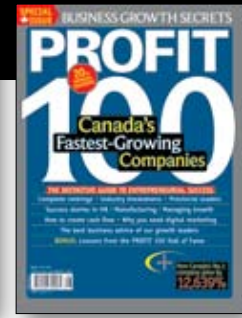


# editorial calendar



Issue Date	Sales Close	Material Close	Impact Start Date	Editorial Highlights*	Advertising Supplements	Events
February/ March	Jan 14	Jan 20	Feb 16	<p><b>How to Win in a Recession:</b> Told by CEOs who have been there</p> <p><b>The New Rules of Customer Service:</b> What every entrepreneur needs to know about what today's customers want and how to deliver it.</p> <p><b>Selling your Business:</b> The ins and outs of this process</p>		
April/May	March 4	March 11	April 2	<p><b>7 Ways to Find Hidden Potential:</b> Driving growth through leadership in 7 different categories</p> <p><b>Technology for Troubled Times:</b> Adopting technology, e.g. tools for online, software, in-house printing and mobile – to cut costs and improve productivity</p> <p><b>Also in this issue:</b>  <b>How to save money and the planet at the same time:</b> Written by green business consultant and former leader of the Green Party of Canada, Jim Harris, this piece will explain the many opportunities for entrepreneurial businesses to reduce their carbon footprint while actually INCREASING their profitability.  <b>The paperless office — it's possible!!!</b> A report on the benefits of going paperless, with analysis of two companies that succeeded in becoming paperless — and now love it.</p>		
June	May 6	May 13	June 4	<p><b>PROFIT 100: 21st Annual:</b> The definitive list of Canada's Fastest-Growing Companies</p>	Outsourcing Unified Communications	PROFIT 100 CEO Summit
September/ October	Aug 12	Aug 19	Sept 10	<p><b>PROFIT HOT 50: 10th Annual:</b> Exclusive Ranking of Canada's Emerging Growth Companies</p>	Exporting Back to Business	PROFIT HOT 50 GrowthCamp
November	Sept 16	Sept 23	Oct 15	<p><b>PROFIT W100: 11th Annual:</b> Ranking of Canada's Top Women Entrepreneurs</p>	Entrepreneur Education Small Business Green Wheels	PROFIT W100 Awards Event
December	Oct 28	Nov 4	Nov 26	<p><b>2010 Opportunity &amp; Outlook Guide:</b> 14th Annual Ranking of the Best Business Opportunities</p> <p><b>Canada Export Achievement Awards:</b> Who is winning abroad, and how?</p>	Active Retirement Starting a New Business	

Impact Start Date is the first date a copy of the magazine will arrive in recipient's business.

\*Editorial content subject to change



## Editor's Note

PROFIT is more than a magazine for Canada's fast-track entrepreneurs – it's their business partner. While other publications mull over stock-market turmoil, profile career executives and dissect corporate scandals, PROFIT devotes itself to the most important issue for Canadian business owners: how to find opportunity and seize it. In fact, PROFIT is Canada's most respected magazine on the management practices of successful entrepreneurs and how to overcome the challenges that today's enterprises face.

For 27 years, PROFIT has provided critical analysis of key business, technological and social trends that helps business decision move their companies forward – fast. We will continue to deliver the insights they need to succeed in 2009 and beyond.

**Ian Portsmouth**  
 Editor, PROFIT

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