

# Listed

[www.listedmag.com](http://www.listedmag.com)

The Magazine for Canadian Listed Companies

## 2017 Media Kit

IN OUR 8TH YEAR



# Overview

## Thought Leadership

Cover to cover, *Listed* magazine is thought leadership for the C-suite and directors of Canada's issuing community. We write about the issues and ideas that form the discussions around the boardroom table, with clients, customers, suppliers and shareholders, and how those discussions are changing the way management does business today. Whether it is a cover feature, special report or columns on risk, corporate finance or governance, thought leadership is what you can expect from *Listed*.

## Editorial Director

Brian Banks is an award-winning magazine editor and writer with more than 25 years experience in business journalism. Prior to launching *Listed*, he was editor of *Financial Post Magazine*, published by the *National Post*. He also spent two years as editorial director of a VC-financed dot-com start-up and six as a senior-level editor at *Canadian Business* magazine. Between 2010 and 2016, Brian also served on the board of governors of the Ontario Land Trust Alliance.

# Editorial Content

## Features

Each issue of *Listed* is anchored by in-depth features—profiles, trend stories, how-tos, narratives—and a feature-length Special Report on key topics.

## Departments

### Ticker

Stories, interviews, columns and a market dashboard, with an emphasis on new listings and IPOs, trends, events and hot-button issuer concerns.

### Views

Timely, informed columns by industry-leading practitioners on corporate finance, law, governance, compensation, risk, ESG/CSR, and investor relations.

### Handbook

Individual lessons, advice, analysis and practical know-how for directors and executives. We go inside the boardroom, out on the street; content touches on tactics, tech, economic trends and more, with reviews and a news/event calendar.

### Insider

Exclusive Q&A interviews with the women and men making and shaping news in the listed community.

### The Director's Chair

Governance expert David W. Anderson interviews some of Canada's most senior and experienced directors about the issues that are trending now.

### Special Reports

**February/March (Mining):** The Mining issue draws on all our key content areas: governance, board development, strategy, finance, CSR, risk, investor relations, stakeholder relations, M&A. The timing of the special issue is tied to PDAC 2017, where *Listed* is a media partner. There will be bonus distribution for this issue bring the total number of copies to 17,000.

**April/May (Governance):** When it comes to board governance, the issues and responsibilities run deep: oversight, CEO succession, strategy, diversity, compensation, securities regulation, fiduciary duties, independence, shareholder relations, sustainability, cybersecurity and more. In this special report we take the measure of Canadian boards' performance writ large, examine how best practices are evolving and ask pointed questions to determine what boards are—and aren't—doing to meet and/or exceed expected standards.

**June/July/August (Corporate Law):** *Listed's* dedicated report on law will examine the most important decisions rendered by the Supreme Court and the Courts Appellant over the past year that affect Canadian public companies.

**September/October (Risk):** Risk oversight and risk management—regulators demand it, shareholders insist on it and, frankly, no board or company should overlook it. Our special report looks at the trends and latest tactics in risk and at the ever-changing regulatory and competitive landscape in this critical area.

**December/January (Deal of the Year; M&A; Proxy Season):** We tally the year's biggest deals and dealmakers, featuring *Listed's* Deal of the Year. We look at the companies, the investment banks, the legal advisers, the dominant trends, the big numbers and the companies and executives who were big winners. Proxy Season: Good shareholder relations are a year-round activity, but this is the time when most companies take stock of their relationships, lay plans for the next AGM and do their proxy filing and strategy preparation. Our Special Report includes tips, tactics and looks at important trends and developments.

Calendar and line up are subject to change.



# Awards & Recognition

## Canadian Business Media Awards (formerly KRWs)

- 2016 Silver: "Ripples on the land," Mining 2015
- 2015 Gold: "Trust never sleeps," Energy 2014
- 2015 Gold: "How to build a pharma giant," Summer 2014
- 2014 Gold: "A man with a plan," Spring 2013
- 2014 Honourable mention: "Fear not," Spring 2013
- 2014 Honourable mention: "The best defence," Fall 2013
- 2013 Gold: "The changing face of risk management," Fall 2012
- 2012 Gold: "But is it art?" Fall 2011
- 2012 Honourable mention: "Change or be changed," Spring 2011
- 2011 Silver: "Frank's last payday," Fall 2010
- 2011 Honourable mention: "How to land a monster," Winter 2010/11
- 2011 Honourable mention: "Putting women in the picture," Winter 2010/11

## National Magazine Awards (NMAs)

- 2014 Finalist : "The best defence," Fall 2013
- 2012 Finalist: "Change or be changed," Spring 2011

# Columnists



## Robert Olsen

Robert Olsen is Deloitte Canada's national Corporate Finance leader, sourcing debt and/or equity capital for private and public companies.



