

Corporate Knights

The Company for
Clean Capitalism

Media Kit
Winter 2012

clean cap·i·tal·ism
((kln) kp-tl-zm)

/n./ an economic system in which prices fully incorporate social, economic and ecological costs and benefits.



THE COMPANY FOR CLEAN CAPITALISM

Corporate Knights (CK) is a media, research and financial products company focused on quantifying and animating clean capitalism drivers for decision makers. CK's flagship magazine is distributed as a quarterly insert in the *Globe and Mail* and *Washington Post*. As the world's only large circulation magazine focused on the intersection of business and society, CK is the most prominent brand in the clean capitalism media space, trusted by influencers for its unparalleled 10-year track record in providing informed, objective and authentic research and analysis to the market.

Corporate Knights Capital (CKC), a division of the leading publishing and investment research company Corporate Knights (CK), is your source for objective, data-driven 'clean capitalism' ratings for over 2000 companies globally.

Leveraging its proven ranking algorithm, which captures company performance on 11 key performance indicators (KPIs) covering resource management, financial management and employee management, CKC is developing a global suite of clean capitalism-themed passive investment products tailored to meet the unique needs of large investors.

CK organizes various global events, conferences and roundtables, including its annual Global 100 Davos Dinner, one of the hottest tickets on the World Economic Forum circuit (since 2006).



THE WAR ON CARBON
WINTER 2012

"CORPORATE KNIGHTS IS A HIGHLY COMMENDABLE SAMPLE OF SAVVY ENTREPRENEURIALISM, NOT JUST A CHRONICLER BUT AN ADVOCATE; A SETTER OF STANDARDS; AN EXPLAINER OF FINE DISTINCTIONS, CONTRADICTIONS AND AMBIGUITIES; AN EMPLOYER OF CARROTS ... BUT HANDY WITH THE STICK AS WELL, WHEN SUCH IS CALLED FOR."

— F. ANTHONY COMPER,
FORMER CEO, BMO FINANCIAL GROUP

TO RESERVE YOUR AD CALL

PAUL CASSEL

President

t. 416-850-8787

tf. 877-850-8787

c. 416-271-2372

pcassel@up-marketing.com

"CORPORATE KNIGHTS IS THE MOST IMPORTANT BUSINESS MAGAZINE IN NORTH AMERICA"

— RALPH NADER,
PUBLIC CITIZEN



OUR REACH

At Corporate Knights our editorial content supports the corporate and consumer quest to attain reputable standards of social and environmental responsibility. Respected for its fairness and integrity, Corporate Knights is a must-read publication for leading decision makers and change agents in government, industry and the consumer public. Each issue draws correspondence from leading CEOs, government ministers and society leaders.

Readership Facts*:

- 3.03 readers per copy
- 51.4% of readers keep their issue around longer than 1 month
- 1/3 of readers keep it longer than 6 months
- 85% of readers found Corporate Knights to be a credible source for corporate social performance compared to other publications

Our Readers:

- Public Policy and Society Leaders
- Consumers
- C-Suite Officers
- Lawyers and Accountants with Public Accounting & Sustainability Practices
- Senior Managers, Directors, Vice Presidents of:
 - Sustainable Development
 - Regulatory and Government Affairs Communications
 - Risk Management
- Trustees and Managers of Large Public Investment Funds
- Government Officials from:
 - National Resources
 - Environment
 - Industry and Economic Development
 - Finance

Who Reads Corporate Knights?

Heads of State



Media Moguls



Nobel Laureates



(Left:) 18th Prime Minister of Canada Brian Mulroney; (Centre:) Steve Forbes with CK Publisher, Toby Heaps; (Right:) Nobel Laureate Muhammad Yunus with CK Chairman Nicholas Parker

*SOURCE: Oraclepoll Group 2011 Readership Poll



DISTRIBUTION CK Canada Circulation: 108,000

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Globe And Mail (95,500)

Not in newsstand copies

53,500 in Toronto (all G&M subscribers in downtown core)

Select postal codes between M1B and M9R

6,000 in Montreal (all G&M subscribers)

Postal codes H1G to H7Y; H8Y to H9X

15,000 in Vancouver (all G&M subscribers)

Postal codes V2X to V7Y

10,000 in Ottawa (all G&M subscribers)

Postal codes K1A to K2V

11,000 in Calgary and Edmonton (all G&M subscribers)

Postal codes T1K to T3R; T5A to T8H

Direct (5,050)

1,300 CEOs and leading Canadian executives

1,000 MPs and senior civil servants

600 MBA and law students at the country's top schools

1,500 Subscriptions

550 Sustainable Enterprise Academy (North America's premier executive education program on sustainable development)

100 Media Power 100 (the most influential print, radio, and TV people in Canada)

Newsstands (1,000)

1,000 minimum newsstand circulation (national)

Circulation (6,450)

Distribution assigned based on specific contemporary targeting objectives.

