

testimonials



“*Backbone* chooses content and topics that are at the cutting edge of today’s changing IT space. As an IT recruiting firm this information provides enormous value as it enhances our efforts to foresee trends in the industry and identify future needs for our clients. This supports our organization’s endeavours to take a proactive approach.”

Frank McCrea, President
Procom Consultants Group



“*Backbone* magazine, as a leading business journal, helps the City of Mississauga reach one of its most significant key clusters: the information and communications technology sector (ICT). With more than 4,000 ICT companies in Mississauga, *Backbone* helps us connect with leaders in this significant knowledge sector.”

Marie K. Fitzpatrick-Hall, ABC, Marketing Consultant
City of Mississauga



“In my mind *Backbone* is Canada’s leading broad-based business magazine focused on technology. Its editorial focus provides business leaders with information and links to resources they need to help make crucial decisions in today’s global and fast-moving business world. The additional supplement opportunities provide us with an even more powerful method to reach our target audience. I look forward to building on our successful relationship with *Backbone* magazine and exploring new and innovative opportunities to showcase EDS capabilities and strength in the Canadian business and IT markets.”

Pam Price, Communication Director, Canada
EDS Global Communications



“I just wanted to let you know that I think *Backbone* magazine is terrific...The articles inform readers of current issues while providing understandable background information, definitions and links which further explain the concepts, meeting the needs of readers of all knowledge levels.”

Carolyn Rouse
Cap Gemini Ernst & Young Canada, Toronto



“*Backbone* looks at trends, profiles and the latest developments in gadgets and e-business from a refreshing Canadian perspective. The magazine consistently delivers insightful stories with context, providing news and analysis that’s useful and paints the big picture of technology today.”

Will Willis, Account Coordinator
Ketchum PR



“*Backbone* magazine fills a void in the Canadian business magazine publishing industry. Its editorial focus on e-commerce, B2B and technology provides business leaders with the information they need to help them make decisions in today’s global, fast-paced environment. *Backbone*’s thorough editorial content, written by Canadian journalists, delivers on that front.”

Anne McKeon, Senior Communications Manager
Marketing Communications Group, Microsoft Canada



“CORE has found *Backbone* to be an excellent fit for the messages we are trying to communicate about our organization. The editorial content is high quality and has a business focus that appeals to executives. *Backbone* also reliably reaches our target audience.”

John Simke, President
Canadian Centre for Outsourcing Research and Education (CORE)



“The Canadian Digital Media Network is dedicated to encouraging job creation and increasing global competitiveness by linking Canada’s leading digital media centres with industry, government and academia. *Backbone* magazine provides a channel for us to connect with those organizations and thought leaders who make a difference, thanks to its focus on technology innovation and its dedicated audience of executive readership.”

Kevin Tuer, Managing Director,
Canadian Digital Media Network

“We find *Backbone* to be a great fit in targeting businesses who wish to enhance their online presence. In our 2009 ad campaign with *Backbone*, we co-developed special advertorial supplements promoting our “search marketing” business unit. As we carefully test and monitor all our advertising, we found the response rate from these ads to be one of our 2009 marketing success stories and look forward to working together with *Backbone* again in 2010.”

Max Tremblay, Director of Marketing,
Yahoo! Canada