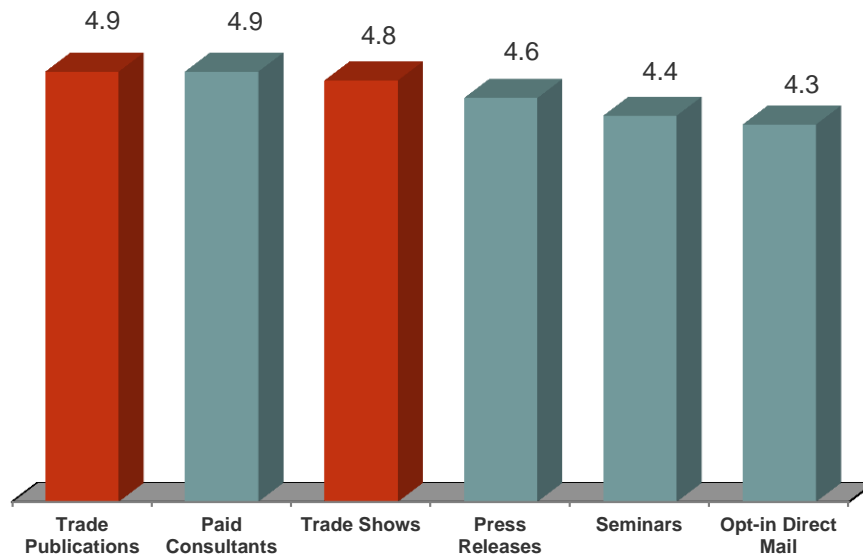
38

Source: Reed Research Group - 2005

B2B PUBS INFLUENCE THE PURCHASE CYCLE

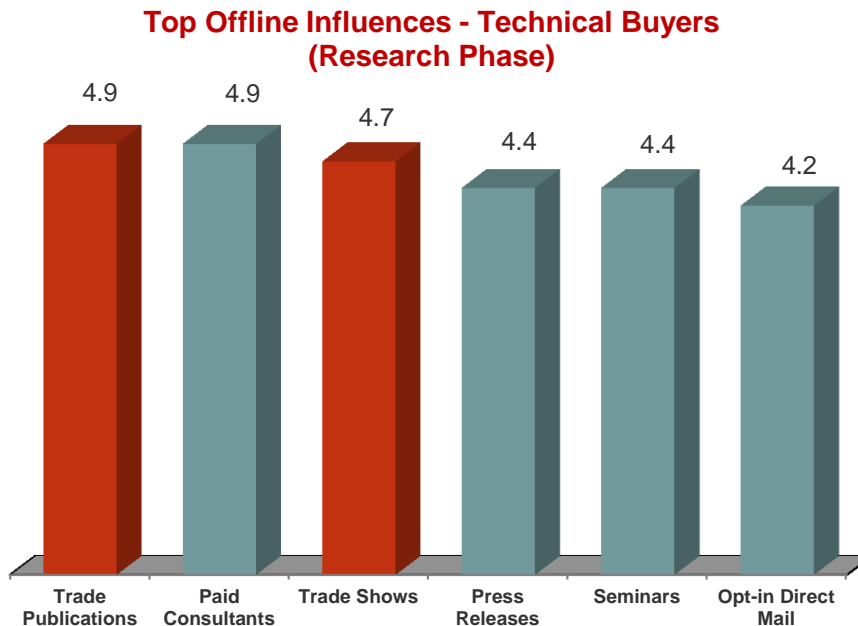
Business media publications are lead influencers with technical buyers throughout the purchase cycle, closely followed by trade shows.

Top Offline Influences - Technical Buyers (All Phases)



B2B PUBS DRIVE THE CONSIDERATION PHASE

Business media publications lead the way in supplying technical buyers with the information they need during the all-important research and consideration phase. Trade show attendance is also a key source of information when performing due diligence.

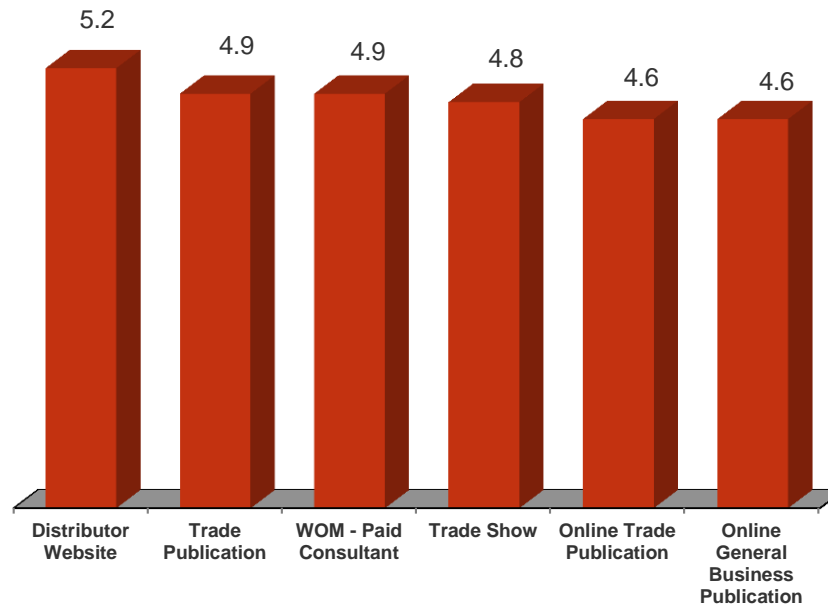


Source: Enquiro Search Solutions, Inc.

B2B PUBLICATIONS ARE HIGHLY INFLUENTIAL

Business media publications and trade shows influence technical buyers in a big way. Business media are important “go to” destinations for decision makers in need of relevant, actionable information.

Top Influences - Technical Buyers (All Phases)

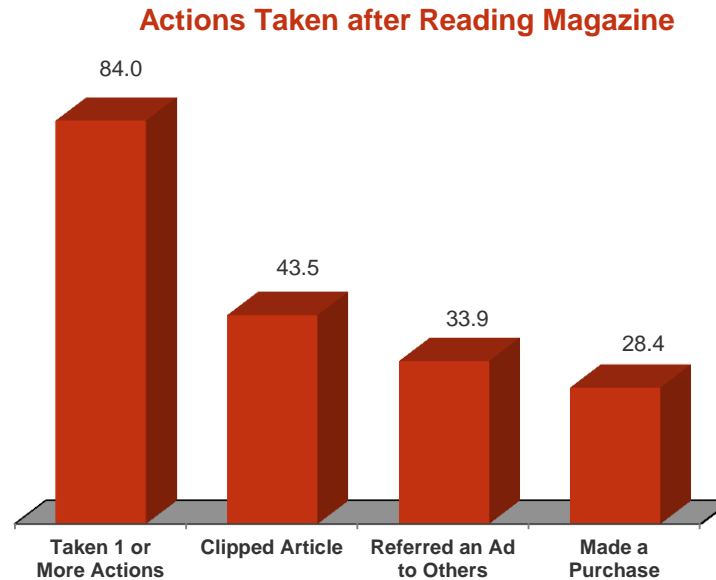


Source: Enquiro Search Solutions, Inc.



DECISION MAKERS TAKE ACTION AFTER READING

B2B magazines motivate business decision makers to do something. They take action after reading a business media magazine. They clip articles, refer magazine ads to others and, most importantly, they purchase a product or service. Business media titles drive your business forward.



