

THE GLOBE AND MAIL

AIR CANADA 



WIRED WOMAN



Deloitte.



Canadian Telecom Summit



GRAND&TOY
Performance Enhancing Offices™



Summary

Backbone magazine continues to increase its distribution through corporate alliances and industry trade shows. The total distribution is broken down as follows:

- 100,000** to *The Globe and Mail*: metropolitan areas and paid subscribers only
- 2,000-5,000** to corporate distribution alliances (depending on the issue) through such organizations as Bell Canada, Grand and Toy, Primus, KPMG, CORE (to everyone's best tech customers), Air Canada lounges, Industry Canada, tech associations, recruiting firms and consulting firms
- 2,000-5,000** on newsstands and at trade shows/events

Total average distribution: The last audited issue was December 2010 with 101,152 total qualified copy claim.

Total readership: 304,000 (according to an Ipsos-Reid survey of 3 readers per copy). *Backbone* magazine distribution is audited by **Canadian**

Circulations Audit Bureau (CCAB/BPA Worldwide)



Backbone is distributed at most major technology-related events across Canada—many in conjunction with either media sponsorship or booth space. In the past 12 months we have distributed *Backbone* at many of the events listed below.

Event Distribution

Upcoming events can be found on our Web site: www.backbonemag.com/events.
Sampling of 2010 distribution at events below:

June 2011

- Advanced Media and Public Relations Summit | The Canadian Institute**, Toronto
- Casual Chat With Jonathan Ehrlich, Former Head of Marketing At Facebook | VEF**, Vancouver
- Meet GrowLab - Canada's Y-Combinator Arrives in Vancouver | VEF**, Vancouver
- Business Etiquette | CanWIT BC Breakfast Club**, Vancouver
- SC World Congress**, Toronto
- Technology Impact Awards**, Vancouver
- IDC Canada Directions 2011: Creating the Intelligent Economy**, Toronto
- Social Media: Planning, Implementation and Governance | CIO Assoc. of Canada Ont. Chap.**, Toronto
- Information Technology Law Spring Forum**, Toronto
- Social Media Camp** Victoria, Victoria
- Networking and Mentoring Series Event | CanWIT BC Circle of Wisdom**, Vancouver

May 2011

- FITC 2011**, Toronto
- e-Health**, Toronto
- Mesh**, Toronto
- CVCA 2011 Annual Conference**, Vancouver
- Video Gaming Technologies in British Columbia - A Panel Discussion | VEF**, Vancouver
- Consumer Devices in the Enterprise | CIO Association of Canada Ontario Chapter Event**, Toronto
- Canadian CommTech Show**, Kelowna
- OCE Discovery 11**, Toronto
- CanWIT Women in Technology Breakfast Club presents: Business Etiquette**, Vancouver
- INplay**, Toronto

- Strategic Internal Communications: How to Use Social Media and Traditional Communications**, Toronto
- ProjectWorld | BusinessAnalystWorld**, Toronto
- Essentials of Outsourcing - Executive Education | CORE**, Toronto
- MIIMA Fusion Conference**, Vancouver
- Unlock the Power of Information Technology | BCNET Conference**, Vancouver
- Canada 3.0**, Stratford
- The Canadian Telecom Summit**, Toronto

April 2011

- Building the Web's Best Entertainment-Based Community Site | VEF Connect**, Vancouver
- CORE 6th Annual Global Sourcing Forum | The New Economic Reality**, Toronto
- Search Marketing Expo - SMX**, Toronto
- eMetrics Marketing Optimization Summit**, Toronto
- Canadian Cleantech Summit**, Ottawa
- Technology M and A Panel Discussion - Get The Insider's View Of The Market | VEF**, Vancouver
- CanWIT Women in Technology Forum BC Signature Lunch: Career in Project Management**, Vancouver
- ORION Summit**, Toronto
- Succession Planning Professional Development event | CVCA**, Toronto
- OCRI Awards**, Ottawa
- CIO Peer Forum**, Vancouver
- Itech Summit**, Toronto
- Itech Summit**, Montreal
- Social Media for Government: Engage Your Employees And Citizens with Latest Web 2.0 Technologies**, Vancouver

March 2011

Convergence of IT and Health Technologies Symposium | BCIT, Vancouver

Vortex Conference and Competition 2011 | Finals, Toronto

Enterprise Architecture Symposium, Toronto

Convergence and Competition: The New Reality | inSIGHT, Toronto

London Tech Week 2011, London, Ontario

Group Mastermind Mentoring Circle – Group Mentorship Program 2011 | CanWIT, Vancouver

Business Development and Sales in the Technology Industry | CanWIT, Vancouver

A Venture Capital Financing Panel: Web Media and IT | VEF, Vancouver

Effective Midmarket Outsourcing Strategies | CORE, Toronto

February 2011

Vortex Conference and Competition 2011 | Round I Competition, Toronto

Camp d'entraînement sur les Médias Sociaux pour professionnels | L'Institut Canadien, Montreal