Verification of the Globe and Mail portion of Corporate Knights circulation is available on request.

Distribution Facts*

- 65% of readers are university graduates +; and 30% of those readers have post-grad degrees
- 50% of reader occupations include senior or other management/white collar/professionals/owners/presidents/C-Level
- 65.9% of readers have HHI \$75,000+; with an average HHI \$100,571

*SOURCE: NADbank 2010 Readership Study; 48 National Readership Markets (Toronto & Kitchener EMA included)



EDITORIAL SCHEDULE 2012

CORPORATE KNIGHTS CANADA

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PREVIOUS ISSUE: Global 100 and Responsible Investing Issue

- Distribution Date: February 23, 2012

RANKINGS & REPORTS:

- Global 100 ranking of world's most resource-productive companies
- 10th Annual Responsible Investing Report

FEATURES:

- Community bonds and the rise of local power
- A roundtable interview with Bill Gates' trusted energy tutors
- A Q&A with Jigar Shah, the man leading Richard Branson's Carbon War Room
- How green is the Canadian military?

BONUS DISTRIBUTION:

- Canadian Nuclear Association Conference, Ottawa, Feb. 23, 2012

UPCOMING ISSUE

Best 50 Corporate Citizens and Green Provinces Issue

- Distribution Date: June 8 2012
- Reservation Due: May 4, 2012
- Materials Due: May 11, 2012

RANKINGS & REPORTS:

- 11th Annual Best 50 Corporate Citizens in Canada Ranking
- CK's Green Provincial Report Card

FEATURES:

- Q&A with Ken Livingstone, former mayor of London, England
- Energy policy in Canada: setting provincial priorities
- Humanity claims a new epoch: the Anthropocene
- Rio+20: Assessing two decades of global sustainable development efforts
- Q&A with Duke Energy CEO James Rogers, discussing the importance of collaborating with the Chinese as a way to scale up deployment of clean energy
- How the Web is empowering corporations and consumers to behave more sustainably
- Corporate resilience in the face of climate change and resource scarcity
- Taking the heat and keeping cool: charting Canada's geothermal landscape

BONUS DISTRIBUTION:

- Auditor General's Office
- Best 50 Corporate Citizens in Canada Gala, Toronto, June 7, 2012

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APPLIED ARTS
MAGAZINE AWARDS, 2011

— DESIGN AWARD:
CORPORATE KNIGHTS



EDITORIAL SCHEDULE 2012

CORPORATE KNIGHTS CANADA

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OTHER UPCOMING ISSUES:

Education Issue, with Spotlight on Biomimicry

- Distribution Date: September 11, 2012
- Reservation Due: August 3, 2012
- Materials Due: August 10, 2012

RANKINGS & REPORTS:

- Corporate Knights 9th Annual Knight Schools Survey

FEATURES:

- Trying to operate more sustainably? Just Ask Nature – the experimental database
- Biomimicry: How we can win by copying Mother Nature's recipe book
- A survey of the latest biomimicry products and technologies

BONUS DISTRIBUTION:

- Annual Community Power Conference, Toronto, Date TBA

The Diversity and Cleantech Issue, with Spotlight on Water

- Distribution Date: November 15, 2012
- Reservation Due: September 28, 2012
- Materials Due: October 5, 2012

RANKINGS & REPORTS:

- Sixth-Annual Diversity Ranking of Canadian Corporations
- Cleantech 10 and Next 10: the best public and private cleantech companies

FEATURES

- Spotlight on water: companies, technologies and trends

BONUS DISTRIBUTION

- Super Bowl of Indexing Conference, Phoenix, December 2-5, 2012

Global 100 and Responsible Investing Issue

- Distribution: January 23, 2013
- Reservation Due: December 7, 2012
- Materials Due: December 14, 2012

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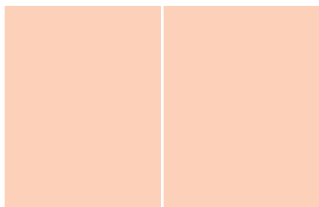


RATES

4-Colour Ad Placement	x1	x2	x3	x4
Double-Page Spread	\$16,575	\$14,918	\$14,089	\$13,260
Back Cover	13,000	11,700	11,050	10,400
Inside Front Cover	11,750	10,575	9,988	9,400
Inside Back Cover	10,500	9,450	8,925	8,400
Full Page Premium Location	10,250	9,225	8,713	8,200
Full Page	9,500	8,550	8,075	7,600
Half Page	6,500	5,850	5,525	5,200
1/3 Page Vertical	3,750	3,375	3,188	3,000
1/6 Page	2,500	2,250	2,125	2,000

SPECIFICATIONS

All ads are full colour. Graphics should have a resolution of 300 dpi or higher.



