



**Invest in a Better Audience**

**Authority, Integrity, Quality, and Leadership.**

# INTRODUCTION



## **REAL-TIME POWER TO BUILD YOUR BUSINESS.**

It's time to reach a vital part of your target market: a concentrated mass of high income, high-influence viewers with remarkable purchasing power. It's a truly unique business-building opportunity: Business News Network, Canada's only all business network.

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## **WHAT VIEWERS NEED. RIGHT AWAY.**

Business News Network has viewers with the money and motivation to make purchase decisions. They tune in for comprehensive, real-time coverage of global market activity, from a Canadian perspective. They trust Canada's strongest team of business anchors, reporters and analysts, backed by many of the country's leading business journalists.

## **WHAT YOU NEED. THE RIGHT WAY.**

Business News Network allows your business to leverage the credibility of Canada's foremost voice in business news. You have access to program and segment sponsorship opportunities, customized content and multimedia packages that are completely turnkey, built on your marketing objectives and extendable to the vast network of CTV.

## **IT'S REAL-TIME BUSINESS, TO BUILD YOUR BUSINESS.**

# INTRODUCTION

## CANADA'S ONLY ALL BUSINESS NETWORK NOW IN HD



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BNN HD is now available on the following carriers:

- Bell
- Rogers
- Shaw
- Cogeco

# VIEWER PROFILE



## HIGHLY VALUED. HARD TO REACH.

Business News Network reaches 1,217,000 viewers weekly\*.

This is an opportunity to reach an extremely busy valuable part of your target market that might be hard to capture elsewhere. Quality viewers make time to tune in to Business News Network.

Business News Network is a key resource for investors who regularly tune in to our live programming in their workplace, during daytime hours. These high net worth individuals do not typically participate in conventional broadcast measurement systems, nor are they captured in their out of home viewing locations.

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## HIGH INCOME VIEWERS

- More likely to have HHI of \$150,000+ (300) \*
- More likely to have personal income of \$125,000+ (277) \*\*
- More likely to be a heavy investor (20+ transactions in the past year) in Stocks/Bonds (528) \*\*
- Hold savings and securities valued over \$500,000+ (687) \*\*
- Personally have: Stocks/Mutual Funds (199) \*

Source: BBM Canada, P2+, Q1 BY 2012-13 (Aug 27, 2012 to Nov 25, 2012)

Sources: \* BBM Canada, A18+, Q1 BY 2012-13 (Aug 27, 2012 to Nov 25, 2012)

\*\* PMB 2012-2 year study, A18+ English Canada, viewers who watch BNN 1+Hrs/Wk

# VIEWER PROFILE

## HIGH INFLUENCE VIEWERS

- Have a post-graduate education (345)\*
- Have the business purchase authority on computer hardware/software (240), Telecommunications (307), Financial Services (263)\*\*
- Are MOPEs (145)\*

Sources: \* BBM Canada, A18+, Q1 BY 2012-13 (Aug 27, 2012 to Nov 25, 2012)  
 \*\* PMB 2012-2 year study, A18+ English Canada, viewers who watch BNN 1+Hrs/Wk

## VIEWERS AGREE WITH THE FOLLOWING STATEMENTS

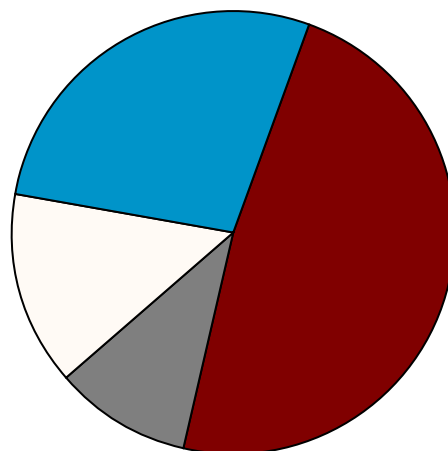
- People say that I'm decisive and make decisions easily (140)\*\*
- I always have an accurate account of financial commitments (124)\*\*
- I consider myself an entrepreneur (179)\*\*
- Taken steps to ensure I have sufficient income for retirement (150)\*\*

