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Backbone is a creative endeavour and every issue relies on the energy of a large group of professionals. The process starts with a group of highly talented freelance journalists from across Canada. Their work is illustrated by an equally talented pool of graphic artists and photographers. This content is put in the hands of the magazine's editors, art director and layout consultants, who shape the editorial into its final presentation. Meanwhile, the business development team—from the publisher who formed Publimedia more than a decade ago to a national team of sales professionals—ensure our message is communicated to the Canadian business community.

Publishing a magazine is akin to managing a large product launch, and then doing it again for the next issue. We're proud of the result and we're always gratified when readers take the time to tell us how much they enjoy the magazine.