42

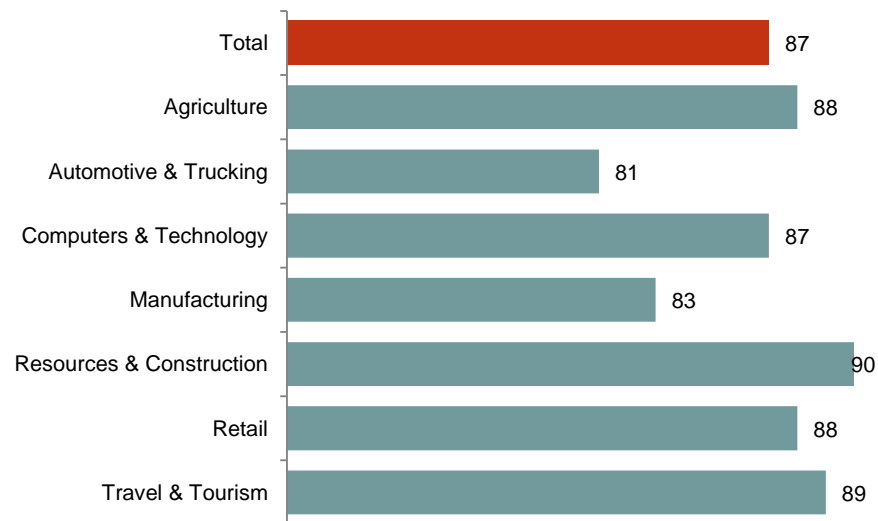
Source: Ad-Gage Readership Norms; Mendon Associates

RELEVANT B2B CONTENT FOR CANADIAN NEEDS

Given a choice, Canadians prefer magazines that report Canadian stories and reflect Canadian needs. They prefer content that reports on companies, products, services available in Canada

87% of business decision makers claim it is important to have a Canadian Business Publication in their industry.

Importance of Having a Canadian Business Publication - 2010
Very/Somewhat Important



Source: Starch Information Sources Study, 1996-2010

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B2B PUBS ARE VERY USEFUL ACROSS BIZ CATEGORIES

Business publications rank either second or third in each industry sector when compared across 14 information sources evaluated. Business pubs rated highly on a scale of usefulness to business decision makers

BUSINESS PUBLICATIONS

Business Category	Very Useful (%)	Rank*
Agriculture	77%	2
Manufacturing	69%	2
Resources & Constructions	66%	2
Retail	63%	2
Automotive & Trucking	63%	2
Travel & Tourism	69%	3
Computers & Technology	66%	3

* Rank of Business Publications vs. all other information sources in 2010

44

Source: Starch Information Sources Study, 1996-2010

Online B2B Magazines

Your favourite print *magazines* in *digital* format

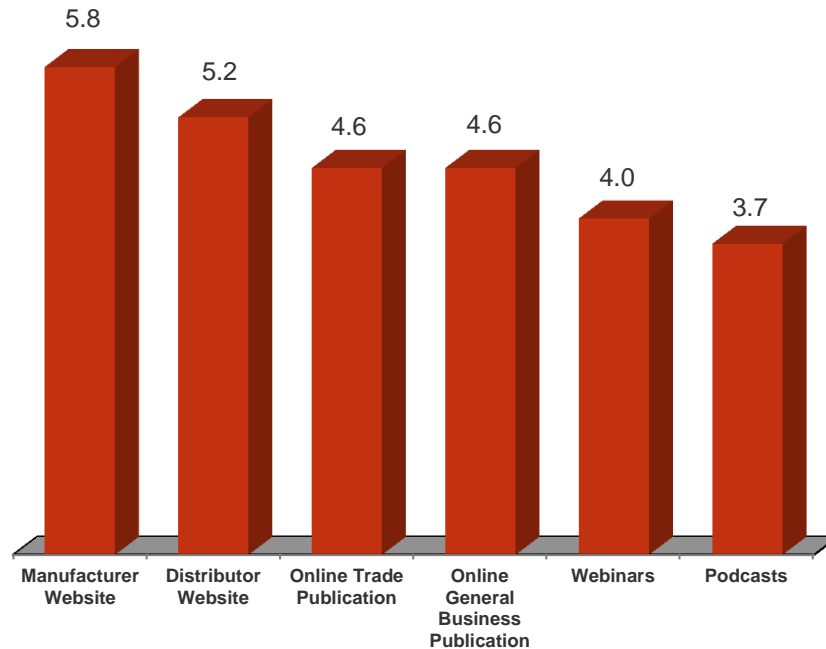


45

ONLINE B2B PUBLICATIONS ARE HIGHLY INFLUENTIAL

Online trade publications are highly influential in meeting the exacting needs of technical buyers. Online business publications offer timely news, reviews and analysis that technical buyers rely on to make informed business decisions.

Top Online Influences - Technical Buyers (All Phases)



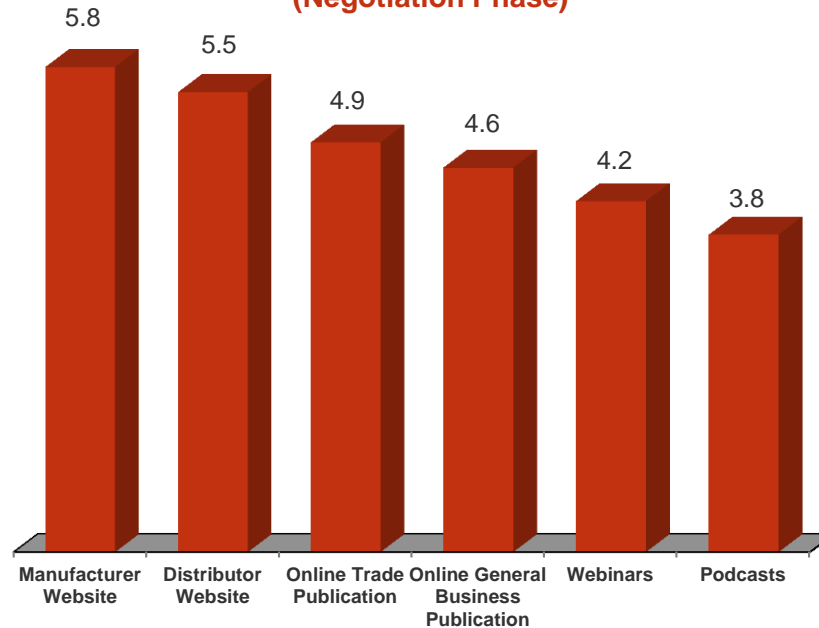
46

Source: Enquiro Search Solutions, Inc.

ONLINE B2B PUBS HELP FINALIZE NEGOTIATIONS

Online publications play a significant role in the negotiation/vendor finalization phase. Business media content is used as a trusted, credible source for closing business deals.

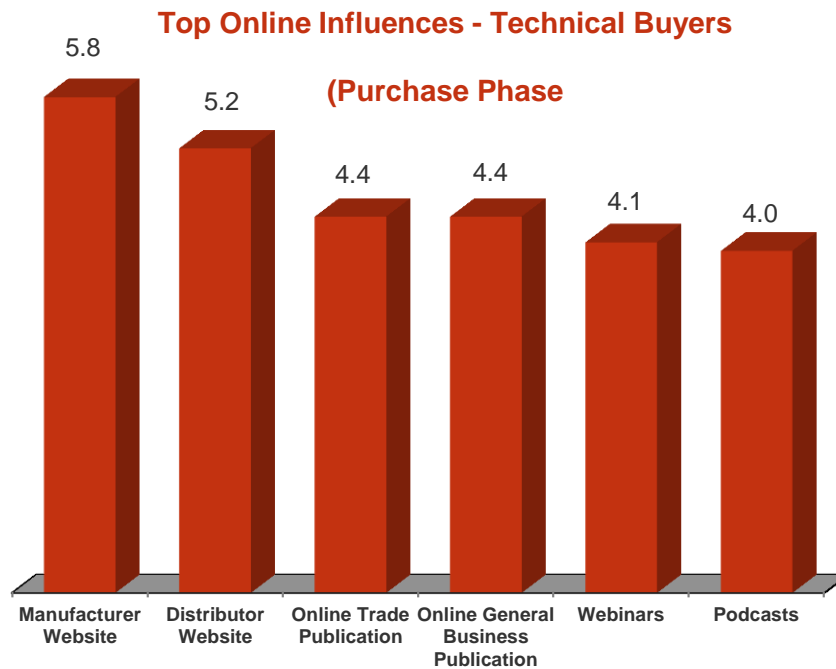
Top Online Influences - Technical Buyers (Negotiation Phase)



Source: Enquiro Search Solutions, Inc.

ONLINE B2B PUBS AID PURCHASE FINALIZATION

Online business publications play an important role in the final purchase phase adding confidence to final decisions.



Source: Enquiro Search Solutions, Inc.

