

# venture

North America | THE MAGAZINE FOR BUSINESS MANAGEMENT

MEDIA KIT & PLANNER



# The Magazine

In business, as in life, it pays to have good neighbors. The United States is fortunate to have two great trading partners to its immediate north and south. Between 1993 and 2006, in fact, trade among Mexico, Canada and the United States grew by nearly 200 percent to reach \$883 billion, according to U.S. government data.

The flow of goods and services among these major North American economies is truly astounding, particularly since the North American Free Trade Agreement took effect in the mid-1990s. For example, U.S. foreign direct investment in its two neighbors increased nearly 290 percent between 1993 and 2006, exceeding \$330 billion. U.S. exports to Canada and Mexico today top \$400 billion a year, while imports amount to a half-trillion dollars. The United States particularly depends on its neighbors to be reliable sources of petroleum and other raw materials, as well as to manufacture cost-effective and high-quality consumer and industrial goods.

*Venture North America* is the place to learn how top Mexican, Canadian and U.S. business executives are positioning their companies for success in today's global economy. The magazine features interviews with the CEOs and other top managers of leading North American manufacturing, service, mineral, agriculture and other businesses. *Venture North America* is a unique venue for business leaders in all three nations to share their successes and learn from their neighbors' experience in this massive, 450-million-person market.



In every issue, our experienced editors ask CEOs, presidents, vice presidents and other leaders to share their thoughts and insights about: *North American economies / Free trade and tariffs / The impact of national politics on business / China as a competitor and a growth market / Supply chain management / Information technology / Strategic alliances / Corporate ethics / And more*

## THE READERS

*Venture North America's* more than 33,000 readers are eager to read and share the latest information about business best practices, and to learn from their colleagues' successes and challenges. These important readers – more than 80 percent of whom run companies with revenues of at least \$100 million – also have the ultimate decision-making and purchasing power at their companies. Each year, they oversee the purchases of billions of dollars' worth of equipment, services and software.



- 57.2% / Chairman/President/CEO/Owner/ Partner/Principal
- 36.3% / Director/COO/CIO/General Manager
- 11% / Purchasing & Materials Managers



- 57.1% / 1,000+
- 18.2% / 250-499
- 19.1% / 500-999
- 5.4% / 250-499
- 11% / Less than 100



- 46.2% / \$100 million to \$499 million
- 21.8% / \$1 billion+ U.S. dollars
- 18.8% / Less than \$100 million or unknown
- 13.2% / \$500 million to \$999 million

# Editorial Calendar

Business relationships and partnerships between the United States, Canada and Mexico continue to grow. *Venture North America's* coverage spans the entire continent, focusing on the latest industry trends and regional developments, as well as business strategies such as leadership, marketing, sustainability and other important issues.

This must-read quarterly magazine covers a wide range of industries and geographic areas – from drilling companies in Canada's oil sands to technology leaders in Guadalajara.

Each issue includes columns and features covering the latest topics and trends, as well as profiles on leading companies and their best practices.



## Look for these and other topics in 2010:

SPECIAL FOCUS	CANADIAN REGION	GREEN BUSINESS	FOCUS ON MEXICO
<ul style="list-style-type: none"> <li>● CONSTRUCTION</li> </ul>	<ul style="list-style-type: none"> <li>● BRITISH COLUMBIA</li> </ul>	<ul style="list-style-type: none"> <li>● WHAT'S NEW IN GREEN BUILDING</li> </ul>	<ul style="list-style-type: none"> <li>● INFRASTRUCTURE</li> </ul>
<ul style="list-style-type: none"> <li>● OIL &amp; GAS</li> </ul>	<ul style="list-style-type: none"> <li>● ALBERTA</li> </ul>	<ul style="list-style-type: none"> <li>● GREEN ENERGY</li> </ul>	<ul style="list-style-type: none"> <li>● EXPORT BUSINESS</li> </ul>
<ul style="list-style-type: none"> <li>● INDUSTRIAL SERVICES</li> </ul>	<ul style="list-style-type: none"> <li>● CENTRAL CANADA</li> </ul>	<ul style="list-style-type: none"> <li>● CREATING A GREEN CULTURE</li> </ul>	<ul style="list-style-type: none"> <li>● HEALTH AND SAFETY</li> </ul>
<ul style="list-style-type: none"> <li>● MANUFACTURING</li> </ul>	<ul style="list-style-type: none"> <li>● SASKATCHEWAN</li> </ul>	<ul style="list-style-type: none"> <li>● GREEN TECHNOLOGY</li> </ul>	<ul style="list-style-type: none"> <li>● SUPPLY CHAIN</li> </ul>

## VENTURE NORTH AMERICA'S MISSION:

*Venture North America* is dedicated to serving the needs of North American business leaders across industries by fostering a conversation among three important audiences: profiled companies, readers and advertisers.

- We give our profiled companies a platform from which to share their best practices and successes with their peers.
- We provide our readers with valuable information from across the industry that they can apply to their own organizations.
- We help our advertisers support their top business partners with targeted messages that increase their visibility in the industry.

*Thanks to trade agreements such as NAFTA the United States, Mexico and Canada enjoy one of the most successful cross-national business relationships in history.*