

THE GLOBE AND MAIL

AIR CANADA



Industry Canada Industrie Canada

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Deloitte.



Canadian Telecom Summit



GRAND & TOY
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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 June 2011 with 102,274 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:

October 2011

- Stocks 2011**, Vancouver
- Canadian Cleantech Summit**, Ottawa
- IT.CAN Conference (Fifteenth Annual)**, Toronto
- Merging Media Conference + Masterclass 2011**, Vancouver
- Tech Showcase and Open House, 12th Annual | Innovate Calgary**, Calgary
- Growing a Technology-Based Business | CanWIT Women in Technology Forum BC**, Vancouver
- Digifest**, Toronto
- SFU Management of Technology MBA program information session**, Vancouver
- EPIC Technology Day**, Winnipeg
- Freemium - Free-economics and Monetization | VEF**, Vancouver
- X-Summit 2011**, Toronto
- iWDMs 2011**, Stratford
- Start-up success story: How Constant Contact evolved into a market leader**, Richmond Hill
- Building an online lead generation system that works | YTA Learning Lab**, Richmond Hill
- Adastra IM-XI**, Toronto
- GTEC 2011 | Canada's Government Technology Event**, Ottawa
- 2nd Internal Branding and Employee Engagement Canada Conference**, Toronto
- SecTor 2011**, Toronto
- Banff Venture Forum 2011**, Banff
- Cybera Summit 2011: Data for All - Opening Up the Cloud**, Banff
- meshwest Edmonton**, Edmonton
- IMC Vancouver | Internet Marketing Conference**, Vancouver
- WAVE 2011 Conference**, Lake Louise

September 2011

- Social Media for Government**, Victoria
- Itech Summit**, Vancouver
- Wired Woman 15th Anniversary**, Vancouver
- Build or Buy: Gaining the Innovation Advantage - OpenText returns to the YTA Podium**, Richmond Hill
- Gaining the Innovation Advantage for your Tech Business | YTA Learning Lab**, Richmond Hill
- Itech Summit**, Calgary
- Outsourcing Strategy and Scoping - Executive Education | CORE**, Toronto
- M Partners Annual Technology and Communications Investor Conference**, Toronto
- Mobile Platforms - How The Market Is Changing | VEF**, Vancouver
- Canadian Wireless Trade Show**, Toronto
- Strategic Internal Communications: How to Use Social Media and Traditional Communications**, Toronto

August 2011

- Grow 2011**, Vancouver

July 2011

- Apple Expo 2011**, Toronto

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