Sources: \* BBM Canada, A18+, Q1-2 BY 2011-12 (Aug 29, 2011 to Feb 26, 2012)  
 \*\* PMB 2012-2 year study, A18+ English Canada, viewers who watch BNN 1+Hrs/Wk

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**ACTIVE, EDUCATED, SUCCESSFUL VIEWERS WHO ARE HARD TO REACH.**



### LEGEND

#### Occupational Breakdown:

- MOPEs - 29%
- White Collar - 11%
- Blue Collar - 5%
- Other - 56%

Source: BBM Canada, A18+, Q1 BY 2012-13 (Aug 27, 2012 to Nov 25, 2012)

# VIEWER PROFILE



## VIEWERS WITH ULTIMATE PURCHASING POWER

- Contribute \$10,000+ annually to an RRSP (170) \*\*
- Given a chance I would always choose a full-size luxury Auto (105) \*\*
- Influenced purchase of most recent vehicle in household (122) \*\*
- Purchased a new vehicle in the past 2 years (128) \*
- Owns/leases an imported vehicle (148) \*
- Spent \$50,000+ on their most recently acquired vehicle (171) \*\*
- When shopping for clothes I generally look for designer labels (136) \*\*
- Likely to have 3+ credit cards (125) \*\*
- Spent \$2,501 + on credit cards each month (179) \*\*
- Agree – Brand name is the best indicator of quality (121) \*\*
- My main goal is make a great deal of money as quickly as possible (110) \*\*
- Spent \$10,000+ on renovations to principal residence in past 2 years (150) \*\*
- Ate at high quality restaurants 3+ times in past 30 days (194) \*\*

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Sources: \* BBM Canada, A18+,  
Q1 BY 2012-13 (Aug 27, 2012 to Nov 25, 2012)  
\*\* PMB 2012-2 year study, A18+ English Canada,  
viewers who watch BNN 1+Hrs/Wk

# VIEWER PROFILE

## MOPES AND THOSE INVOLVED IN FINANCE & INVESTING WATCH BNN

- BNN is the #1 specialty network for attracting loyal and engaged MOPE's, who spend 41 minutes a day watching us in Daytime (M-F 9a-6p) \*
- BNN viewers are more likely to be actively involved in finance, accounting, investment and purchasing (141) \*\*



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“The MoneyTalk show on the Business News Network (BNN) over the past 8 years has helped TD Waterhouse Canada Inc. achieve its goal of educating Canadians on a broad area of personal finance topics.

Our relationship with BNN has resulted in a dedicated and growing prime time viewership thus enhancing the TD Waterhouse brand.”

**KIM PARLEE,**  
Vice-President, Wealth Management  
TD Waterhouse Canada Inc.

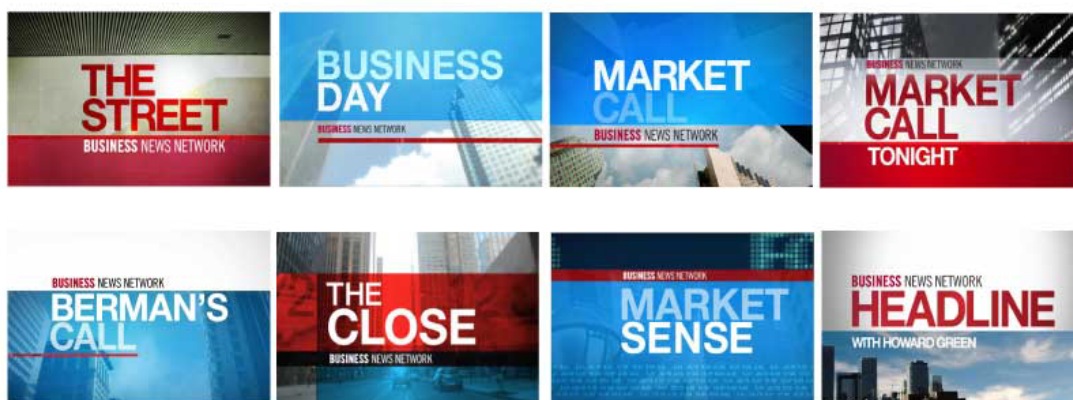
Sources: \* BBM Canada, A18+, Q1-2 BY 2011-12  
(Aug 29, 2011 to Feb 26, 2012)

\*\* PMB 2012-2 year study, A18+ English Canada,  
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# PROGRAMMING

## A WEALTH OF OPPORTUNITIES

Business News Network is an indispensable tool for investors who want comprehensive, real-time coverage of market activity from a Canadian perspective. From personal investments to global economics, viewers get timely reports and analysis on the important financial stories of the day.