48

B2B Websites

Trusted B2B info access 24/7

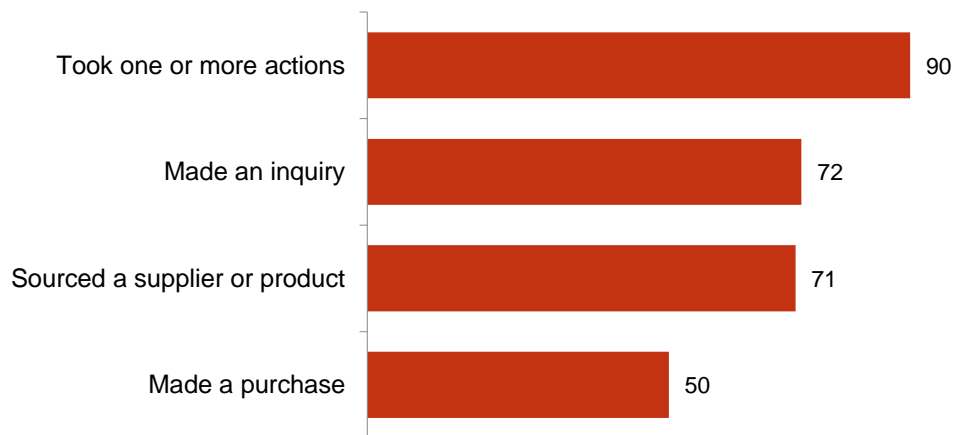


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BUSINESS MEDIA WEBSITES GENERATE VISITOR ACTION

Business media users have an action orientation. After visiting a business related website, 90% of respondents took one or more actions, including making inquiries, sourcing suppliers or products or making a purchase.

**From any business related website you have visited in the past 12 months, which of the following have you done?
(%)**



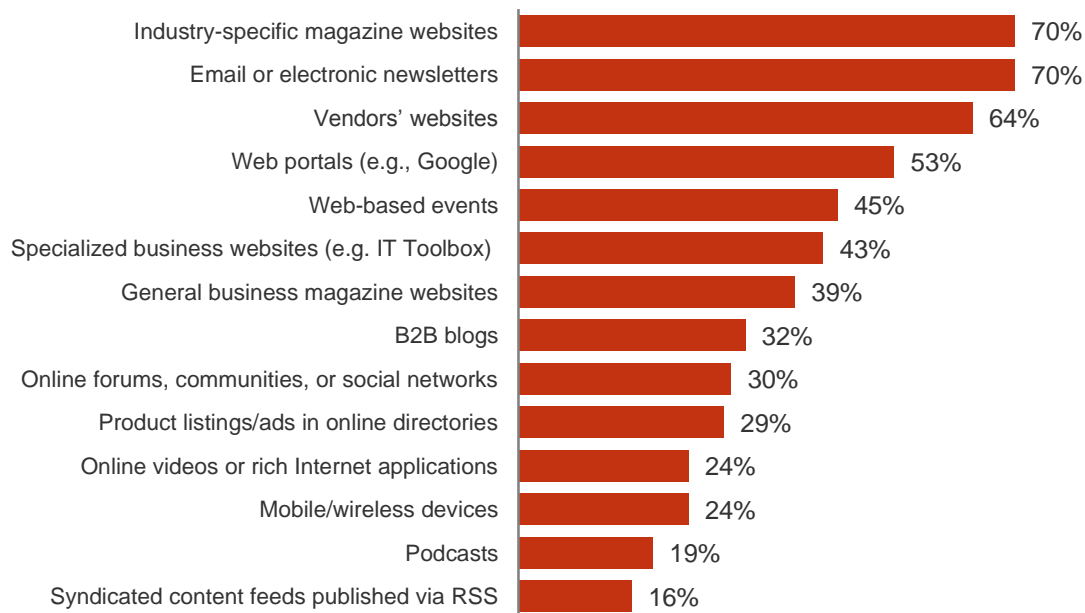
Source: Starch Information Sources Study, 1996-2010



B2B WEBSITES ARE MOST USED BY BDMs

Business magazine web sites top the list of digital media used most by business decision makers (BDMs) to do their jobs.

Of the digital B2B media that you use on your job, which three do you rely on the most?

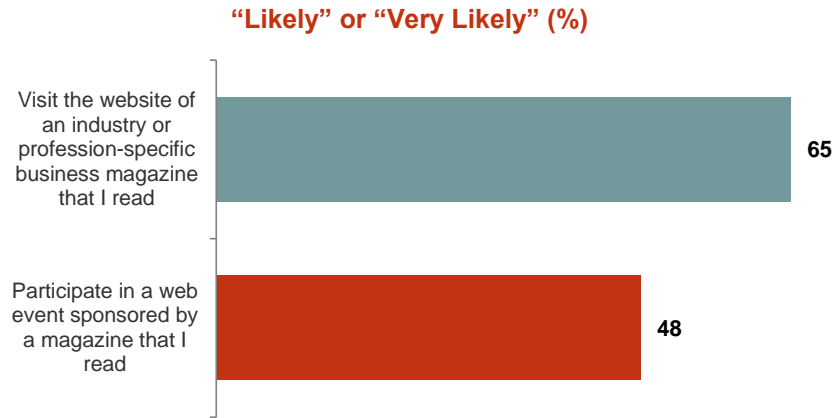


Source: Forrester Research 2007



DECISION MAKERS VISIT B2B WEBSITES & WEB EVENTS

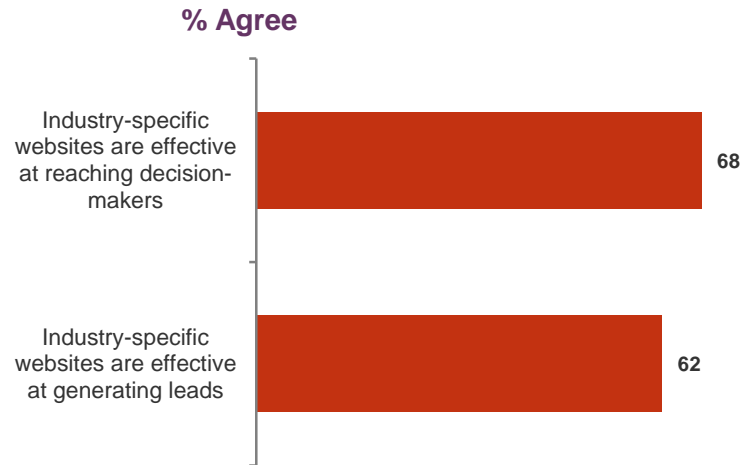
Nearly two-thirds of Canadian business decision makers visit the website of a business media magazine they read, and half participate in web events sponsored by a business media magazine they read.



Source: Forrester Research – Canada - 2007

B2B WEBSITES GENERATE LEADS

B2B marketers agree that B2B websites connect with hard-to-reach decision makers and generate qualified business leads. B2B websites work 24/7 to impact decision makers when they are ready to buy.



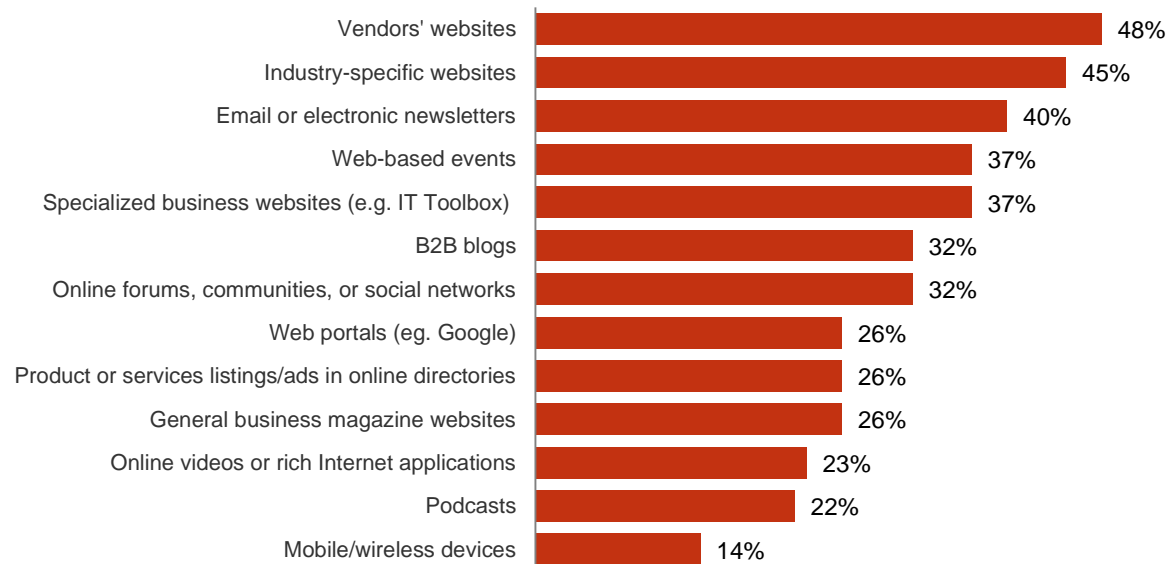
53

Source: Forrester Research - 2007

B2B WEBSITES VALIDATE BUSINESS DECISIONS

When making purchase decisions, decision makers rank business websites highly among the digital media they rely on to inform and validate their choices.

