

May/June 2012

With more and more Canadian businesses looking to save time and money, the demand for cost-effective and convenient business-to-business (B2B) services has never been higher. In this issue of *FranchiseCanada*, we take an in-depth look at franchise systems that provide businesses with innovative products and services.

TARGET YOUR AUDIENCE

Our magazines are in demand. *FranchiseCanada* is a 2010 Silver Award Winner and two-time finalist (2008, 2009) for the Canadian Newsstand Awards, 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* is recognized for excellence in business press as a three-time finalist for the Kenneth R. Wilson Awards.

March/April 2012 ISSUE: **Space closes: Feb. 16/12 | Ad copy deadline: Feb. 23/12 | Published: Apr.04/12**

Features: Watch for these informative features in our May/June2012 issue!

In Business for Business Success: Franchises within the B2B sector are just as diverse as the businesses they serve. *FranchiseCanada* looks at B2B franchises that provide business owners with a range of much-needed services.

The Benefits of B2B: *FranchiseCanada* explores the ins and outs of having businesses as your business' clientele.

Franchise Financing Matters: In this brand new series, *FranchiseCanada* breaks down the most critical aspects of franchising, explaining why each one matters to franchisees. In the series' inaugural article, *FranchiseCanada* gives you the facts on franchise financing.

Franchising Your Business: Do you have a thriving business model that could easily be replicated? Learn how to grow your business through the franchise business model with *FranchiseCanada's* comprehensive, step-by-step guide.

7 Habits of Successful Franchisees: What do successful franchisees have in common? *FranchiseCanada* details some of the habits that distinguish the best from the rest.

Departments

A Day in the Life: This franchisee followed the Golden Arches to success and is lovin' every minute of it.

Coming to Canada: This international concept is surfacing in Canada to transform kitchens and bathrooms across the country.

CEO Profile: At the helm of a leading business brokerage's Canadian expansion, this CEO knows what it takes to close a deal.

The First Year: This quick-service restaurant owner is taking success to new extremes

Home-Grown & 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 \$500,000 and up. 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.

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 franchise leader for their take on Canadian franchising, life, and more.

Three of a Kind: *FranchiseCanada* looks at three franchise concepts in the lawn and garden/landscaping industry.

Giving Back: This healthy concept is always there to give a boost to those in need.



Canadian Franchise Association™

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