

CANADIAN THE MAGAZINE OF RISK CAPITAL AND CREDIT. Treasurer

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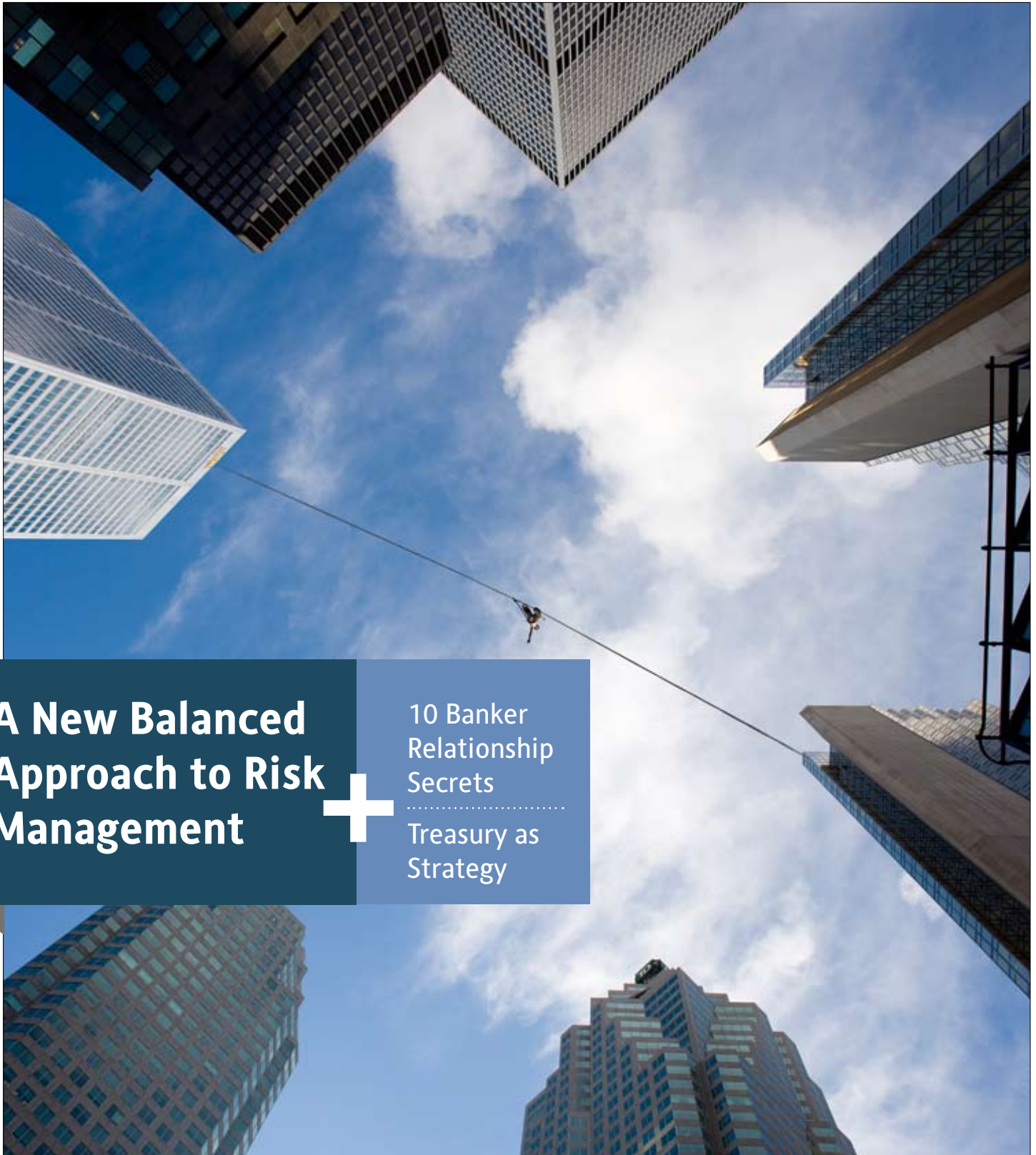
Capital Ideas

Corporate funding in the “new normal” environment, with reports from the debt and equity markets

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10 Banker Relationship Secrets
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Treasury as Strategy



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Reserve now. Space is limited. Reach CANADIAN TREASURER's unique Canadian audience of 6,000 highly qualified financial executives who manage all aspects of treasury, from risk management to pension funding. This new magazine will be critical reading destination for industry professionals. www.canadiantreasurer.com. A Lloydmedia, Inc. publication.



Press Release...August 30, 2010

New magazine launch

Canadian Treasurer magazine targets senior financial executives with new ideas on strategy, tools, technology

Markham---Senior financial executives in Canada will get a new bi-monthly trade magazine called **CANADIAN TREASURER**, *The Magazine About Risk, Capital and Credit*.

Published by Lloydmedia, Inc, of Markham, Ontario, the first issue will reach approximately 6,000 senior financial executives who are responsible for the treasury function, with the first issue slated for February 2010. The magazine and its related website, www.canadiantreasurer.com, will focus on features, news and special reports on vital areas such as risk management, capital expenditures, cash management, credit, billing systems, financial reporting, pensions, and more.

The magazine—the second launch in the financial services sector by Lloydmedia within a year--will reach individuals by name and title who are responsible for, or involved in, the treasury function in business operations, from strategic corporate direction advice, to tactical, operational and technology evaluation in Canadian companies and government.

CANADIAN TREASURER arrives at a time when Canadian businesses face a growing challenge to the successful management of their financial position and their capital investments to serve the diverse needs of their operations.

Companies are increasingly seeking outside help for crucial functions such as risk management and credit management to drive initiatives that drive equity, facilitate corporate acquisitions, improve cash flow, borrow funds, issue bonds, make capital investments, and more.

Today's treasurers face an increasingly complex mandate where business conditions, marketing trends, technological advances, regulatory adjustments, and new corporate strategies have expanded the impact of their role.

These developments have created an escalating need for a Canadian magazine which addresses these changes with extensive, independent, professional editorial coverage, both in print and online.

Readers of **CANADIAN TREASURER** comprise both C-Level executives from private companies, federal, provincial and municipal governments, large non-profits, as well as major Canadian banks, credit card companies, and merchants who supply and advise these types of organizations. The readers include decision makers responsible for supporting and fulfilling all treasury functions.

Canadian Treasurer is published by Lloydmedia, Inc, a Canadian company established in 1988. Lloydmedia also publishes Payments Business magazine, Direct Marketing magazine, Contact Management magazine, Click! Weekly e-newsletter, and the annual national directories DM Industry Sourcebook and The List of Lists.

Lloydmedia, Inc is based in Markham, Ontario.

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Contact: Steve Lloyd, President & Publisher, x 225 for more details or email him at steve@paymentsbusiness.ca for a media kit.

CANADIAN TREASURER

The Magazine of Risk, Capital & Credit.

Format: 8 ½ x 11 glossy

Size: Min 32 pages per issue

Base Page Rate: \$4,000 (1x colour)

Frequency: 6x a year

Circulation: 6,000 national (minimum, est.)

Key Job Functions

CFO; Treasurer; Information Technology, Credit & Collections Management