

# Backbone's mission



Backbone is a business magazine that examines how technology is used to accelerate Canadian business. We keep our readers up to date on new ideas, trends and innovations in the technology world, and deliver information that is relevant and useful for the day-to-day operation of Canadian companies of all sizes.

In addition to our core focus on practical business insights, Backbone also delivers timely and interesting lifestyle stories. In many cases, as technology changes your business, it also changes your lifestyle.

Backbone also enhances the audience's experience through alternate media platforms (found below), and provides our clients with many new and effective ways to showcase their products and services.

- Backbone's Web site
- Custom supplements
- Awards shows
- BackboneTV - Web casts
- Web 2.0 capabilities
- Tech careers
- Bulk subscription alliances
- Event sponsorships
- Round tables
- Industry association alliances
- Digital magazines
- eNewsletters
- Contests and surveys
- Industry portals
- Twitter Feed
- Blogs and RSS feeds
- Gadget reviews
- LinkedIn Group