“Which *Digital Business*-related Media are Most Effective at Informing/Validating your Firm's Business Purchase Decisions?”



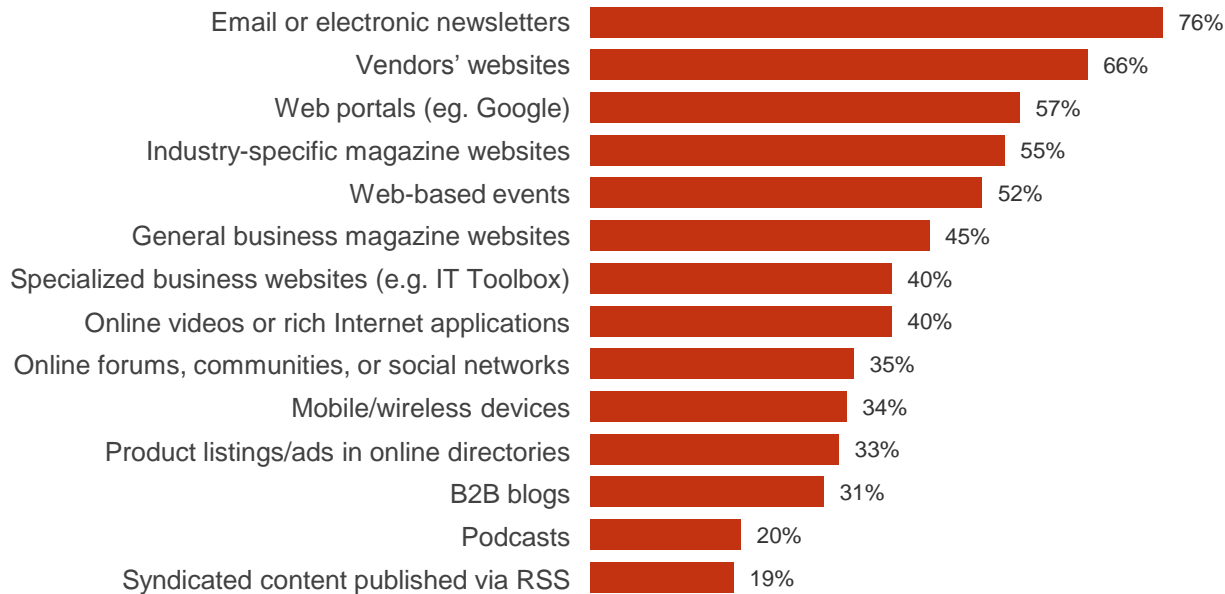
Source: Forrester Research 2007

54

B2B MEDIA WEBSITES ARE KEY TO READERS' JOBS

Business decision makers visit business magazine websites as often or more than other web portals, sites or other digital platforms to assist them in doing their jobs.

Which *Digital B2B Media* do You Use to do Your Job?

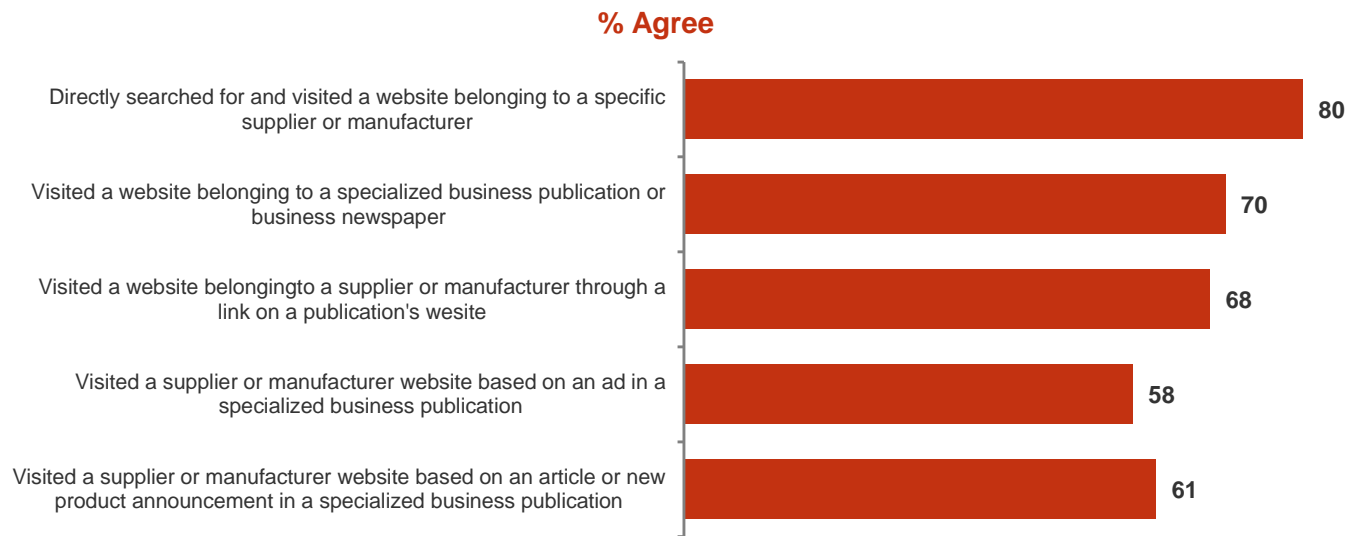


Source: Forrester Research 2007

55

BUSINESS MEDIA WEBSITES ARE “GO TO” DESTINATIONS

Business media offer credible, third party sources of information that B2B decision makers can trust. B2B decision makers visit business publication websites, use their links and editorial articles to find industry related information.



56

Source: Starch Information Sources Study, 1996-2010

THE INTERNET RANKS HIGHLY ACROSS BIZ CATEGORIES

The Internet ranks either first, second or third in each industry sector when compared across 14 information sources evaluated. The Internet rated highly on a scale of usefulness to business decision makers

INTERNET		
Business Category	Very Useful (%)	Rank*
Computers & Technology	90%	1
Resources & Constructions	85%	1
Manufacturing	79%	1
Travel & Tourism	78%	1
Automotive & Trucking	69%	1
Retail	63%	2
Agriculture	66%	3

* Rank of Internet vs. all other information sources in 2010

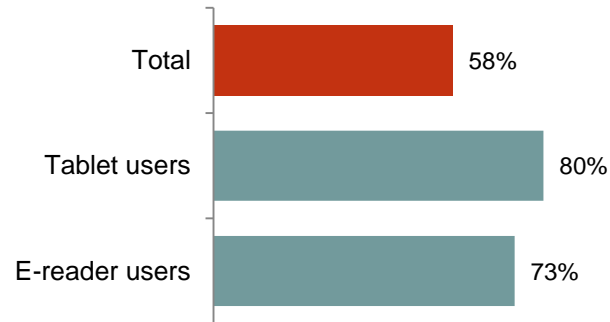


Source: Starch Information Sources Study, 1996-2010

DEVICE USERS ENGAGE DIGITAL B2B CONTENT

Like print magazine readers, tablet and e-reader users are extremely engaged by content that relates to their professional needs and passions. It's how they remain up-to-date about business and industry news/trends of importance to them.