## John Caldwell

John Caldwell is a veteran CEO and board member with experience in distressed situations. He recently authored CPA Canada's "A Framework for Board Oversight of Enterprise Risk"



## Ken Hugessen

Ken Hugessen is founder and president of Hugessen Consulting Inc. He has more than 30 years experience consulting to public and private corporations and large pension/sovereign funds.



## Chaya Cooperberg

Chaya Cooperberg is chief communications officer and senior vice-president, corporate affairs, at AMTrust Financial Services in New York.



## Richard Leblanc

Richard Leblanc is an associate professor, governance, law & ethics, at York University's Faculty of Liberal Arts and Professional Studies and a member of the Ontario Bar.



## Beverly Behan

Beverly Behan is a board consultant and founder of Board Advisor, based in New York. She has worked with more than 140 boards of directors in the U.S., Canada and abroad.



## Sarah Keyes

Sarah Keyes is sustainability principal at CPA Canada. Her primary focus is sustainability activities related to risk management, performance management and measurement.



## David W. Anderson

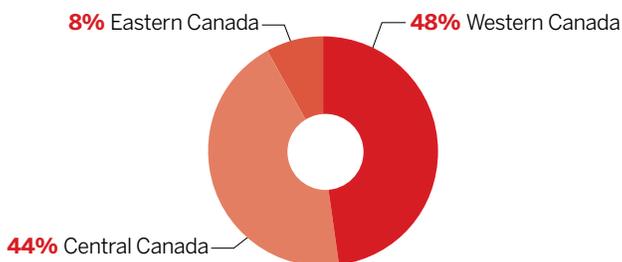
David W. Anderson, MBA, PhD, ICD.D, is a governance and leadership adviser and president of The Anderson Governance Group in Toronto, advising directors, executives, investors and regulators.

# Circulation

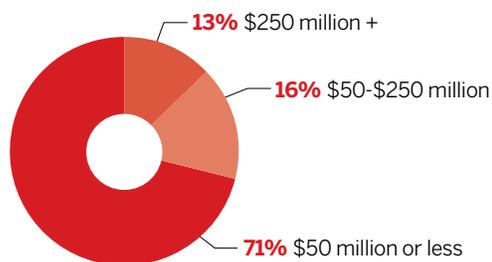
Over 62% of recipients have requested to receive or subscribe to *Listed*

*Listed* magazine reaches the top echelons of Canadian public company management. The readership consists of board members, CEOs, CFOs, COOs, Corporate Secretaries, Legal Counsels, Presidents, Vice-Presidents and Investor Relations professionals. Addressed by name, title and company, *Listed* is mailed to over 10,000 directors and C-suite executives. An additional 2,000 copies of *Listed* magazine are distributed through the Air Canada Maple Leaf Lounges.

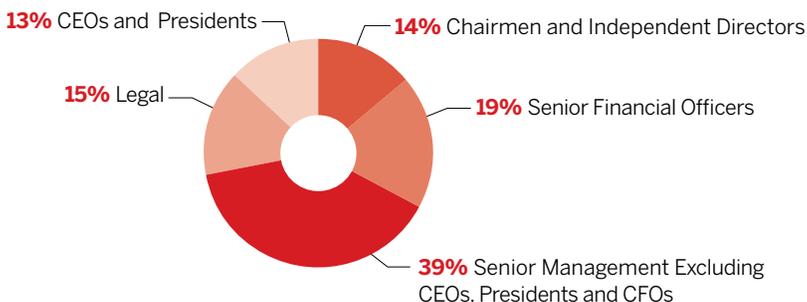
## Geographic Distribution



## Reach by Market Capitalization



## Readership Breakdown



# Publishing Schedule

Issue 2017	Space Close	Material Due	Publishing Date
Mining	February 1	February 8	March 1
Governance	April 19	April 26	May 17
Corporate Law	June 28	July 5	July 26
Risk	August 30	September 6	October 4
M&A Deal of the Year	November 8	November 15	December 13