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## BUSINESS DAY. GET THEM WHERE THEY LIVE, AND WORK.

Business News Network's powerful new daytime schedule focuses on the three most critical times of the business day. It allows you to reach at-home investors, as well as financial professionals and business executives in work environments across Canada.

# BUSINESS DAY PROGRAMMING



## **THE STREET** with Tony Keller and Amber Kanwar

offers viewers the latest company developments and economic reports, as well as expert analysis from Bay St. and Wall St. Join Tony Keller, Amber Kanwar, and BNN's team of reporters as they review the latest information from Europe and North America to help you decide how to play the day.



## **BUSINESS DAY** with Frances Horodelski and Marty Cej

puts a spotlight on the stocks and stories expected to move the markets, then switches to minute-by-minute coverage as the trading day begins in Canada & the U.S. Marty Cej, Frances Horodelski, BNN's team of reporters & expert guests provide comprehensive reporting along with the best background and analysis in the business.

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## **HEADLINE** with Howard Green

offers fresh perspective on key business developments to provide viewers with insight and edge. Top newsmakers and opinion leaders explore topics of keen interest to investors, business leaders and entrepreneurs-- often before the subject matter has hit the front pages. Hosted by Howard Green, one of the best interviewers in the business.

# BUSINESS DAY PROGRAMMING



## **MARKET CALL** with Michael Hainsworth

is Canada's daily national interactive program for investors. Each day, Canada's top fund managers offer their expertise as they respond to viewer questions on a wide range of stocks. Viewers can call in questions and speak live on-air.



## **BUSINESS DAY PM** with Andrew Bell and Saijal Patel

Look for the latest news and in-depth coverage of the day's top stories as we head toward the final bell. Andrew Bell and Saijal Patel are on for the afternoon action on the North American markets. They're all here – newsmakers and market pros with a focus on what's moving and why.



## **THE CLOSE** with Michael Hainsworth

A fast-paced 120 minutes guides you through the vital last half-hour of trading, where anything can happen, and recap what transpired during the day and why. Then, the focus shifts to earnings reports and other significant news after the bell.

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# PRIME TIME PROGRAMMING

## PRIME TIME: THE BIG PICTURE.

Business News Network’s prime time schedule delivers affluent, educated Canadians who want to go beyond the business day. They receive invaluable insight on all kinds of larger issues that could affect their investment decisions. They find out what happened and why, and what’s next.



### **MARKET SENSE** with Catherine Murray and Randy Cass

navigates the top news stories of the day and breaks them down to give viewers what they really need to know about what’s moving the markets. With in-depth analysis and interviews with top money managers, the hosts help investors look at stocks on the move and how they can play them.

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### **MARKET CALL TONIGHT** with Mark Bunting

Much like BNN's afternoon interactive program Market Call, Market Call Tonight allows viewers to telephone or e-mail their investment questions to the program's nightly in-studio market expert and speak live on-air.



### **WEEKLY** with Andrew McCreath

Every Friday, tune in for Andrew McCreath’s high-level take on the market action of the week. With his Bay Street experience, Andrew sits down with some of the biggest names in the world of finance, for one-on-one interviews to gain insight into the best strategies to play the markets here at home and around the world.

# SPONSORSHIPS

## **CUSTOMIZED CONTENT: YOUR OWN POWERFUL PLATFORM.**

Business News Network can create completely unique, thoroughly impactful programming built around your needs and objectives. It's a chance to enhance the corporate image of your business while standing out from the competition. It's also completely turnkey. We offer all the resources you need, including creative development, studios and production.

