

The good idea issue

RECYCLING GOOD IDEAS

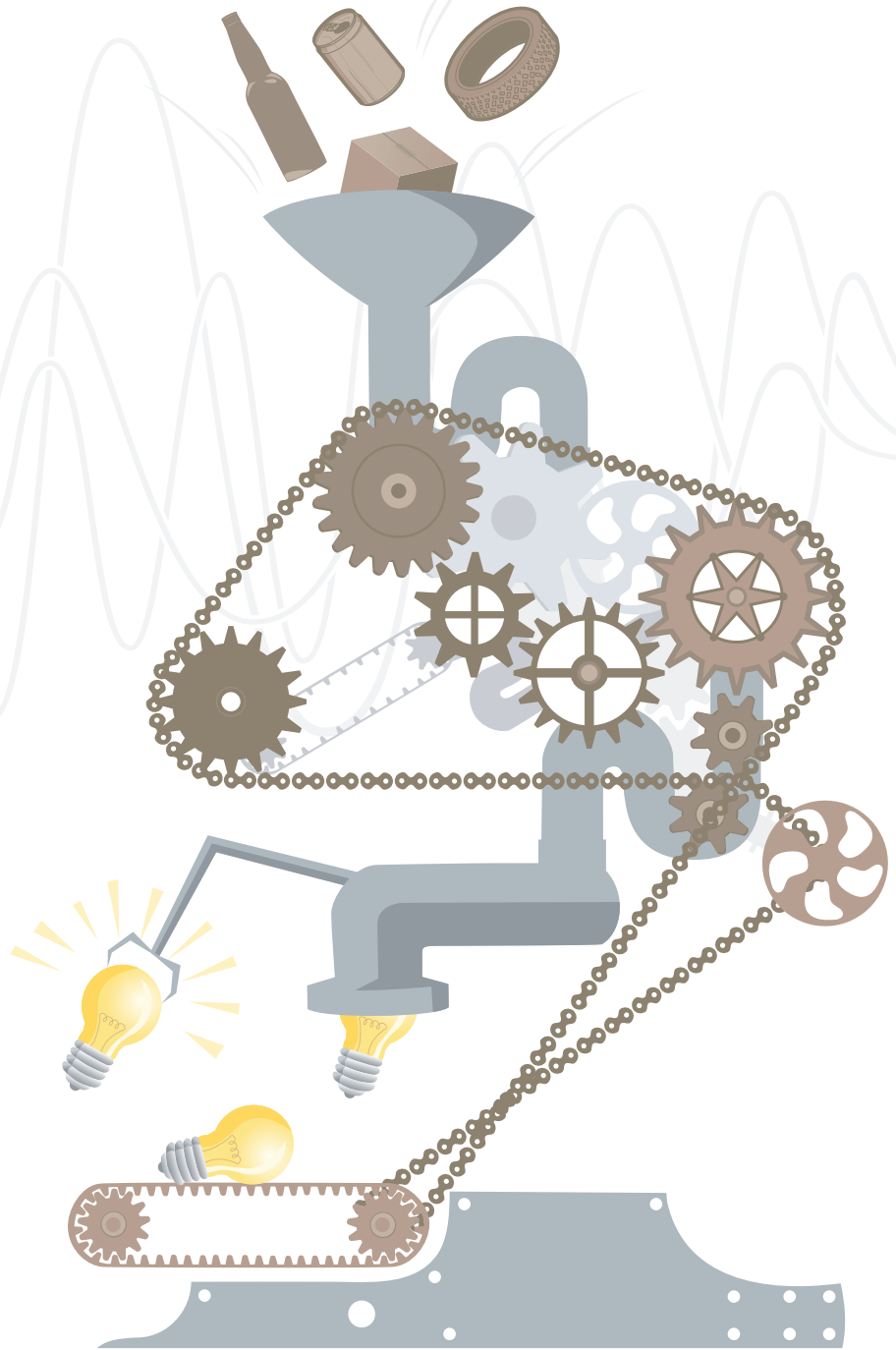
We follow a Canadian entrepreneur to the Middle East where, with the knowledge and best practices he's gleaned from Canada, is implementing two of the largest and most technologically advanced recycling facilities in the world.

DRIVEN TO SUCCEED

Car-sharing has become a bonafide business. We trace the path—as well as look into the future—of one of the fastest growing and most popular car-sharing companies in the business; from its early days of three cars and sixteen members to its 200 cars, 8,000 members and 120 locations today.

WE'RE WITH THE BAND

We put five Canadian companies that are producing world class musical instruments on centre stage.



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.**

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SOURCE: *KEY SMALL BUSINESS STATISTICS — JULY 2009 (STATISTICS CANADA)
**AUDIT BUREAU OF CIRCULATIONS FOR THE SIX MONTHS ENDED DECEMBER 31, 2009
NOTE: EDITORIAL LINEUP SUBJECT TO CHANGE

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