



PROFIT in June

ON SALE
June 4

The PROFIT 100

CANADA'S FASTEST-GROWING COMPANIES

EDITOR'S HIGHLIGHT:

In these challenging times, it is especially important to examine the companies that continue to grow, through a combination of entrepreneurial endeavour and sound management practices. This year's PROFIT 100 companies will give the business community much to learn and aspire to, as we recognize and applaud their success in the face of adversity.

- Ian Portsmouth,
PROFIT Editor and Associate Publisher

FEATURE HIGHLIGHTS →

THE ESSENTIAL INDICATOR FOR GROWING ENTERPRISES

More than a list of today's hottest success stories, The PROFIT 100 points the way to growth opportunities for entrepreneurs, indicating the industries, sectors and markets that offer real potential for the astute observer. Also included, The Next 100 provides additional underlying details about overriding trends.

BOLD, BRIGHT IDEAS

The best management strategies and tactics of business leaders from the ranks of the PROFIT 100 are shared with our readers, who will learn first-hand ideas, tips and solutions that have contributed to unparalleled success.

THE FASTEST FIVE

PROFIT interviews the leaders of the top five companies on the PROFIT 100 ranking, and gains insights and perspectives from entrepreneurs who prevailed against a torrent of pessimism, to achieve results that seemed impossible to many – but clearly attainable to them.

IN EVERY ISSUE: OUR EXPERT COLUMNISTS →



Rick Spence:

As the former editor and publisher of PROFIT, and a recognized guru of entrepreneurship, Spence is uniquely positioned to examine all aspects of the entrepreneurial experience, to help business owners grow their companies – and themselves.



Brian Scudamore:

The founder and CEO of 1-800-GOT-JUNK? Scudamore reveals the strategies that have made his company the world's largest junk-removal service, and an award-winning employer.



Greig Clark:

The founder of College Pro Painters, Clark is a venture capitalist and strategic advisor who counsels numerous entrepreneurial companies, and shares his experiences and wisdom on the art of building great businesses.

PMB FACT:

PROFIT readers are 3X more likely to be involved in business decisions about finance/investment products, compared to the average adult.

FOR MORE PMB DATA, READ ON...

PLUS REGULAR FEATURES →

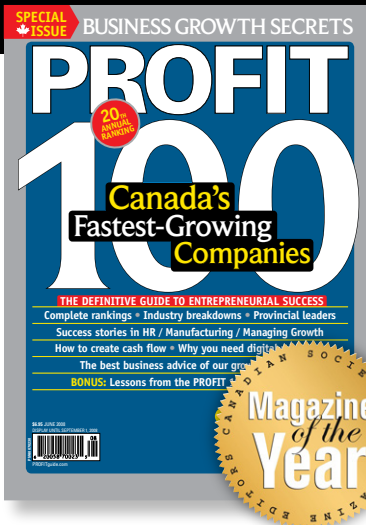
Frontlines: The lead-off section of every issue of PROFIT, *Frontlines* will often feature reader-friendly stories that highlight Canadian entrepreneurs and their companies, as well as relevant news, analysis, tips, and our *Entrepreneur of the Month* profile.

Ask the Legends: It's PROFIT's signature interview with a twist, where our readers ask questions of legendary entrepreneurs. This month's guest is Christine Magee, co-founder and president of Sleep Country Canada. On the last page inside every issue, *Ask the Legends* continues on the preceding page – making the inside back cover and opposite inside page prime franchise positions for advertisers.

Sales Close:
May 6, 2009

Material Close:
May 13, 2009

Impact Starts:
June 4, 2009



PROFIT readers have an average household income that is 40% above the national average.

For over twenty-five years, PROFIT has been a champion of business growth through initiative, and our 2009 edition of the PROFIT 100 will again attest to Canada's entrepreneurial potential in any economy.

– Deborah Rosser,
PROFIT Publisher

PROFIT has over 300,000* readers and 1 in 2 is a MOPE.**

Compared to the average Canadian, PROFIT readers are:

- 4 times more likely to be involved in business purchasing/leasing decisions over \$10,000
- 3.5 times more likely to be in IT occupations (managers, purchasers, specialists, consultants)
- 3.5 times more likely to be involved in business decisions about technology (computer hardware, software or internet access)
- Twice more likely to have a household income of over \$125,000
- Twice more likely to be self-employed
- 84% more likely to have over \$100,000 in their financial portfolios
- 80% more likely to be in small companies under 100 employees

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PROFIT has the highest concentration of adults involved in business purchasing decisions on the following key products and services:

- Finance/Investment products
- Telecommunications
- Computers including internet access
- Business facilities
- Services

Source: PMB 2008, English Canada, 18+
*Total Canada, 12+
**MOPE: managers, owners, professionals, executives

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