

COMMERCE NEWS

THE VOICE OF BUSINESS IN EDMONTON

Editorial Calendar

THE PUBLISHER

Edmonton Commerce News is published by the Edmonton Chamber of Commerce, 11 times a year, and provides coverage of the Edmonton business community and Chamber activities.

Production and advertising sales of *Edmonton Commerce News* is managed by Venture Publishing which has a full service contract publishing division, with award-winning expertise in editorial, design, production and sales and circulation management. Venture Publishing's extensive knowledge and expertise positions it as a first choice for businesses wanting to effectively communicate with clients and consumers.

EDITORIAL SCHEDULE

Edmonton Commerce News is mailed to every business in Edmonton. Each issue contains articles of interest to our audience of 160,000 in the form of business news, columns, special reports and profiles. We carry the following columns: Edmonton Tourism, Economic Development, World Trade Centre, Community Initiatives, Networking & Events, Sales & Marketing, Using the

Internet, The North, Business Legal Issues, Financial Planning, Tax Tips & Business of Health. In addition, each issue highlights a special report on the topics in the chart below.

CIRCULATION: 26, 000

Edmonton Commerce News is mailed 11 times a year to every Chamber member and subscriber (2,700 copies), to all businesses in Edmonton (21,800 copies), and to community leaders, event guests, and affiliated organizations in the Edmonton Region (1,500 copies). Each copy is read by multiple business people which results in over 137,800 readers per issue. Your advertising message will reach a targeted market of decision-makers and purchasers in the Edmonton area.

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The views in Commerce News are the personal views and opinions of the individual authors of each article and do not represent the position of the Edmonton Chamber of Commerce, its members or employees.

ISSUE CONTENTS	AD CLOSE	AD MATERIALS DUE	RELEASE DATE
January Business Outlook. Financial Services and Insurance	December 8, 2011	December 13, 2011	January 2, 2012
February Financial Planning and Budgeting. ICT industry report	January 12, 2012	January 17, 2012	February 6, 2012
March Infrastructure. International Trade and Export	February 15, 2012	February 21, 2012	March 5, 2012
April Workplace Health and Safety. Education	March 15, 2012	March 20, 2012	April 2, 2012
May Environment. Real Estate and Construction	April 12, 2012	April 17, 2012	May 1, 2012
June/July Festivals, Tourism and Travel. Agrifoods	May 16, 2012	May 22, 2012	June 4, 2012
August Oil & gas. Economic Diversification	July 12, 2012	July 17, 2012	August 1, 2011
September Report on the North. Transportation, Utilities and Communications	August 16, 2012	August 21, 2012	September 4, 2012
October Small Business. Technology industry report	September 13, 2012	September 18, 2012	October 1, 2012
November Retail and franchises. Small business winner profiles	October 18, 2012	October 23, 2012	November 5, 2012
December Year in Review - Top 10 business news stories. Professional services	November 15, 2012	November 20, 2012	December 3, 2012

Editorial themes may be subject to change at the discretion of the *Edmonton Commerce News*

EDMONTON CHAMBER OF COMMERCE

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