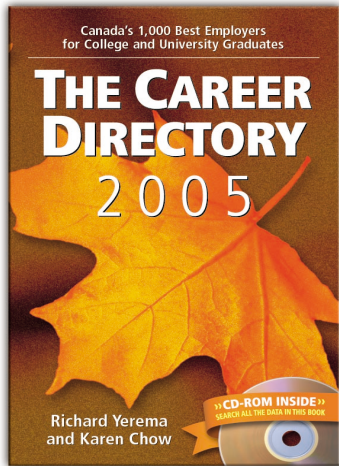




# TARGET YOUR RECRUITMENT MESSAGE: OUR NEW 2005 EMPLOYMENT GUIDES



Now in its 14th edition, **THE CAREER DIRECTORY** is Canada's bestselling career annual. Every year, thousands of college and university graduates use this guide to find new careers. **It's the only guide that lets you target Canada's best and brightest recent graduates.** It reaches young adults who recently finished college or university and are looking for their first career.

**Editorial Focus:** THE CAREER DIRECTORY brings readers detailed profiles of 1,000 Canadian employers in 55 key industries. It lets job-seekers match their degree or diploma with employers that are interested in their qualifications — 300 degrees and diplomas are covered.

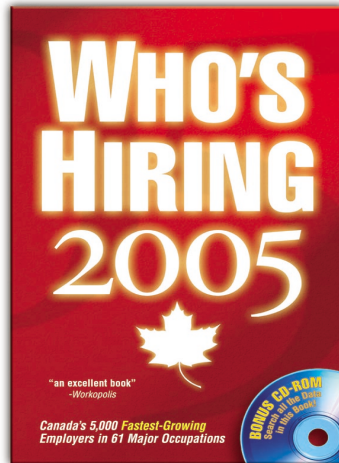
**"Must-Have" Readership:** 100% of readers have a university or college degree. The book is also used by job-seekers with specialist graduate degrees, such as Masters in Engineering, Business and Computer Science — 135 graduate programs are covered.

**Fully-Paid Circulation:** Readers are serious about job searching: this 512 page book has a cover price of \$34.95 and circulation is 100% paid. The book sells 5,000 copies per year with a readership of 20,000 job-seekers.

**National Distribution:** Sold at every major bookstore across Canada, including Chapters, Indigo, Smithbooks and Coles. Recognized as the most-used reference guide at university and college career centers across Canada.

**2005 Edition — Advertising Deadline:**  
September 1, 2004

**Display Ad Rates:**  
**Inside Covers (colour): \$6,500 - SOLD**  
**Full Page (colour): \$3,500**  
**Full Page (b/w): \$2,500**  
**Half Page (b/w): \$1,500**



Now in its 7th edition, **WHO'S HIRING** profiles Canada's fastest-growing employers in 61 major occupations. **This bestselling directory lets you target ambitious job-seekers who are interested in fast-growing employers.** It reaches a wide range of job-seekers who are interested in working for high-growth employers.

**Editorial Focus:** WHO'S HIRING ranks the 5,000 fastest-growing employers in Canada. Readers can target their job search on the fastest-growing employers in their field in hundreds of cities and towns across Canada. The included CD-ROM shows the full text of all the new positions these employers created in the past 12 months.

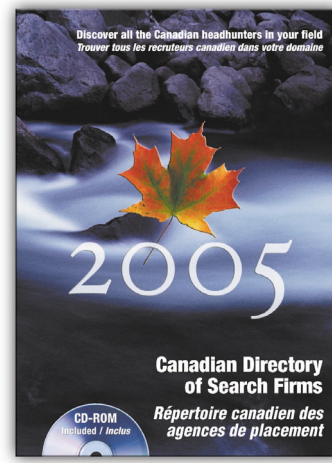
**Broadly-Based Readership:** Readers are active job-seekers who are looking for fast-growing employers where they can advance quickly. All the employers in this book have created at least two new professional or technical job opportunities in the past year.

**Fully-Paid Circulation:** Readers are interested in your recruitment message: this 632 page book has a cover price of \$42.95 and circulation is 100% paid. The book sells 6,000 copies per year with a readership of 24,000.

**National Distribution:** Sold at every major bookstore across Canada, including Chapters, Indigo, Smithbooks and Coles. Heavily used at career centres, outplacement firms and employment offices across Canada.

**2005 Edition — Advertising Deadline:**  
September 17, 2004

**Display Ad Rates:**  
**Inside Covers (colour): \$6,500**  
**Full Page (colour): \$3,500**  
**Full Page (b/w): \$2,500**  
**Half Page (b/w): \$1,500**



Now in its 7th edition, the **CANADIAN DIRECTORY OF SEARCH FIRMS** is the trade reference to Canada's recruitment industry. **This high-end guide lets you target educated and experienced professional-level job-seekers.** It lets readers find all the headhunters in any field or geographic region.

**Editorial Focus:** The CANADIAN DIRECTORY OF SEARCH FIRMS profiles over 2,500 firms and 4,000 recruitment professionals who specialize in 61 major occupations. Includes detailed information on each firm, including practice specialties, level of position recruited and fee basis.

**Exclusive Readership:** Readers of this guide have at least 5 to 10 years of experience in their field and are interested in jobs that pay from \$50K to \$150K+. Many are the early stages of their job search and are preparing to contact a recruiter for the first time.

**Fully-Paid Circulation:** Readers of this high-end guide are committed to their job search: this 496 page book has a cover price of \$79.95 and circulation is 100% paid. The book sells 3,000 copies per year with a readership of 12,000+ job-seekers.

**National Distribution:** Sold at every major bookstore across Canada, including Chapters, Indigo, Smithbooks and Coles. Heavily used at executive outplacement firms and by professional career counselling organizations.

**2005 Edition — Advertising Deadline:**  
September 1, 2004

**Display Ad Rates:**  
**Inside Covers (colour): \$4,000**  
**Full Page (colour): \$2,500**  
**Full Page (b/w): \$1,750**  
**Half Page (b/w): \$1,000**



Now in its 2nd edition, the **AMERICAN EMPLOYER DIGEST** profiles the most-admired employers in the USA. **This directory lets you target job-seekers in Canada and the USA who are looking for the best U.S. employers in their field.** It lets readers apply to all the best employers in their field in a single afternoon.

**Editorial Focus:** The AMERICAN EMPLOYER DIGEST profiles 10,000 employers that have recently received favorable media attention, industry praise or stock market analyst reports. Covers employers in every state and hundred of industries. 100% of the employers recruit online.

**Broadly-Based Readership:** Readers are Internet-savvy job-seekers who are looking for the best employers in their field, city or state. They are open to moving for a new opportunity with an employer that is a leader in their industry or region.

**Fully-Paid Circulation:** Readers are serious about job searching: this giant 824 page book has a cover price of CDN\$39.95 (or US\$29.95) and circulation is 100% paid. Only in its 2nd edition, this book sells 4,000 copies per year with a readership of 16,000+ job-seekers.

**North American Distribution:** Sold at large-format bookstores across Canada and the USA, including Chapters, Indigo, Barnes & Noble and Books-a-Million. Used heavily at many university and college career centers.

**2005 Edition — Advertising Deadline:**  
December 1, 2004

**Display Ad Rates:**  
**Inside Covers (colour): \$4,000**  
**Full Page (colour): \$2,500**  
**Full Page (b/w): \$1,750**  
**Half Page (b/w): \$1,000**