

**“Small and medium-sized businesses power economic growth in Canada”
Minister Allan Rock, Industry Canada.**

THE OPPORTUNITY: Reach 100,000 SME business owners and decision makers of fast-growing and profitable companies across Canada. Industry Canada defines the term “SME” (small or medium-sized enterprise) as companies with up to 500 employees.

NEXT ISSUE: THE DEFINITIVE GUIDE TO E-COMMERCE (2ND EDITION) APRIL 2003

Editorial includes: **Online Payment, Building Traffic, Performance Metrics, M-Commerce** (mobile technology and its application to E-Commerce).

In this issue SME business owners get an update to E-Commerce. Topics range from domain names & hosting, software, fail-safing to the gap between existing business models and E-Commerce.

SME business owners also learn about the Internet to improve/increase business activity, grow sales, marketing, inventory control & supply chain management etc.

THE VEHICLE: The Definitive Guides, sponsored by RBC Royal Bank. A series of self-help magazines created for the small to mid-sized business owner and manager. The Guides act as a resource-rich silent partner, providing readers with tools to analyze their business.

<p>READER PROFILE</p> <ul style="list-style-type: none"> • 63% of SME business owners are age 30-49, average age is 44 • 11.3 years in business, on average • 61% are in fast to moderate growth stage • 61% of companies have 1-10 employees; 76% have 1-50 employee 	<p>DISTRIBUTION & CIRCULATION</p> <ul style="list-style-type: none"> • 100,000 copies/issue • National distribution; published simultaneously in English & French. • 75,000 distributed by subscription, 25,000 directly by RBC account managers and in response to RBC call centre & online requests.
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UPCOMING ISSUES

Issue	Release Date	Reservation Date	Material Date
Financing (Third Edition)	February 2003	closed	closed
E-Commerce (Second Edition)	April 2003	March 19, 2003	March 26, 2003
Marketing 2: Building Customer Loyalty	May 2003	April 24, 2003	May 1, 2003
E-Cash Management	June 2003	May 9, 2003	May 16, 2003
Cash Flow	November 2003	October 10, 2003	October 17, 2003
Building Leadership	February 2004	Jan 16, 2004	Jan 23, 2004

AD OPTIONS AVAILABLE: 4 color page, DPS, 1/2 page, FSI's, Fractionals, Advertorials and much more.

INVESTMENT: \$9,500 net (4 color, single page)

ADDITIONAL INFORMATION: RBC Royal Bank holds the largest share of SME business customers in North America. The Guides started in 1997 as tool to communicate with their SME customers. The Guides are a key channel for communication between SME customers and RBC. External research carried out for RBC completely endorses the value and utility of the Guides to the customers.

This is a solid investment in reaching the SME market in Canada.

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