



Looking for a job? Build a digital resume

Other people want that job too, so it's time to put some kick into your CV

Need a new career and don't know where to start? You're not alone. Many people are looking for a new job, but they don't know how to go about it. The first step is to build a digital resume. This is a resume that is optimized for search engines and is easy to share online. It's a great way to get your foot in the door with a new employer.



February/March 2012 issue (Feb 29th Distribution)

- **Predictions 2012** Our annual look ahead
- **Start Me Up** Announcing the *Backbone* Innovation contest/campaign
- **The Internet of things** How business changes when machines talk to each other
- **SMB** Linking in: how-to use LinkedIn Groups
- **SMB** 5 tips for search engine optimization
- **Digital life** Cloud yourself: move work online
- **Special supplement:** Tech parks and innovation centres
- **Special supplement:** Automotive innovations

April/May 2012 issue (April 24th Distribution)

- **Top300 issue:** Canada's top tech players, presented by *Backbone* and Branham Group
- **Start Me Up** Following the entrepreneurs supported by the *Backbone* Editorial Advisory Board
- **Global conferencing** How Skype, FaceTime and other technologies will power a new era of video-conferencing
- **SMB** App your job: make your day easier with job-specific applications
- **Digital life** The digital darkroom, a how-to photo primer
- **Auto Forward** Flying cars actually exist, so when will "flying" be offered alongside leather seats and stereos
- **Special supplement:** Tech management—data mining, analytics, Legal issues

June 2012 issue (June 25th Distribution)

- **Start Me Up** Announcing the winners of *Backbone's* Innovation contest/campaign
- **Green your business** Clean tech innovations
- **Go global** Build your local business into an international one
- **SMB** 5 tips for distance education and training
- **Digital life** Build the ideal photography kit
- **Special supplement:** Green tech



Mother Nature calling

As the world's population grows, so does the demand for resources. This is putting a strain on our environment. We need to find ways to live more sustainably. One way to do this is by using green technology. This is technology that is designed to be environmentally friendly. It's a great way to reduce your carbon footprint and save money.



Bell's partnership with VANOC

Bell is partnering with VANOC to support the Vancouver 2010 Winter Olympics. This is a great example of how technology can be used to support a major event. Bell is providing VANOC with a range of services, including network support and security. This will help to ensure that the Olympics run smoothly and that all the athletes and spectators have a great experience.

September 2012 issue (Sept 13th Distribution)

- **Digital economy update:** Where do we stand in the global marketplace?
- **Start Me Up** Following the entrepreneurs supported by the *Backbone* Editorial Advisory Board
- **High speed or die** Business high-speed networks are no longer just a nice-to-have
- **Making sense of high-speed** What all the terms and acronyms mean to your business
- **SMB** 5 tips for accepting online payments
- **Digital life** Talking to your house—why can't we do this yet?
- **Special supplement:** Outsourcing
- **Special supplement:** eHealth

October 2012 issue (Oct 25th Distribution)

- **Cloud connections** Update on new uses and new threats
- **Fast 50** Fastest growing tech companies ranked by Deloitte - tentative
- **Start Me Up** Following the entrepreneurs supported by the *Backbone* Editorial Advisory Board
- **Get funded** A field guide to hot funding sources
- **Essential gifts** Gadgets and toys ready for giving
- **SMB** 5 tips for securing your systems
- **Digital life** Geo-tagging your kids
- **Special supplement:** Cloud performance
- **Special supplement:** Education



November 2012 issue (December 5th Distribution)

- **Virtual failure** They were supposed to be the next big business tool, so what happened to virtual worlds?
- **Start Me Up** Following the entrepreneurs supported by the *Backbone* Editorial Advisory Board
- **Presentation tips** Power your presentations with the right technology and the right delivery
- **Last-minute gift guide**
- **SMB** Where is your business? Exploring location-aware technology
- **Digital life** Your computer bag: how heavy is too heavy? Tips for travelling light
- **Special supplement:** Security and privacy

Please note: Special supplements are produced by Backbone's advertising department.

For information on all special supplements, please call: 604-986-5352 or 416-993-9636