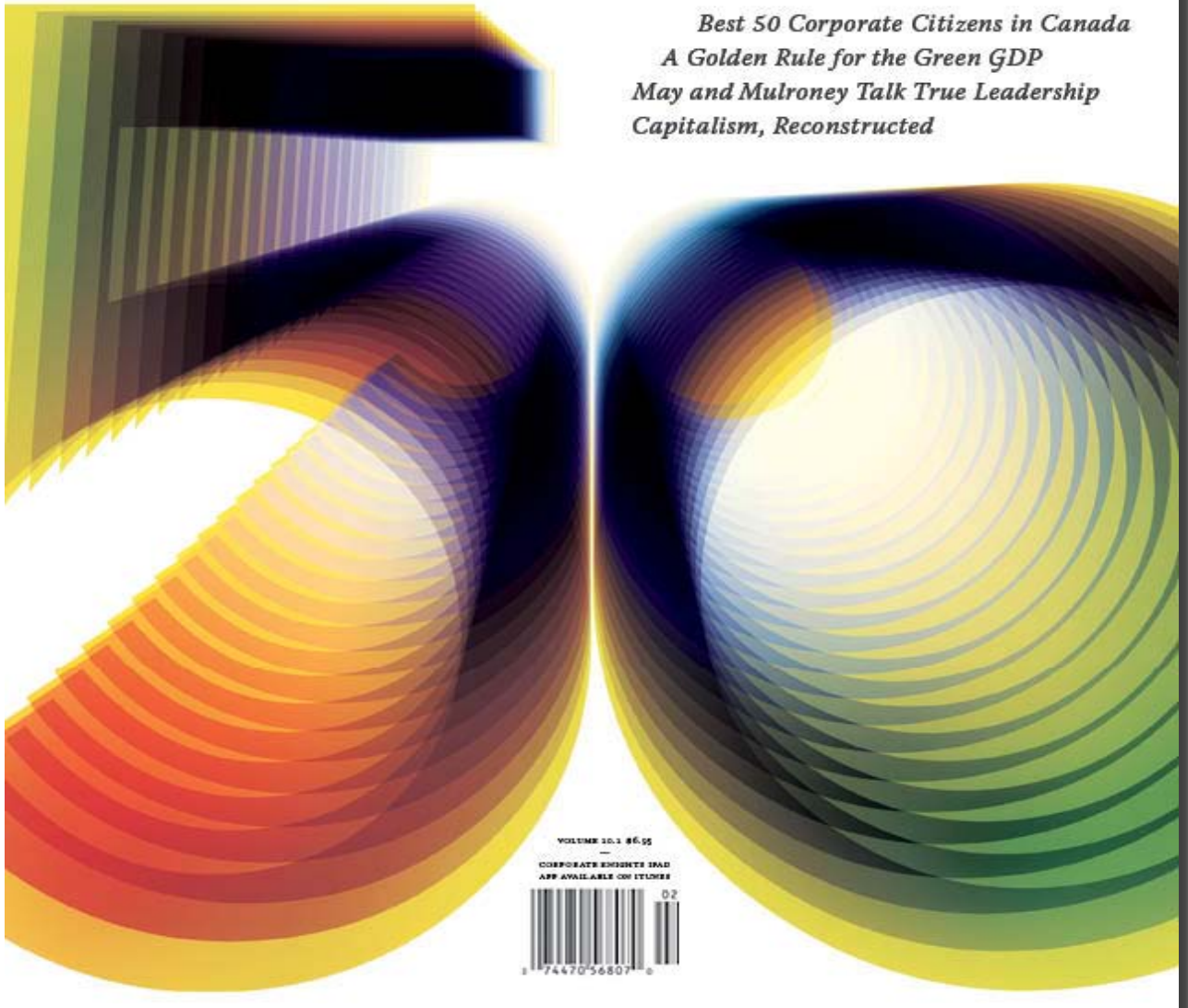


The Magazine for Clean Capitalism ✦ 10th Anniversary Issue

Corporate Knights

corporateknights.ca

*Best 50 Corporate Citizens in Canada
A Golden Rule for the Green GDP
May and Mulroney Talk True Leadership
Capitalism, Reconstructed*



VOLUME 10.1 \$6.95
CORPORATE KNIGHTS iPad
APP AVAILABLE ON ITUNES
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Media Kit *Fall 2011*

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416-850-8787
www.up-marketing.com
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MAGAZINE & READER PROFILE

Read by leading decision makers

In its tenth year of publishing, *Corporate Knights* is Canada's foremost magazine for responsible business. While pure traditional business magazines like *Forbes* focus on the financial elements of companies and activist magazines like *Adbusters* treat companies as guilty targets to attack, *Corporate Knights* is focused on how companies impact people and the planet. Our editorial content supports the corporate and consumer quest to attain reputable standards of social and environmental responsibility.