The digital magazines I read are a primary way that I stay up-to-date & current on news & trends in my business/industry (% agree)



58

Source: Harrison Group/Zinio/MEMS Technologies, Sep-Oct 2010. N = 1,816 age 18-64

B2B Media Mix

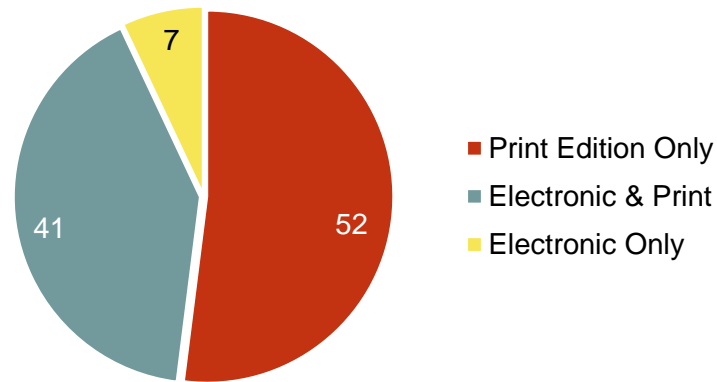
Surround your B2B target audience
with 360° marketing



PRINT REMAINS READERS' PLATFORM OF CHOICE

Print magazines remain a staple for 93% of B2B readers with 41% preferring access to both. Digital “only” access remains low at 7%.

Percent preference for magazine access in future

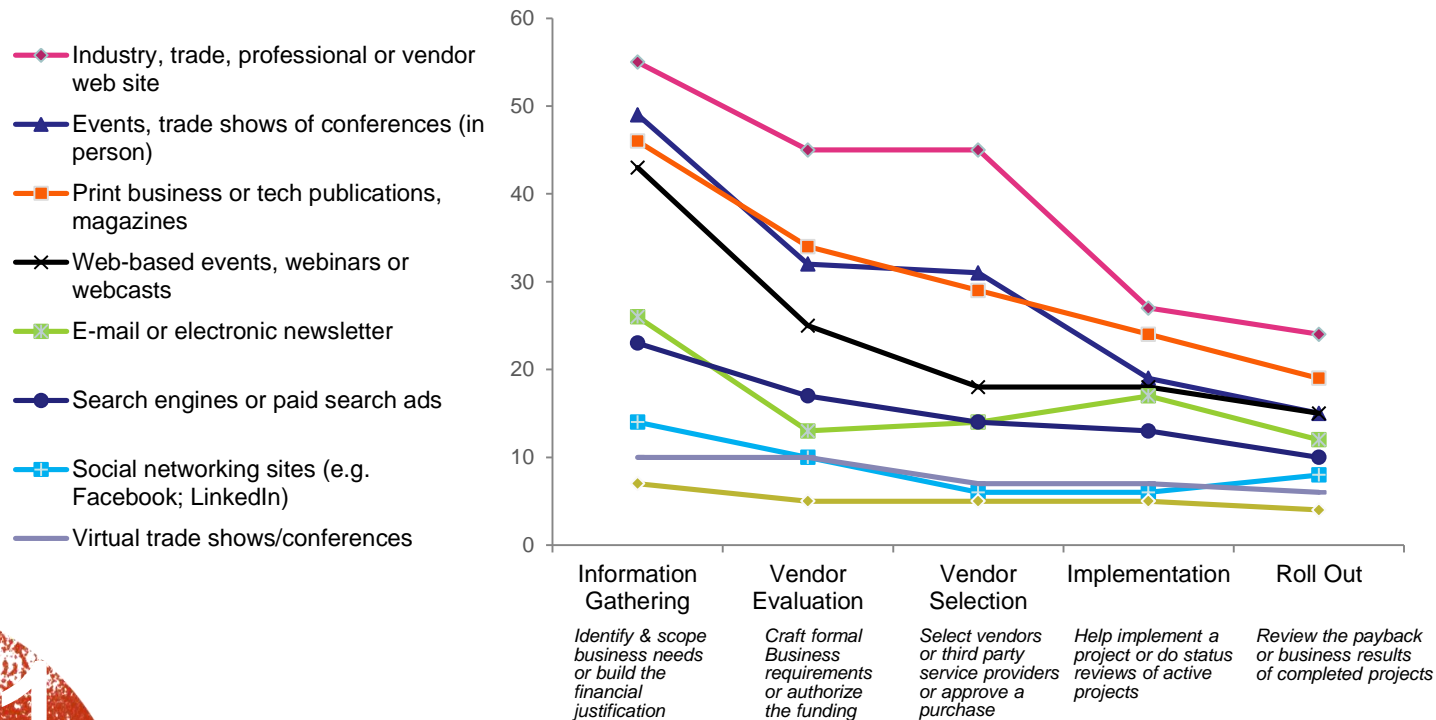


60

Source: Outsell, 2010; Taken from State of the B2B Industry, ABM

B2B MEDIA DRIVE THE B2B PURCHASE PROCESS

B2B websites, magazines and events have the greatest impact on the early stages of the B2B purchase process providing needed information which informs decisions.

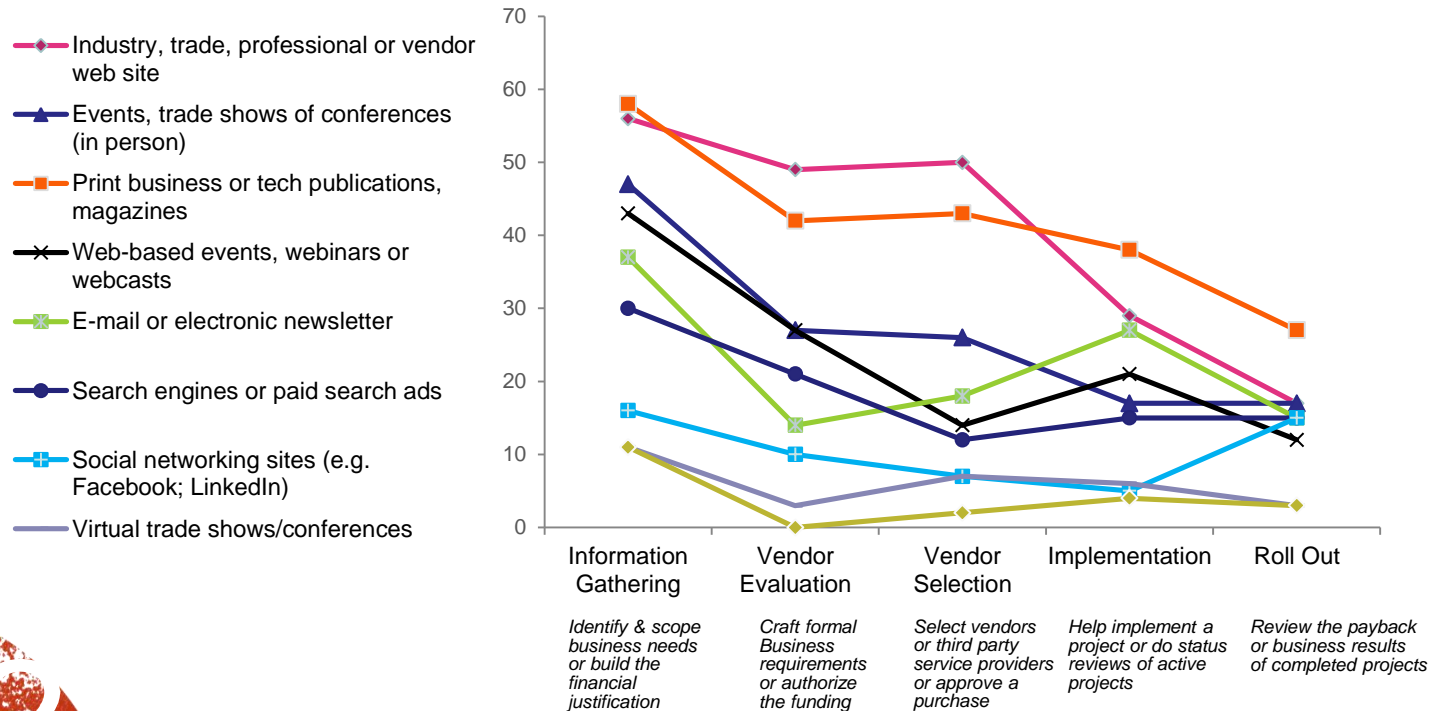


Source: Forrester 's North American & European B2B Social Technographics Online Survey, Q1 2010



BUSINESS SERVICES BUYERS RELY ON MAGAZINES & WEB

B2B magazines and web sites provide the greatest impact throughout the B2B purchase process providing needed information which informs decisions.