Computation FREE Computer Recycling Event, Toronto

Canadian Internet Forum, Ottawa

Vortex Conference and Competition 2011 | Round II Competition, Toronto

The Great Valuation Debate | CVCA, Toronto

Improving Corporate Productivity and Innovation 2011, Montreal

Cleantech Panel Discussion - How To Capitalize On Current Business Opportunities | VEF, Vancouver

Privacy and Security Conference and Exposition, Victoria

Outsourcing Governance and Relationship Management – Executive Education | CORE, Calgary

Communications Internes, Montreal

Grow Your Business – Become a Government Supplier | Innovation Synergy Centre, Markham, Ontario

Canadian Financing Forum 2011, Vancouver

How going green is profitable: Case studies and best practices, Toronto

From Startup to Standout: Seattle's Kabir Shahani, Founder of Appature Inc. | VEF, Vancouver

January 2011

Social Media for Government, Toronto
Advanced Learning Institute, Toronto

Futurama: The Top 10 Canadian ICT Predictions for 2011 | CIO Assoc. of Canada, Ont. Chap., Mississauga

CanWIT BC Breakfast Club: Strengths-Based Management, Vancouver

How Supplier IT Spending Impacts the Entire Value Chain | CIO Assoc. of Canada, Cal. Chap., Calgary

An Evening With Alan Juristovski and Milun Tesovic, Founders Of MetroLeap Media | VEF, Vancouver

Consumer Devices in the Enterprise | CIO Association of Canada, Vancouver Chapter, Vancouver

GameON: Finance - North America's Premier Business Forum for Digital Games, Toronto

Vortex Conference and Competition 2011 | Boot Camp, Toronto

Outsourcing Governance and Relationship Management – Executive Education | CORE, Toronto

Public Sector CIO Forum, Ottawa

December 2010

Canadian Innovation Exchange (CIX) | 3rd Annual, Toronto

Seattle's Dave Schappell on building a successful start-up | VEF, Vancouver

Canadian New Media Awards | 10th Anniversary, Toronto

CanWIT (formerly CATA WIT) Holiday Networking Event, Vancouver

November 2010

The MBA Tour, Toronto

The MBA Tour, Vancouver

Voices of Experience featuring Janet Wood, Judi Hess, Lisa Payne | BCTIA TechForum, Vancouver

The MBA Tour, Calgary
nextMEDIA, Toronto

Becoming an IT Consultant | CATA Women in Technology Forum BC Breakfast Club, Vancouver

Technology Insights | ComputerWorld Canada, Vancouver

Bootup and VEF | Term Sheet Theatre, Vancouver

DIG London Game Developers Conference, London, Ontario

Canadian Health Informatics Awards Gala (6th Annual), Toronto

CORE: Strategic Corporate Real Estate Outsourcing, Toronto

L'industrie du Film et de la Télé à l'ère des médias numériques et des multiplateformes, Montreal

SC Congress, Toronto

Privacy and Information Security Congress | Reboot Communications, Ottawa

The MBA Tour, Montreal

October 2010

New Brunswick Innovation Forum 2010 | NRC-IIT, Saint John

GTEC | Canada's Government Technology Event, Ottawa

Conférence sur l'implantation stratégique du Mobile marketing et sa capitalisation, Montreal

Social Media Camp, Victoria

IT.CAN Conference (14th Annual), Montreal

CORE: Outsourcing Strategy and Scoping - Executive Education, Toronto

Capacity North America 2010, Toronto

An Evening With Moe Kermani, CEO of Bycast | VEF, Vancouver

Strategy | CATA Women in Technology Forum BC Signature Lunch, Vancouver

Security Canada International Security Conference and Exposition, Toronto

Wavefront 2010 AGM, Vancouver

HootSuite Success Story: Made in Vancouver
| VEF, Vancouver

How to build a major corporation from the ground up | BCTIA TechForum, Vancouver

The Crossroads Between Social Media and SEO | IIMA, Vancouver

September 2010

IN | 10, Toronto

MOBILEINNOVATIONWEEK, Toronto

CORE: Essentials of Outsourcing - Executive Education, Toronto

MXD, Toronto

Mobile Biz Bootcamp, Toronto

Mobile Think Tank, Toronto

BCTIA TechForum: Building our Future, Featuring Minister Iain Black, Vancouver

FITC Mobile 2010, Toronto

Mobile Media World, Toronto

Conférence sur la gestion de l'information électronique au sein du secteur public, Montreal

VEF: Super Angels: The New New Thing, Vancouver

Cybera Summit 2010, Banff

IMC Vancouver: Internet Marketing Conference, Vancouver

Banff Venture Forum 2010, Banff

Itech Summit, Calgary

2010 Itech Summit, Vancouver

CORE: Outsourcing Managed HR Services, Toronto

August 2010

DEFILAIDE Cyber Warfare Roadshow 2010, London, Ontario

July 2010

Cross Media TO, Toronto

WW Vancouver Networking Event, Vancouver
Chrysalix and VEF Momentum, Vancouver