

TESTIMONIALS

"Backbone chooses content and topics that are at the cutting edge of today's changing IT space. As an IT recruiting firm this information provides an enormous value as it enhances our efforts to foresee trends in the industry and identify future needs for our clients. This supports our organization's endeavors to take a proactive approach."

Frank McCrea, *President*
Procom Consultants Group Ltd.

"Backbone magazine, as a leading business journal, helps the City of Mississauga reach one of its most significant key clusters - the information, communications and technology sector (ICT). With more than 4,000 ICT companies in Mississauga, Backbone helps us connect with leaders in this significant knowledge sector."

Marie K. Fitzpatrick-Hall, *ABC, Marketing Consultant*
City of Mississauga

"In my mind Backbone is Canada's leading broad based business magazine focused on technology. Its editorial focus provides business leaders with information and links to resources they need to help make crucial decisions in today's global, and fast moving business world. The additional supplement opportunities provide us with an even more powerful method to reach our target audience. I look forward to building on our successful relationship with Backbone magazine and exploring new and innovative opportunities to showcase EDS capabilities and strength in the Canadian business and IT markets."

Pam Price, *Communication Director, Canada*
EDS Global Communications

"I just wanted to let you know that I think Backbone magazine is terrific....The articles inform readers of current issues while providing understandable background information, definitions and links to further explain the concepts, meeting the needs of readers of all knowledge levels."

Carolyn Rouse
Cap Gemini Ernst & Young Canada, Toronto

"Backbone looks at trends, profiles, and the latest developments in gadgets and e-business from a refreshing Canadian perspective. The magazine consistently delivers insightful stories with context, providing news and analysis that's useful and paints the big picture of technology today."

Will Willis, *Account Coordinator*
Ketchum PR

"Backbone magazine fills void in the Canadian business magazine publishing industry. Its editorial focus one-commerce, B2B and technology provides business leaders with the information they need to help them make decisions in today's global, fast-paced environment. Backbone's thorough editorial content, written by Canadian journalists delivers on that front."

Anne McKeon, *Senior Communications Manager*
Marketing Communications Group, Microsoft Canada Inc.

"PwC Consulting has found Backbone to be an excellent fit for the messages we are trying to communicate about our brand. The editorial content is high quality and has a business focus that appeals to executives. Backbone also reliably reaches our target audience."

John Simke, *Canadian eBusiness Leader, Partner*
PWC Consulting

"Backbone's strengths in terms of editorial quality, excellent art direction and the delivery of a desirable and relevant readership have meant that while other tech magazines have disappeared, Backbone continues to succeed and meet the needs of our clients."

Rob Newell, *Group Media Planning Director*
Palmer Jarvis DDB/OMD

"Backbone is a leading Canadian e-business publication –covering stories that are of interest to us and the companies we target. Since the magazine began publishing, it has gained the support and respect of its industry, advertisers and readers. It is this community that truly has a vested interest in how business is being transformed by technology. The editorial is relevant, compelling and Canadian."

Kevin Spikes, *Marketing Communications Manager*
Q9 Networks Inc.