Double Page Spread
Bleed: 0.125
Trim: W 16.5" x H 10.875"
Safe Area: 16.75" x 9.5"



1 page
Bleed: 0.125
Trim: W 8.25" x H 10.875"
Safe Area: 7.875" x 9.5"



1/2 page
Bleed: 0.125
Trim W 8.25" x H 5.437"
Safe Area: 7.875 x .4.25"



1/3 page vertical
Bleed: 0.125
Trim W 2.805" x H 10.5"
Safe Area: 2.5" x H 9.5"



1/6 page
Bleed: 0.125
Trim: W 2.805" x H 5.437"
Safe Area: W 2.5" x H 4.25"

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SEND MATERIALS TO:

business@corporateknights.com

Or, upload directly
to CK Ad Materials FTP:

Host: corporateknights.com

Username: ad_material

Password: ckAdFTPdrop

Port: 21



DIGITAL ADVERTISING

CORPORATEKNIGHTS.COM

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Audience

- 10,877 monthly visitors
- 33,154 monthly page views

Content

Corporate Knights is the most recognized brand in the industry for clean capitalism news, interviews, reports and rankings. Corporateknights.com is the go-to place for decision makers who want to clean up capitalism.

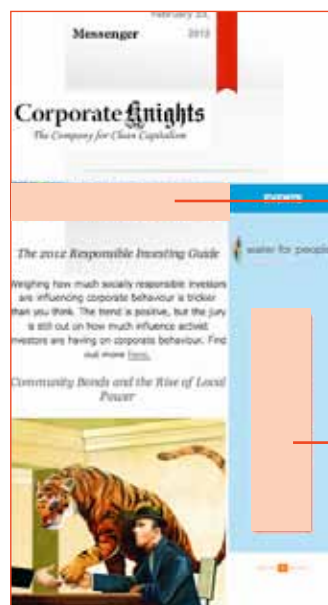
Primary Content Feature Elements

- Performance Data
- Research & Reports
- Indices
- In-depth Features
- Quick Polls
- Blogs
- Podcasts
- Video

Corporate Knights online reaches a diverse audience of business and government leaders, institutional investors, social and environmental advocates and students. It is a cost-effective medium for promoting your brand, products and services to current and future decision makers with an interest in sustainability.

Weekly eNewsletters

Our Corporate Knights Messenger eNewsletter is packed with news, special features, and upcoming events and is distributed to 5,000+ subscribers every Thursday. One time, exclusive and frequency rates are available for your leaderboard or skyscraper positions.



728 X 90
Leaderboard

160 x 600
Skyscraper



DIGITAL ADVERTISING

CORPORATEKNIGHTS.COM

Opportunities

Corporate Knights' online advertising and sponsorship opportunities include:

- ROS banners
- Weekly eNewsletter sponsorship
- Podcasts

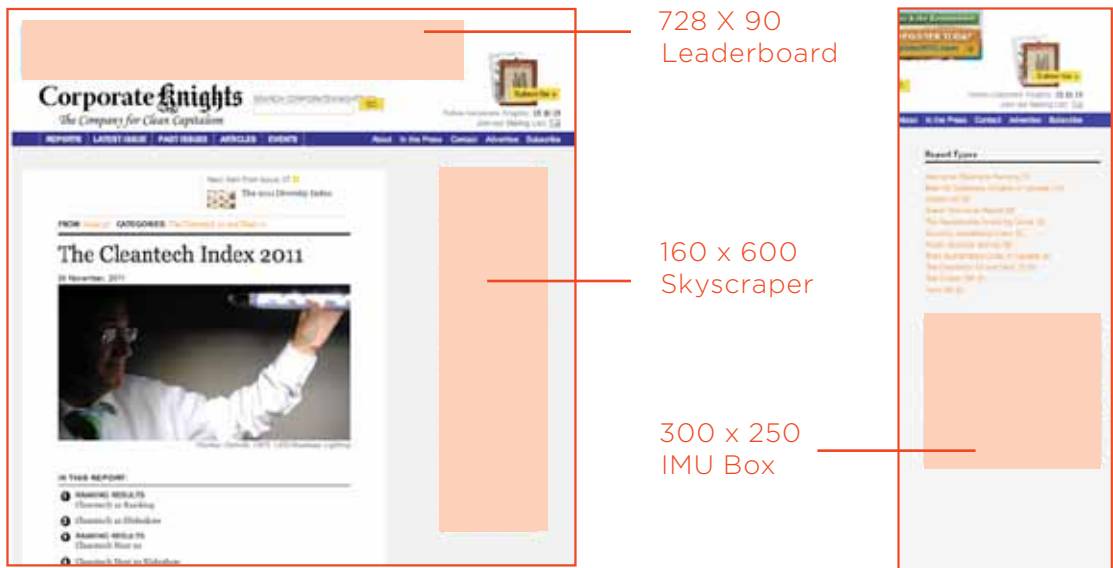
Rates

Website banners are sold on run-of-site monthly basis.

