

## Advertising Rates

SIZE	1-2X	3X	4X
Full Page	\$18,420	\$17,680	\$16,580
DPS	\$35,000	\$33,600	\$31,500
1/2 DPS	\$23,500	\$22,540	\$21,135
2/3 Page	\$15,665	\$15,040	\$14,100
1/2 Page	\$12,335	\$11,845	\$11,105
1/3 Page	\$8,290	\$7,955	\$7,460
IFC/DPS	\$37,660	\$36,150	\$33,895
IBC	\$21,220	\$20,375	\$19,100
OBC	\$23,080	\$22,150	\$20,770

## Deadlines

ISSUE DATE	SPACE CLOSE FULL PAGE	MATERIAL CLOSE	DISTRIBUTION DATE
March	February 3	February 5	March 4
June	April 28	April 30	June 3
September	July 28	July 30	September 2
November	October 20	October 22	November 18



### MARCH

#### The Breakup:

These two brothers created a winning business — before splitting up, and starting all over on parallel paths. Here's how they've managed to survive and thrive.

#### Hard Knocks:

The story of how one of the biggest names in Canadian business acquired a junior hockey team as a fun hobby to have on the side, only to discover that running a small business is a much tougher (and more interesting) challenge than ever anticipated.

### JUNE

#### The New Ruling Class:

The senior generation rules the mightiest corporations in this province. Their kids are now running some of the hottest small businesses in the country.

### SEPTEMBER

#### Ten to Follow:

Trying to hit a home run out of the park? Here are 10 top role models to follow.

#### The Rise of Social Entrepreneurship:

These high-flyers helped redefine how some of Canada's top tech firms did business. They're now directing that talent and energy to some impressive community causes.

### NOVEMBER

#### Life in the Big Leagues:

How to partner with a much, much bigger corporation without losing your shirt (or your soul).

#### Canada's Top Small Businesses:

From fast-moving retailers to manufacturers blazing new products in new places, these are seven hot companies you need to know about.