## **BUY THE BLOCK**

Reach Canada's most successful and influential viewers without interruption from any other commercial messages. Buy the Block allows the advertiser total control over 30 minute blocks of BNN air time. No other commercials or PSA's will appear. Up to four minutes of commercial air-time is the advertiser's to use as they see fit. The creative may run up to two full minutes in length and run twice, or three, one minute spots. The mix and duration up to two minutes, is the advertiser's choice.

## **VIGNETTES**

BNN offers guidance for both the creative and tactical execution of Vignettes. This type of advertisement offers a much broader way to communicate to the BNN audience using case studies, interviews and narrative to provide more in depth explanation of products and services.

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# SPONSORSHIPS

## SPONSORSHIP ONGOING: MAKE YOUR DOLLAR WORK HARDER.

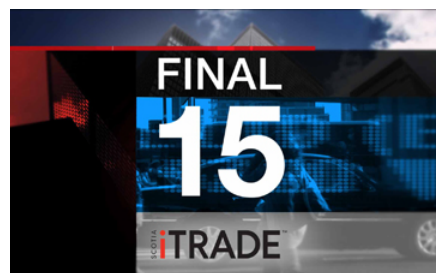
Whether it's through the financial day or in prime time, Business News Network sponsorship opportunities will extend your reach to an elusive, affluent target market; associate your product with premium business content.

### PROGRAMS

Anchor your brand to a key weekly day part.

### SEGMENTS

Reach a targeted audience with a sector-specific segment.



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### FLOATING BILLBOARD SPONSORSHIP

Extend your reach by sponsoring newscasts or closed captioning throughout the business day.



### STOCK TICKER SPONSORSHIP

Increase brand awareness with unique exposure during editorial time.



# ONLINE SPONSORSHIPS

## LEADERBOARD

A display ad unit measuring 728x90 typically found at the top of web pages. Can be flash-based and deploy as a static or expandable ad unit. Made clickable to direct to advertiser's URL of choice



## BIG BOX

A display ad unit measuring 300x250 (same functionality as a leaderboard).



## RICH MEDIA

A Web page ad that uses advanced technology such as streaming video , downloaded applets (programs) that interact instantly with the user, and ads that change when the user's mouse passes over it

## IAB RISING STARS

Offering Pushdowns, Filmstrip, Billboards, Portraits, Sidekicks and Sliders

## CATFISH

A thin rectangular rich media unit that anchors itself to the bottom of the webpage. The ad unit will remain on screen unless the user closes it by clicking on the close button.

## VIDEO PREROLL

Essentially it is the ability to run audio/video based creative up to :30 in length prior to a clip of Bell Media video content.

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# TRAFFIC GUIDELINES

## **THE FOLLOWING ARE TRAFFIC GUIDELINES FOR BUSINESS NEWS NETWORK:**

- Business News Network is a member of TVB/Telecaster and abides by its content and traffic guidelines. Commercial content should be sent to:

CTV Traffic Department  
299 Queen Street West  
Toronto, ON M5V 2Z5  
Attn: Media Coordinator

- Traffic instructions are required a minimum of 5 working days prior to air date. The instructions must match the client's current contract(s) and be scheduled by contract number. For rotation programming, Monday is considered to be the air date and instructions are required accordingly.

- Orders, and/or revisions if required, should be received by the station no later than: Monday to Friday, two business days prior. Saturdays and Sundays, no later than 11:00 am on the prior Thursday.

- Payment for advertising should be addressed to:  
Business News Network  
Attention: Account Receivables

- Sponsorship billboard logos, including stock tickers, should be provided in any of the following high-res formats:  
EPS • JPEG • MOV  
(guidelines available upon request)

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# CONTACT INFORMATION

## FOR ADVERTISING INFORMATION, CONTACT:

- **BILL POOLE**  
BNN Sales Manager  
416.384.2486  
bill.poole@bellmedia.ca
  
- **ANDREW REDDICK**  
Group Director  
416.384.7730  
andrew.reddick@bellmedia.ca
  
- **RICHARD CARTWRIGHT**  
Account Executive  
416.384.3089  
richard.cartwright@bellmedia.ca
  
- **IRENA KOUTCHER**  
Account Executive  
416-384-7731  
irena.koutcher@bellmedia.ca
  
- **KATE CASSADAY**  
Sales Coordinator  
416.384.2355  
kate.cassaday@bellmedia.ca

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