

# TARGET your Audience

## FranchiseCanada

### MONTREAL & TORONTO

#### Tradeshow Issue

Jan./Feb. 2011

FranchiseCanada ushers in 2011 with a look at the fresh franchise trends and success the New Year brings.

**Our magazines are in demand.** FranchiseCanada is a two-time finalist for the Canadian Newsstand Awards, which is a unique awards program that takes into account a magazine's newsstand sales performance. Sales results are worth 50% of the final score, while the other 50% is based on qualitative factors like editorial, art direction, design and content.

**Our editorial content is award-worthy.** FranchiseCanada was recognized for excellence in business press as a two-time finalist for the Kenneth R. Wilson Awards.

**FranchiseCanada** Space closes: **Oct. 28/10** | Ad copy deadline: **Nov. 5/10** | Published: **Dec. 15/10**  
Watch for these informative features in our January/February/2011 issue:

### Features

#### Trends in Franchising:

January is a natural time for New Year resolutions of owning your own business. Explore how you can be in business for yourself but not by yourself through the many opportunities in franchising. In this issue, FranchiseCanada helps you find your perfect opportunity and gets you ready for what's to come as we spotlight the franchise sectors to watch in 2011. Discover the hottest sectors in franchising that are sure to have glowing opportunities you can bank on.

#### Canada's Franchise Mosaic:

Franchisees come from all walks of life, bringing their unique talents to franchise systems across Canada. FranchiseCanada takes a look at franchise systems that embrace the diverse backgrounds of their franchisees.

#### Brand Refresh:

When it's time to give a franchise system's branding a retouch, how do franchisors help their franchisees make the move to an updated look? FranchiseCanada gets the inside story from systems that have made the transition successfully.

#### In Perfect Balance:

Spending more time at work and less time with the family? By reducing work-life struggles, Canadians can enjoy a healthier lifestyle while improving productivity at work. Business ownership through franchising can offer some flexibility that regular employment sometimes can't. FranchiseCanada focuses on five franchises with the flexibility you need to maintain a good work-life balance.

### Departments

#### A Day in the Life:

FranchiseCanada tries to find the secret ingredient that makes food so yummy every day at this franchisee's store.

#### Emerging System:

With its gourmet cuisine at affordable prices, this newer franchise system is bringing its food philosophy to Canadians one kitchen at a time.

#### CEO Profile:

From a small start-up to a coast-to-coast franchise, these beauty business leaders are a cut above.

#### The First Year:

This franchisee's first year was a perfect blend of franchise success.

#### Home-Grown and Locally-Owned:

Canadians should be proud of the success of these made-in-Canada franchise systems. FranchiseCanada waves the Maple Leaf and shines the spotlight on franchises that originated in our home and native land.

#### Show Me the Money:

Five franchises for \$50,000 to \$100,000. In this regular feature, FranchiseCanada profiles franchises in which you can invest within certain investment levels.

#### Franchise Tutorial:

FranchiseCanada educates with the essentials of franchise business knowledge and takes a look at insurance and recruitment.

#### Ask the Experts:

FranchiseCanada receives expert advice from franchise support services professionals.

#### Franchise Fun:

Who says there's no Fun in Franchising? FranchiseCanada profiles a business leader who has a passion for excellence.

#### Giving Back:

This franchise system is on the move to ensure easier access to life-saving medical equipment.



Canadian Franchise Association™

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\*Editorial and events are subject to change without notice.

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