



Backbonemag.com receives a tremendous amount of traffic arising from promotions in the 102,000 copies of its print edition, as well as through hundreds of associations, trade shows, clients, etc. We also have thousands of pages of online editorial content which are optimized for search engines to ensure we reach our targeted audience.

Enhance your exposure through our Web site in the following cost-effective ways:

Online advertising options			
Super banner	\$1475 per month	rotating 3x max	728 x 90 pixels
Side column/mini tower	\$1250	run of site	135 x 135 pixels
	\$2,050	run of site	135 x 270 pixels
	\$2,850	run of site	135 x 395 pixels
Portal sponsorship	Ask for details	Ask for details	Ask for details
eNewsletter	\$975 per mailing	2x max per month	468 x 60 pixels
Career posting	\$45 for 2 months \$150 per year	1 posting package of 5 postings	
Press releases	\$25 per 3 months \$100 per year	1 posting package of 5 postings	
Backbone content exchange	Call for details	existing or customized	Multiple or one offs

Mechanical formats supported

Web site banners

Format: Leaderboard/super banner: 728 x 90 px: JPG, GIF (static or animated), SWF (30 frames per second using images of 72dpi, all URLs to be embedded in file). **Headline banner:** 468 x 60 px: JPG, GIF (static or animated). **Side column:** 135 x 135, 135 x 270, or 135 x 395 px: JPG, GIF (static or animated).

eNewsletter banners

Format: JPG, GIF (static). Size (pixels): 468 x 60

Mobile site banners

Format: Static in order of preference: JPG, GIF or PNG. Size (pixels): 600 x 74

Videos/Podcasts

SWF: 30 frames per second using images of 72dpi tracking URL to be embedded in file.

Who reads backbonemag.com?

Backbone targets educated, influential and affluent business decision makers. These are early adopters, forward-thinking executives, middle managers, consultants or industry professionals who strive to keep up to date with important trends for their business and personal use.

Further reader statistics

- 45 years old on average
- 95% comparison shop for a product online
- 93% purchase a product or service online
- 92% conduct online banking or other transactions with their bank or financial institution
- 85% click on a Web site advertisement
- 58% track an investment portfolio online
- 34% are planning to buy or lease a vehicle within the coming year
- 24% plan to buy or lease a computer within the next year

How does backbonemag.com generate its traffic?

- News feeds/RSS, Twitter
- Every story in a Backbone print edition links back to the Web site
- 10 years of optimized magazine and Web content = approx. 7,100 pages of online content
- Content links and alliances with Sympatico/MSN, Grand & Toy, KPMG as well as numerous trade and technology associations
- Regular updates of the following Web site content:

Twitter	Gadgets	Online directories	Polls/Surveys	Industry links
Blog	Events	Book reviews	Technology reviews	Online video
Articles	Press releases	Top lists	Special	production and
News/Snapshots	Careers	Searchable archives	supplements	sponsorship