Leaderboard	\$1500
Skyscraper	\$800
IMU Box	\$1000
Messenger – eNewsletter Leaderboard	\$750
Messenger – eNewsletter Skyscraper	\$600
Podcasts	Call

Banner Type	Dimensions	Max File	Formats
Leaderboard	728 x 90	35k	gif, jpeg, html
Skyscraper	160 x 600	35k	gif, jpeg, html
IMU Box	300 x 250	35k	gif, jpeg, html

An active URL for linking is required. Creative must work on a Mac and PC as well as on multiple versions of Firefox, Internet Explorer, and Safari.



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DIGITAL ADVERTISING

GLOBAL100.ORG

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The Global 100 Most Sustainable Corporations in the World is an annual project led by Corporate Knights. Launched in 2005, the Global 100 is announced each year at the World Economic Forum in Davos.

- In 2011, the Global 100 was recognized for its industry-leading standard of transparency and objectivity by a meta-study of corporate sustainability rankings (*Rate the Raters* by the consultancy SustainAbility).
- From its inception on February 1, 2005, the Global 100 Most Sustainable Corporations has achieved a total return of 41.70%, outperforming its benchmark (the MSCI All Country World Index at 29.30%) by more than 11% to December 31st, 2011.
- The Global 100 includes companies from 22 countries encompassing all sectors of the economy, with collective annual sales in excess of \$3.02 trillion, and 5,285,645 million employees.
- Global100.org has been linked to by major media outlets throughout the world including the Associated Press, Forbes, New York Times, the Korea Times, and Bloomberg.

Audience

- 34,981 monthly visitors
- 74,671 monthly page views

Rate

Website banner is sold on run-of-site monthly basis.

IMU Small Box \$1200

Banner Type	Dimensions	Max File	Formats
IMU Small Box	180 x 150	35k	gif, jpeg, html

An active URL for linking is required. Creative must work on a Mac and PC as well as on multiple versions of Firefox, Internet Explorer and Safari.

180 x 150
IMU Box
Small Box



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EVENTS/SPONSORSHIPS

Corporate Knights connects the highest profile decision-makers from leading blue-chip C-Suite executives, government officials and society leaders. Recent speakers at Corporate Knights events included:

Senior Government Representatives

- Hon. Danny Williams, Former Premier, Newfoundland and Labrador
- Preston Manning, President and CEO, Manning Centre for Building Democracy
- Ralph Nader, Public Citizen and Former Presidential Candidate
- Gary Doer, Canadian Ambassador to the United States
- Rt. Hon. Stephen Harper, Prime Minister of Canada
- Hon. Jean Charest, Premier, Quebec
- Rt. Hon. Paul Martin, Former Prime Minister of Canada

Corporate & Society Leaders

- Dr. James Lovelock, Scientist and Originator of the Gaia Theory
- Galen G. Weston, Executive Chairman, Loblaw Companies Limited
- George Soros, Chairman, Soros Fund Management
- Jim Balsillie, Co-CEO, Research in Motion
- Maurice Strong, Former Under-Secretary General, United Nations
- James Wolfensohn, Chairman and CEO, Wolfensohn Fund Management L.P.

Corporate Knights organizes various global events including:

- The 11th Annual Best 50 Corporate Citizens in Canada, June 7, 2012
- The 9th Annual Global 100 Davos Dinner, January 23, 2013

A variety of event sponsorship packages and exclusive opportunities are available to meet your company needs. To gain key exposure and position your organization in front of industry leaders and institutional investors, please contact Kelsey Schram to arrange your sponsorship package at kelsey@corporateknights.com or 416.203.4674 x 224.



Corporate Knights Davos Investment Forum 2009: Pictured (Left to Right): Nicholas Parker (Chairman, Corporate Knights Inc.), Dan Esty (Commissioner, Connecticut Department of Environmental Protection), Laura Tyson (Professor, Haas School of Business, former Chair, US President's Council of Economic Advisers), Toby Heaps (CEO, Corporate Knights Inc.), Matthew Kiernan (Chairman, Inflection Point Capital Management), Lord Nicholas Stern (Chair, Grantham Research Institute on Climate Change and the Environment, London School of Economics), George Soros (Chairman, Soros Fund Management), Joseph Stiglitz (Professor, Columbia University, Former Chief Economist, World Bank)

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