In addition to in-depth surveys and investigative articles that take readers from the heart of Africa to Canada's north, *Corporate Knights* has carved a solid niche as Canada's leading publisher of sustainability rankings.

Respected for its fairness and integrity, *Corporate Knights* is a must-read publication for Canada's leading decision makers and change agents in government, industry, and the consumer public. Each issue draws correspondence from leading TSX CEOs, government ministers and society leaders. According to a 2010 reader poll*, 85 per cent of readers found *Corporate Knights* to be a credible source for corporate social responsibility compared to other publications, with three-quarters of these readers finding *Corporate Knights* to be more credible than other publications.



Above: On June 7, 2011, Rick Mercer hosted the Corporate Knights Summer Gala at the Evergreen Brick Works, and presented an Award of Distinction to the Honourable Danny Williams for moral courage and unrelenting drive to unleash Canada's clean-energy potential.

Don't miss our Green GDP event on October 27th, 2011. Details to follow.



Corporate Knights presented renowned scientist Dr. James Lovelock to a sold-out crowd at the Glenn Gould Theatre in Toronto on May 26, 2009.

*Readership survey of 424 respondents conducted by Oraclepoll between May 10 and June 12, 2010. Accuracy: +/- 4.5%, 19/20

EDITORIAL SCHEDULE 2011

Note our new printing schedule!

THE CLEANTECH AND DIVERSITY ISSUE

Distribution Date: November 16, 2011

Premium Position Deadline: October 11, 2011

Booking Deadline: October 17, 2011

Material Deadline: October 24, 2011

- ~ Cleantech 10 and Next 10: the best public and private cleantech companies in Canada
- ~ Fifth-annual diversity ranking of Canadian corporations
- ~ Kennedy Capitalism: RFK JR's other career as a cleantech venture capitalist
- ~ Young guns in the boardroom: how 40-year old directors are charting new paths at Canada's blue-chips
- ~ Out of the sink-hole into the cash-flow: technologies that turn carbon waste into treasure
- ~ Top Ten Clean economy investors in North America
- ~ Cutting red tape to open up the green economy
- ~ Reformulating the HR industry to tap the multi-billion talent pool of marginalized workers
- ~ Dick Cheney's gift to clean energy

THE SUSTAINABLE CITIES & RESPONSIBLE INVESTING ISSUE

Distribution Date: February 10, 2012

Premium Position Deadline: December 15, 2012

Booking Deadline: January 7, 2012

Material Deadline: January 14, 2012

- ~ Most Sustainable Cities in Canada Ranking
- ~ 10th Annual Responsible Investing Report
- ~ Airline Survey: In the jet-stream of climate change
- ~ North American Green Grid: A foundation for clean, secure, economic electricity
- ~ Liquidity leaders: ranking the most water productive firms
- ~ Pipeline Politics: How Keystone and Gateway pipelines can be leveraged for green results

THE BEST 50 CORPORATE CITIZENS ISSUE

Distribution Date: June 8, 2012

Premium Position Deadline: April 29, 2012

Booking Deadline: May 9, 2012

Material Deadline: May 16, 2012

- ~ 11th Annual Best 50 Corporate Citizens in Canada Ranking

EDITORIAL FEATURES 2011

These annual features are essential reference material for many decision-makers with a shelf life that extends until the following year's results are published.

CLEANTECH 10 AND NEXT 10 RANKING

Canada's comprehensive guide to emerging clean technologies. Corporate Knights assesses Canada's best environmentally-focused technology companies based on degree of innovation and investment potential.

DIVERSITY RANKING

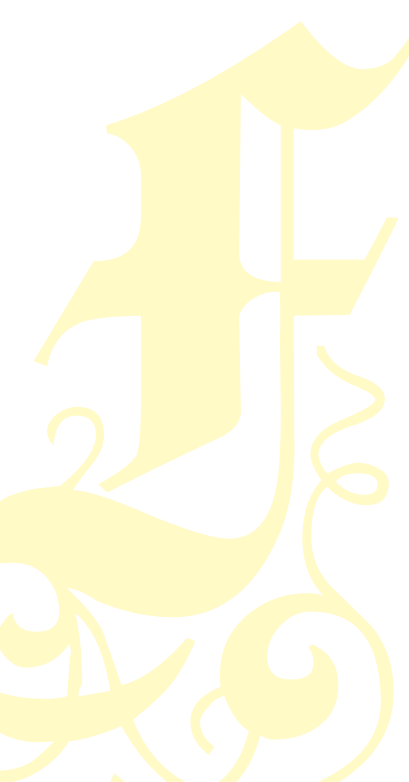
Corporate Knights goes into Canadian boardrooms to reveal whether Canada's diversity is being reflected in its C-suites and Boards of Directors.

