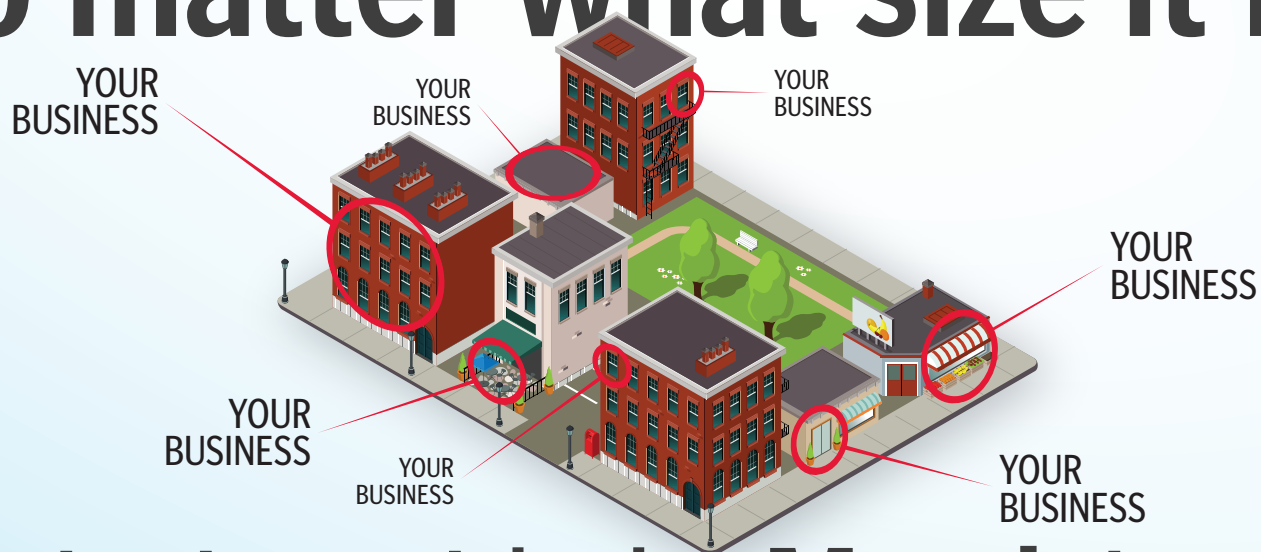


it's YOUR BUSINESS no matter what size it is!



Beginning with the March issue, Report on [Small] Business will be renamed Your Business

What's in a name?

Small- and medium-sized business owners generally do not think of their businesses in terms of size. Rather, their businesses reflect their personal commitment to success—hence the name **Your Business** fits better with our readers' expectations.

The name change rides on the momentum of The Globe and Mail's **Your Business** website, launching in January 2010, and illustrates our continued focus on the small and medium-size business sector.



March

Editorial Lineup

THE BREAKUP

Two brothers running one of the most successful and prominent restaurants in Toronto decide to go their separate ways, each determined to open their own establishment. This feature explores what happens when business partners break up, and provides insights and advice on how to manage dissolutions in a fashion that benefits all concerned.

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.

GOLDEN ELIXIR

When it comes to the wine business, the shelves are crowded, the competition is cutthroat and the main players are massive. That doesn't leave much room for a small player to make a mark. However, one tiny Toronto firm searched far and wide and found a wine that's now the best-selling beverage ever.

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, formerly Report on [Small] Business magazine, serves up a generous helping of business insights for entrepreneurs, while providing a compelling environment for marketers who need to reach this highly sought after, but often elusive, group of B2B prospects.

Each issue of **Your Business** leads with in-depth accounts of how different entrepreneurs navigate the difficult terrain of business. Their efforts serve to inform, forewarn and inspire 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's circulation of 155,000 provides advertisers with the best of two worlds by delivering 75,000 copies of the magazine to small business owners via its exclusive partnership with the Canadian Federation of Independent Business (CFIB)—the largest independent business association in the world; and a further 80,000 copies through home delivery of the *Globe and Mail* newspaper. That's 72,000 more copies than *Canadian Business*** and 42,000 more copies than *Profit* magazine.*

Deadlines

Distribution: March 4, 2009 | **Space Close:** February 3 | **Material Deadline:** February 5

For advertising information about **Your Business** magazine, please call **1.800.387.9012** to speak with your national account manager today. Alternatively, please contact: Rolfe Jones at **416.585.5921** rjones@globeandmail.com or Liz Massicotte at **416.585.5484** lmassicotte@globeandmail.com