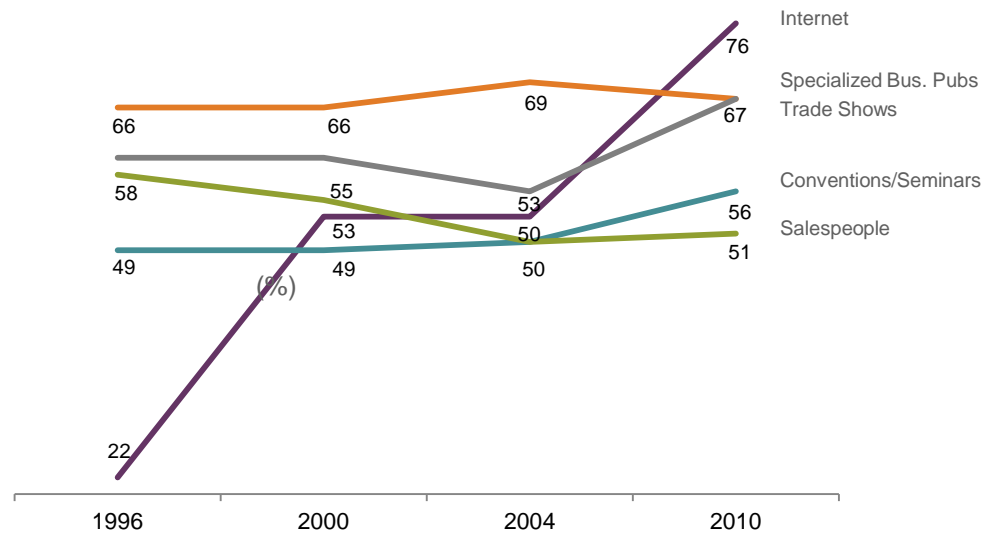


Source: Forrester 's North American & European B2B Social Technographics Online Survey, Q1 2010

THE INTERNET & B2B PUBS ARE TOP INFO SOURCES

The Internet, business media publications and trade shows take the top three positions as highly valued sources of information for business decision makers.

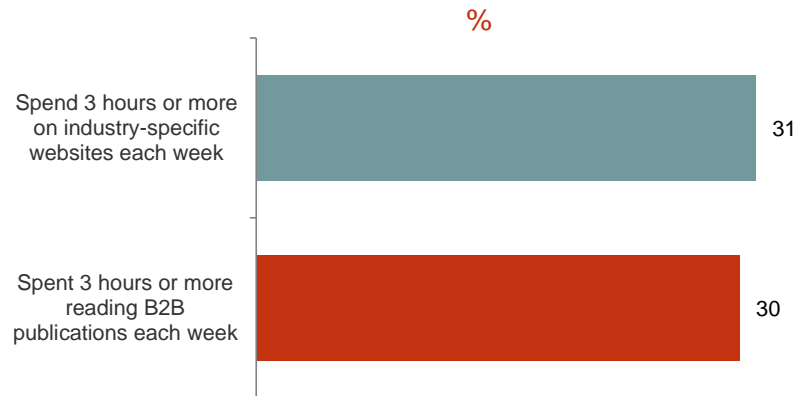
Conventions/seminars and salespeople round out the top 5 sources of relevant, actionable information.



Source: Starch Information Sources Study, 1996-2010

DECISION MAKERS USE B2B MAGAZINES & WEB WEEKLY

Nearly one-third of B2B decisions makers spend 3+ hours per week on business media websites and another 3+ hours per week reading business media publication. That amounts to over 24 hours of quality time spent engaged in B2B media each month.

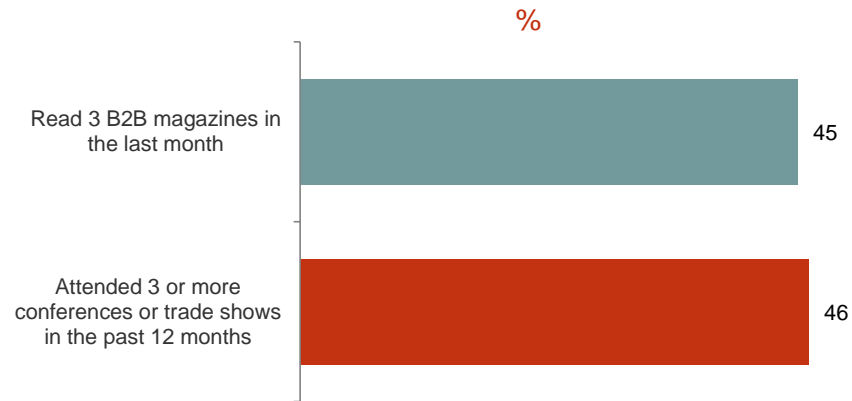


64

Source: Forrester Research – Canada - 2007

B2B DECISION MAKERS VALUE BUSINESS MEDIA

Nearly half of Canadian business decision makers read three business media magazines each month and visit at least three conferences or trade shows each year.

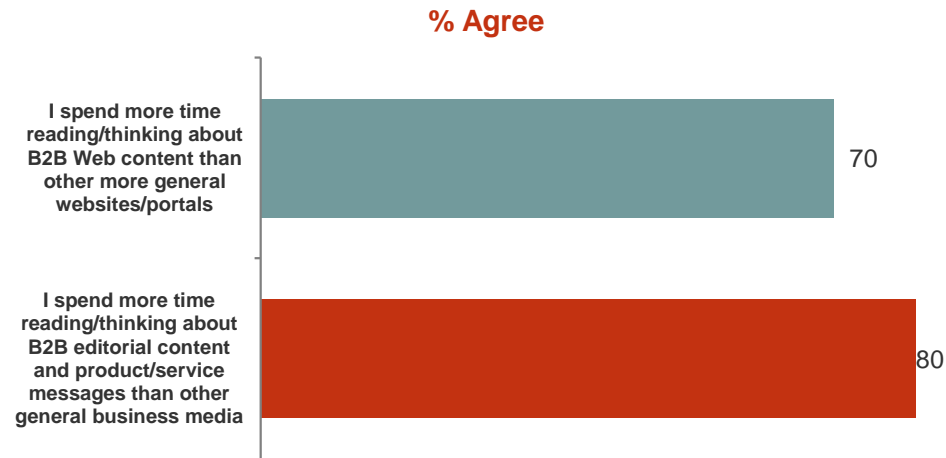


65

Source: Forrester Research – Canada - 2007

B2B PUBLICATIONS & WEB SITES ARE MOST ENGAGING

B2B decision makers find business media publications, websites and portals to be extremely engaging. That's because business media publications talk the language and meet the relevant needs of most every business and professional industry.