## Rates

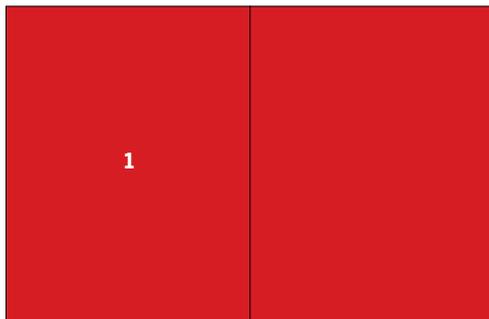
Listed magazine offers advertisers a flexible array of sizing, position and frequency options, as follows:

Size	1X	2X	3X	4X	5X
Double Page Spread	\$ 13,973	\$ 13,322	\$ 12,827	\$ 12,221	\$ 11,868
Full Page	\$ 7,555	\$ 7,216	\$ 6,863	\$ 6,605	\$ 6,315
Half Page Horizontal	\$ 5,735	\$ 5,485	\$ 5,201	\$ 4,939	\$ 4,792
Third Page Vertical	\$ 4,409	\$ 4,202	\$ 3,025	\$ 3,793	\$ 3,680
Cover IFC	\$ 8,580				
Cover IBC	\$ 8,398				
Cover OBC	\$ 8,085				

ALL RATES ARE NET

## Ad Sizes

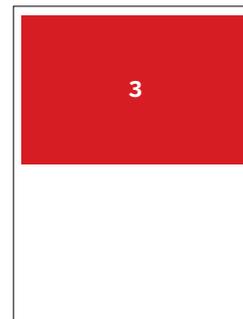
Size	Trim (w x h)	Bleed (w x h)	Type Safety (w x h)
Double Page Spread	16.75" x 10.875"	17" x 11.125"	16.25" x 10.375"
Full Page	8.375" x 10.875"	8.625" x 11.125"	7.875" x 10.375"
1/2 Page Horizontal	7.375" x 4.825"	n/a	n/a
1/3 Page Vertical	2.3" x 9.875"	n/a	n/a



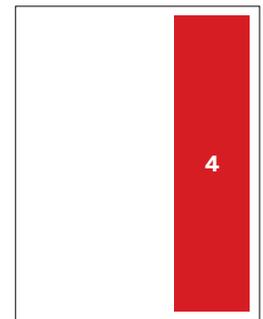
1 Double Page Spread



2 Full Page



3 1/2 Page Horizontal



4 1/3 Page Vertical

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# Mechanical Requirements

## Production Process

Printed high speed, web offset and perfect bound.

## Digital Files

Send PDF or PDF/X-1A digital files that follow MAC standards available at <http://d2mbsg317302jq.cloudfront.net/files/advertise/dmacs.pdf>. Ads must be sized as indicated, otherwise revisions will be requested.

## Check List

- Correct trim and bleed (1/8" added for bleed trim)
- Trim, bleed, centre marks and colour bars included
- All spot colours converted to CMYK
- All RGB images converted to CMYK
- All high res images are 300dpi (minimum for size-as images)
- Ink density for all 4 process colours must not exceed 300%
- All fonts are embedded
- Reverse type should be a minimum 8 point
- All Illustrator text has been converted to outlines
- All Illustrator item attributes set to 2400dpi (min. 1200dpi)
- All images saved as .tiff or .eps
- Double page PDF files saved as single pages
- MAC standards contract proof supplied with colour bars
- Live area is 1/4" inside trim
- Bleed area is 1/8" outside trim (ALWAYS use trim marks!)

**Note:** if you are preparing a bleed ad, add the 1/8" bleed allowance around all four sides of the ad outside the trim size. Use trim marks.

**Submit digital files by email** (Emailed pdfs should be no more than 25mb)

**Sharon Coates, Production Director**

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