MOST SUSTAINABLE CITIES IN CANADA RANKING

A comprehensive ranking of the most sustainable large Canadian urban centres. Seventeen Canadian cities are surveyed, giving us a picture of the country's urban sustainability.

10TH ANNUAL RESPONSIBLE INVESTING GUIDE

Investors are more aware of how integral environmental, social, and governance (ESG) factors are to the financial bottom line—and the triple bottom line, people, planet, profits is gaining momentum, but who's keeping tabs?



DISTRIBUTION

Corporate Knights Circulation: 108,000

GLOBE AND MAIL (95,500)* *Not in newsstand copies*

50,000 in Toronto (all G&M subscribers in downtown core)

› Select postal codes between M1B and M9R

9,500 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

11,000 in Ottawa (all G&M subscribers)

› Postal codes K1A to K2V

10,000 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 STATISTICS

39.6% of readers have HHI \$50,000-\$124,000

32% of readers have HHI \$125,000-\$249,000

7.6% of readers have HHI \$250,000+

69.8% of our readers are Senior Managers/Presidents/CEOs/
Owners

SELECTED RATES

PLACEMENT	COST	TRIM SIZE	TYPESAFE AREA
Double Page Spread	\$16,575	17.75 x 10.5	16.75 x 9.5
OBC	\$13,000	8.875 x 10.5	7.875 x 9.5
IFC	\$11,750	8.875 x 10.5	7.875 x 9.5
IBC	\$10,500	8.875 x 10.5	7.875 x 9.5
Full Page	\$9,500	8.875 x 10.5	7.875 x 9.5
Half Page	\$6,500	7.75 x 4.45	7.75 x 4.45
1/3 Page Vertical	\$3,750	2.5 x 9	2.5 x 9
1/3 Page Horizontal	\$3,750	7.75 x 3	7.75 x 3
1/6 Page	\$2,500	2.5 x 4.45	2.5 x 4.45

All ads are full colour. If the ad is to bleed, please add 1/8" of bleed in addition to trim size.

Graphics should have a resolution of 266 dpi or higher.

Email hi-res PDF (pdf x1/a standard) files to info@corporateknights.ca.

Note: These rates are based on 1x insertion and are net rates. Please inquire for multiple insertions and web package bundles.

FOR ADVERTISING SALES, PLEASE CONTACT:

UP MARKETING

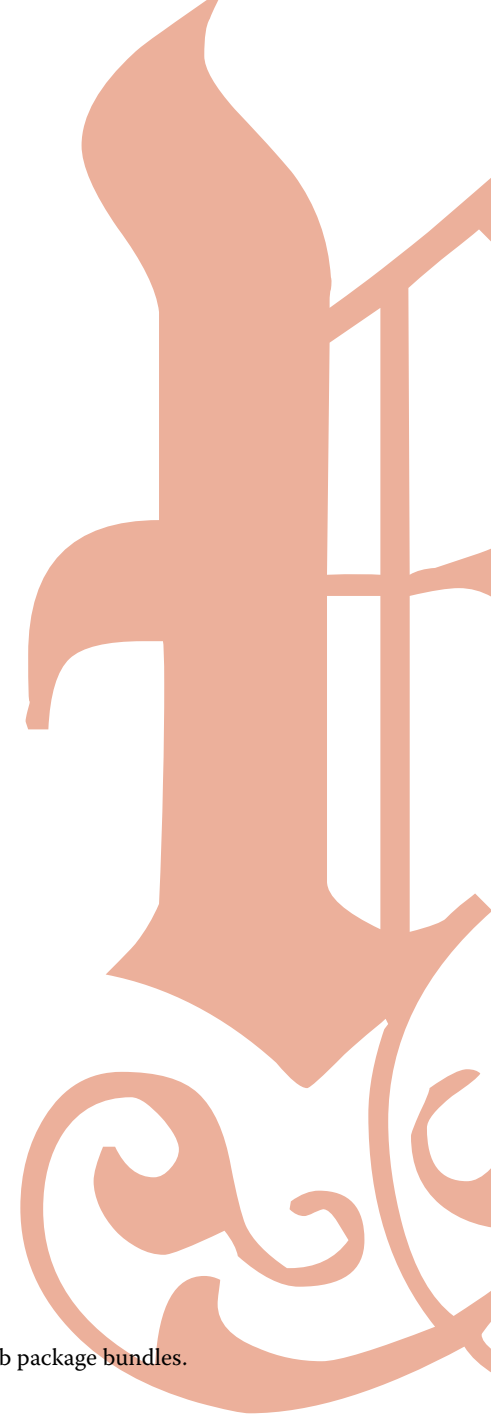
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Corporate Knights