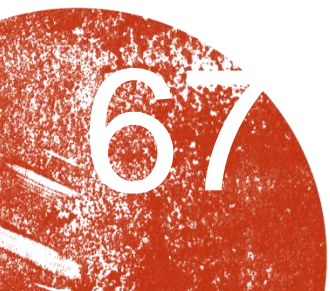
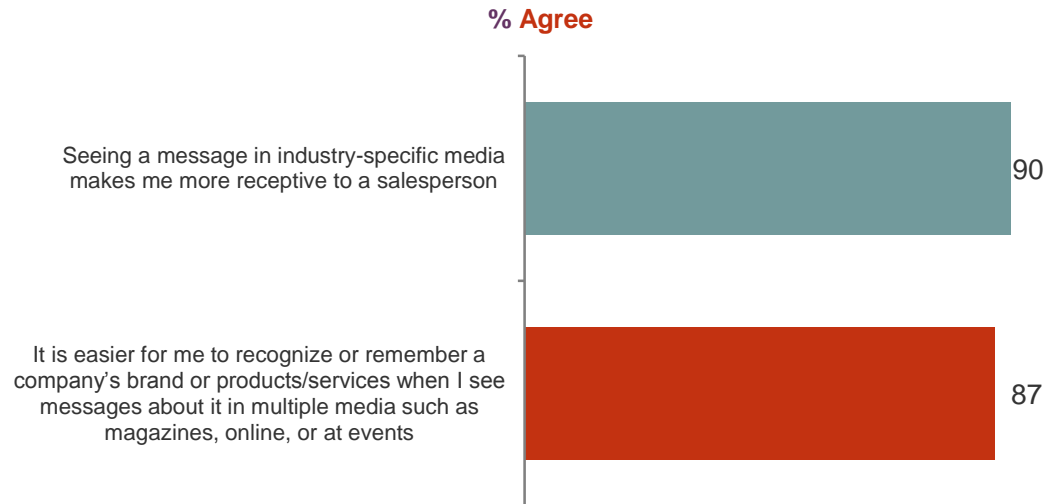


66

Source: Forrester Research – Canada - 2007

B2B PUBLICATIONS & WEBSITES RAISE AWARENESS

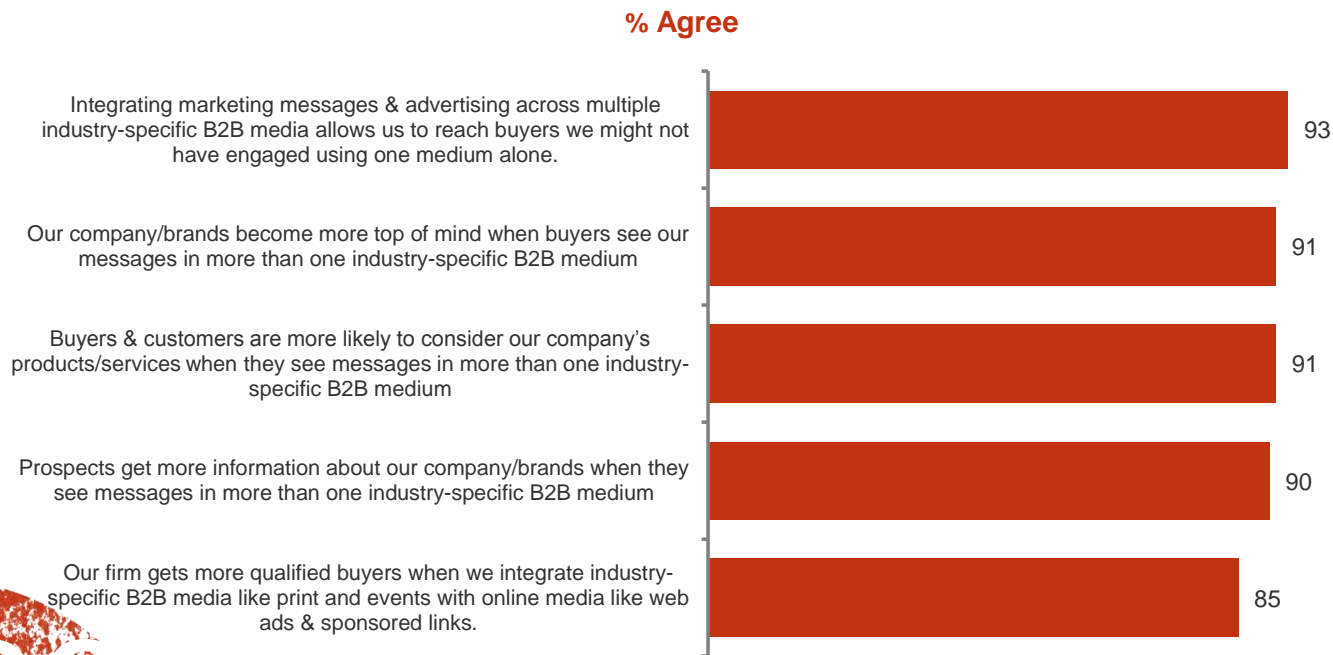
B2B decision makers are more likely to remember a product/service or be more receptive to a salesperson when seen advertised in—or at—a business media magazine, website or event.



Source: Forrester Research – Canada - 2007

BUSINESS MEDIA DRIVE REACH AND RESPONSE

B2B marketers strongly agree that their firms and brands achieve a higher level of reach, top-of-mind awareness and response from qualified buyers when multiple B2B media are used in a campaign.



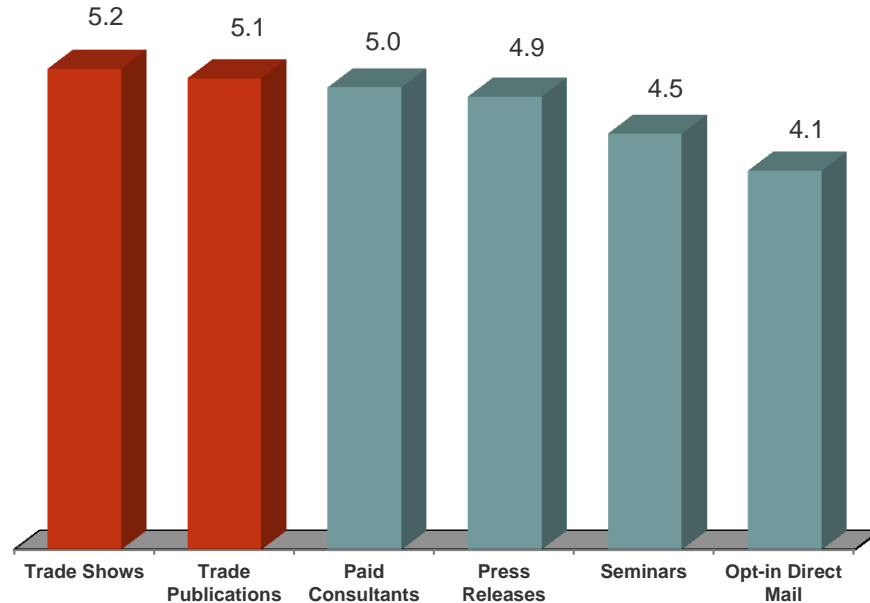
Source: Forrester Research - 2007

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B2B PUBS & SHOWS CEMENT VENDOR SELECTION

Technical buyers put a lot of store in business media publications and trade shows while in the process of negotiation and vendor finalization. B2B media provides them with the information and reassurance they need to make sound business decisions.

**Top Offline Influences - Technical Buyers
(Negotiation Phase)**



Source: Enquiro Search Solutions, Inc.

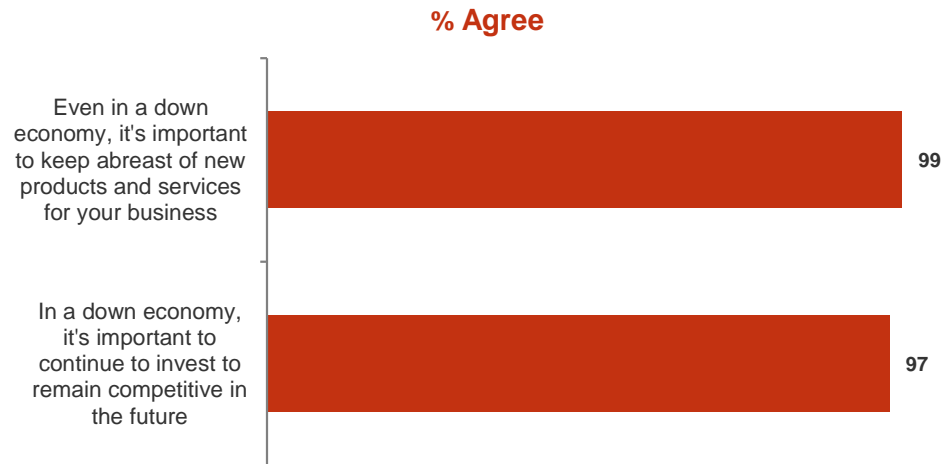
Recession Advertising

The key to future success



RECESSION ADVERTISING IS KEY TO FUTURE SUCCESS

Business executives agree: investment is important in a recession. It allows you to be more competitive when better times return. As a result, it is equally important to stay abreast of new products and industry developments so that you don't get left behind.



