



THE GLOBE AND MAIL

YOUR BUSINESS

MAGAZINE

INFORMING CANADA'S LARGEST BUSINESS SECTOR

Knowing that 98 per cent of all business in Canada is small business*, it's clear to see our reason for being. Your Business magazine serves up a generous helping of business insights for entrepreneurs, across a broad range of day-to-day disciplines including sales, marketing, finance and Human Resources—to mention a few. We provide readers with the direct benefits of learning from, and about, the entrepreneurs who drive the largest sector of the Canadian economy.

Your Business magazine's circulation of 153,100 provides advertisers with the best of two worlds by delivering 78,100 copies to small business owners via its exclusive partnership with the Canadian Federation of Independent Business (CFIB); and a further 75,000 copies through home delivery of the Globe and Mail newspaper. That's 72,564 more copies than Canadian Business** and 65,000 more copies than Profit magazine.**

Editorial Lineup

BRANDS REBORN

Pop Shoppe was a must-have beverage of the 1970s and '80s. Today the maker of Pop Shoppe is trying to stage a comeback and is eyeing the U.S. for expansion. And Pop Shoppe is not alone among big brands of the past that are being revitalized for a second coming. Is there life after the death of a brand? And what's needed to revive names that consumers have stopped coveting?

THEME TEAM

Theme parks are a tough business model due to their seasonal nature. But there's a company in Quebec running a few water parks in the province that's opening a new one in Ottawa which is poised to become the biggest in Canada. We look at the economics of an investment that takes a lot of effort and money to run, and break down how to make a profit when you only operate half the year.

VIRTUAL OFFICE

A new generation of business owners are developing a diametrically opposite view of owning an office. They regard an office as a piece of overhead that isn't required. We'll look at entrepreneurs who operate officeless for months or years. Some say they only finally got an office because their investors, who have more traditional viewpoints, demanded a place they could go and meet.

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NOTE: EDITORIAL LINEUP SUBJECT TO CHANGE

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