THE CANADIAN MAGAZINE FOR RESPONSIBLE BUSINESS
corporateknights.ca

2011 WEB ADVERTISING RATE CARD



Corporate Knights website advertising is a cost-effective, timely method of promoting events, conferences, and report releases. Corporate Knights has a print circulation of 108,000 and receives an average of 250 unique visitors on its content-rich website per day, ensuring a large number of impressions per ad. After the release of each new issue of the print magazine, web visitors increase significantly. Eighty per cent of visitors to the Corporate Knights are new visitors, which allows advertisers to reach far beyond the current readership.

Rates for six weeks on website (www.corporateknights.ca)

- Leaderboard: \$1,000 (appears on homepage and blog)
- Wide Skyscraper: \$1,000 (appears beside all articles and videos)
- Double Skyscraper: \$1,000 (appears on all article, issue, and video listings)
- Big Box: \$500 (appears on homepage)

Rates for Messenger

Digitally distributed, topic specific focus editorial or research report. Past examples at corporateknights.ca/messenger

- Leaderboard plus permanent sponsor logo in Messenger archive on website: \$750
- Skyscraper: \$600

Bundled advertising opportunities

Ambassador Package

Full page advertisement adjacent to a given feature
Messenger sponsorship of related newsletter
Leaderboard, double skyscraper, or wide skyscraper on corporateknights.ca for six weeks
Total value: \$11,250
Package rate: \$10,000

Emissary Package

Half page advertisement within a given feature
Messenger skyscraper ad within related newsletter
Leaderboard, double skyscraper, or wide skyscraper on corporateknights.ca for six weeks
Total value: \$8,100
Package rate: \$7,500

Image Dimensions:

- Leaderboard: 728 x 90
- Wide Skyscraper: 160 x 600 pixels
- Double Skyscraper: 300 x 600 pixels
- Big Box: 300 x 250 pixels

Image Type: .gif (animation accepted), .jpg. HTML also accepted.

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

Stay connected with Corporate Knights readers in between issues by advertising online!

To find solutions that meet your needs, contact

Up Marketing

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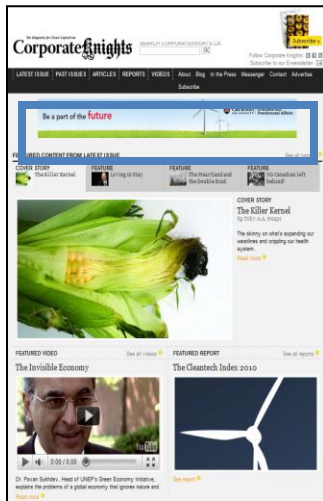
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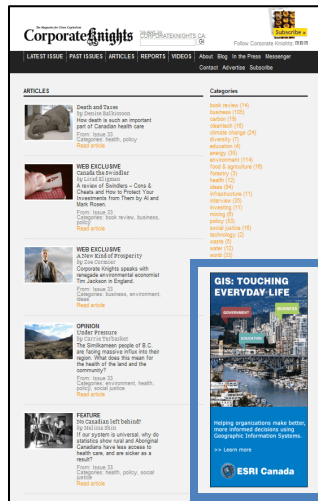
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WEB SPECIFICATIONS



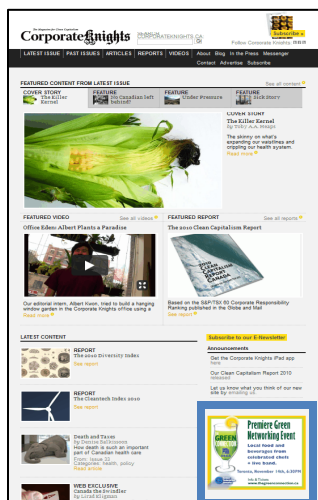
Leaderboard
Appears on homepage and blog



Double Skyscraper
Appears beside all article, issue and video listings



Skyscraper
Appears beside all articles and videos



Big Box
Appears on homepage