When times are good, you should advertise. When times are bad, you must advertise.



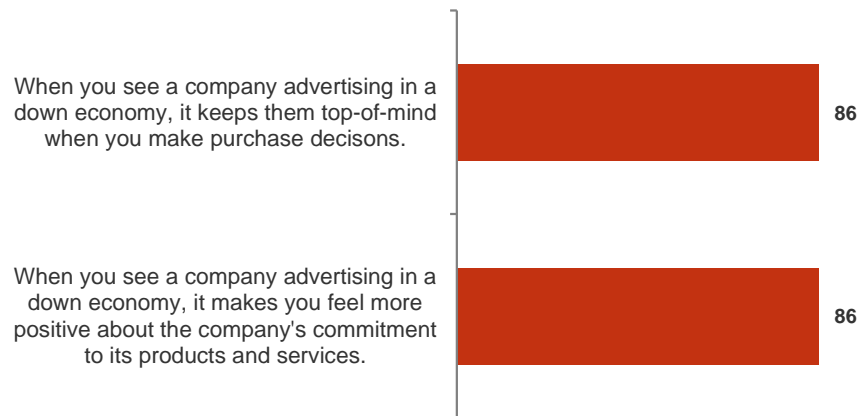
Source: Yankelovich/Harris, 2009

RECESSION ADVERTISING ENHANCES BRAND STANCE

Executives feel strongly that advertising in a recession positively predisposes decision makers towards those products and services, given their heightened awareness and a sense of commitment to those brands.

Advertising in a recession can contribute to market share growth by having a more positive share-of-voice in the marketplace.

% Agree

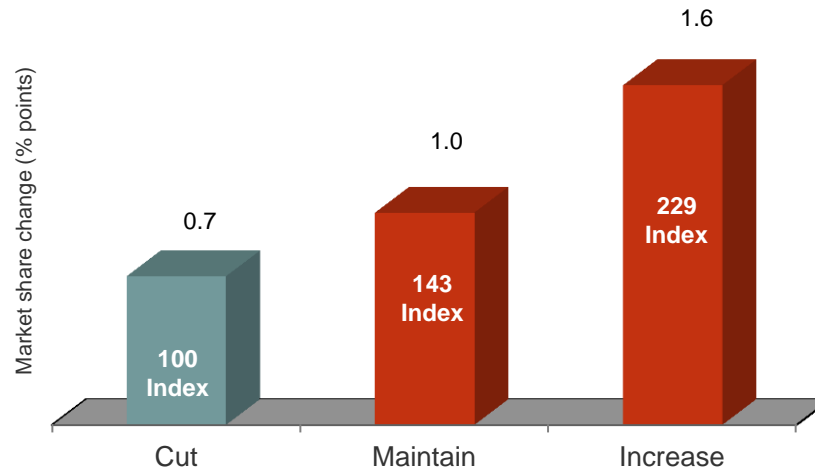


Source: Yankelovich/Harris, 2009

RECESSION ADVERTISING GROWS MARKET SHARE

Research shows the positive effects of advertising in a recession. Advertisers that maintain or increase spending can achieve significant market share growth after the recovery versus those who cut spending.

Share Point Change in First 2 Years After Recovery



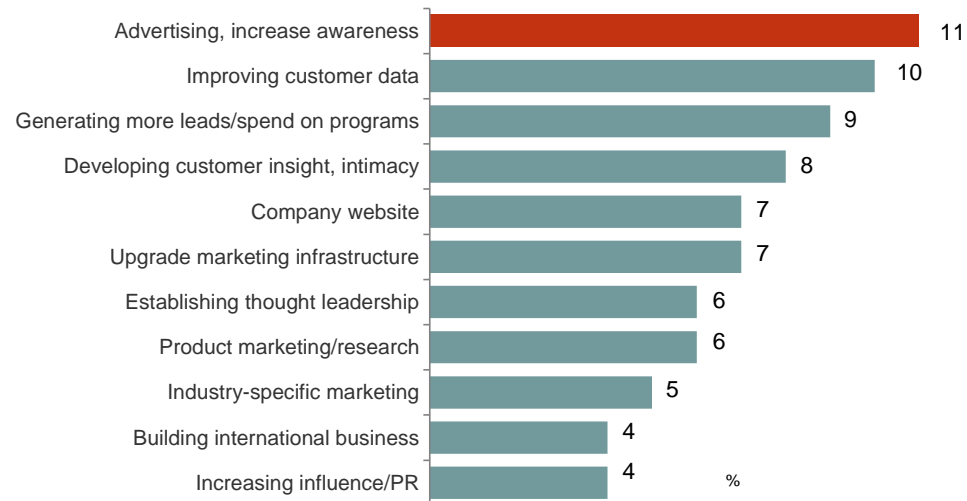
Source: Marketing Leadership Council Report: Justifying Marketing Expenditures in a Down Economy 2002



HIGHER AD SPEND HIGH ON B2B EXEC WISH LIST

A recent Forrester poll indicates that B2B advertisers, if given a substantial budget increase, see advertising as their first choice destination given their desire to increase market awareness. Business media communication solutions are well positioned to surround business audiences and their information/lead generation needs.

Where increases would be spent



74

Source: Forrester, B2B CMO Investment Priorities 2008



Other Useful Info

Magazines Canada can help



ABOUT MAGAZINES CANADA

Magazines Canada is Canada's professional magazine industry association, representing the country's top business and consumer titles. As a not-for-profit organization, it strives to serve Canadian magazines through advocacy, direct-to-retail distribution, professional development, marketing and advertising services.

Magazines Canada strives to supply the advertising industry with solid information to help advertisers and their agencies understand how magazine advertising works and how it may best be put to work for them.

For a complete list of Magazines Canada member titles, [click here](#).

The logo for Magazines Canada, featuring the words "Magazines" and "Canada" in white, stacked vertically, on a red background. The red background is a rounded rectangle with a white curved shape on the right side, creating a stylized effect.

**Magazines
Canada**

A red circular graphic with a textured, distressed appearance. The number "76" is written in white, bold, sans-serif font in the center of the circle.

76

MAGAZINE ECO KIT

The Canadian magazine industry is putting environmental policies in place that support forest conservation. Magazines are doing their part to identify and gain access to environmentally friendly papers available to protect and preserve the natural resources upon which we all depend.

The Magazine Eco Kit offers a collection of ideas and best practices that publishers may adopt as their own for a more sustainable publishing industry.

For your copy, [click here](#).



AdDirect™ AD PORTAL



[Magazines Canada AdDirect™](#) is a web-based ad preflight portal, designed to streamline the ad delivery process between clients and participating magazines. AdDirect™ allows advertisers and agencies to preflight, approve and automatically deliver a PDF ad file to a publication.

All ads are checked against each magazine's individual specifications. Clients receive a real-time preflight report showing that the ad has been successfully preflighted and delivered or, a listing of any warnings or errors that have occurred during the preflight process. This report allows clients to immediately fix any potential problem saving time and money.

Visit the adirect.sendmyad.com home page to view a brief video on how to use the ad preflight portal system, download the User Guide or click on links to view frequently asked questions. AdDirect™ is a free service to agencies and advertisers.

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MAGAZINE CREATIVE TESTING

magWorks

Exercise greater control over the effectiveness and competitiveness of your print investment:

- Test ads or campaigns before they've hit the market or monitor them to understand what works among your target consumers
- Learn the effectiveness and competitiveness of your competitor's ads
- Ensure consistent communication of key brand attributes across various campaigns over time
- Guarantee that individual ads clearly communicate the brand name and that ad copy engages and persuades consumers of your category
- Ensure that ads create/reinforce a positive brand image and that consumers are motivated to purchase
- Let magWorks increase the effectiveness of your magazine advertising. Visit magworks.ca for further information or to submit a request for quotation

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GOT QUESTIONS? CONTACT US.



If you have questions about how business media advertising can be put to work, chances are we have the answers. Information is just an email or phone call away.

Web: www.magazinescanada.ca

Email: adinfo@magazinescanada.ca

Tel: 416.596.5382

Fax: 416.504.0437

We're here to help.



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