

Fourth Quarter – Winter 2008



Windspeaker Business Quarterly

NOT business as usual!



Patricia Turner of E.T. Developments accepts the Excellence in Aboriginal Business Leadership Award in Winnipeg on Oct. 11. The award is presented annually by the Aboriginal Business Education program at the Asper School of Business.

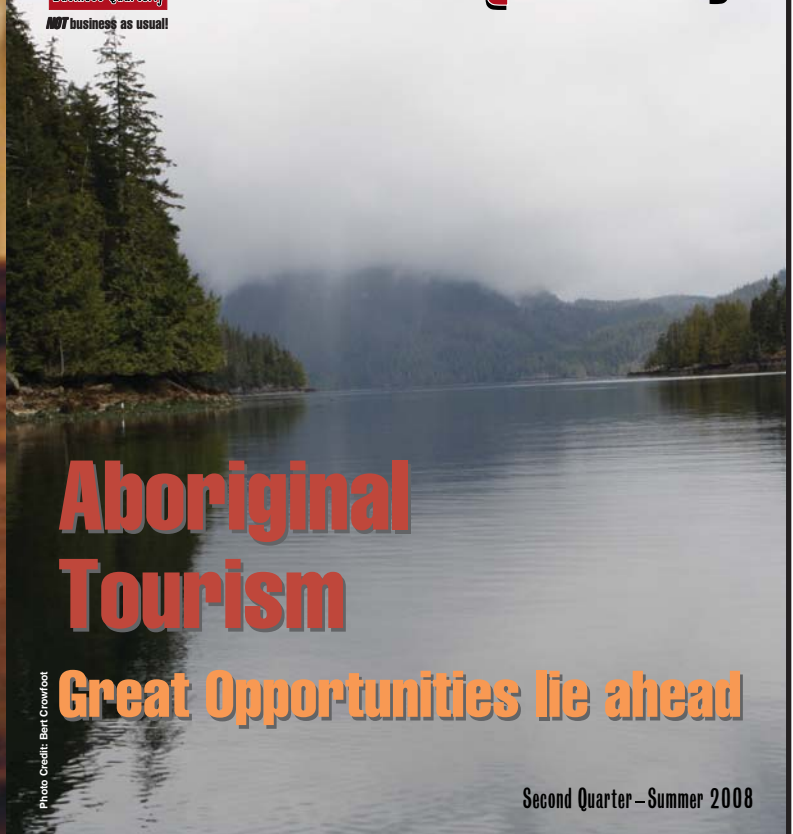
Women in business Turning their skills into business opportunities

Photo Credit: Aaron Pflanz



Windspeaker Business Quarterly

NOT business as usual!



Aboriginal Tourism

Great Opportunities lie ahead

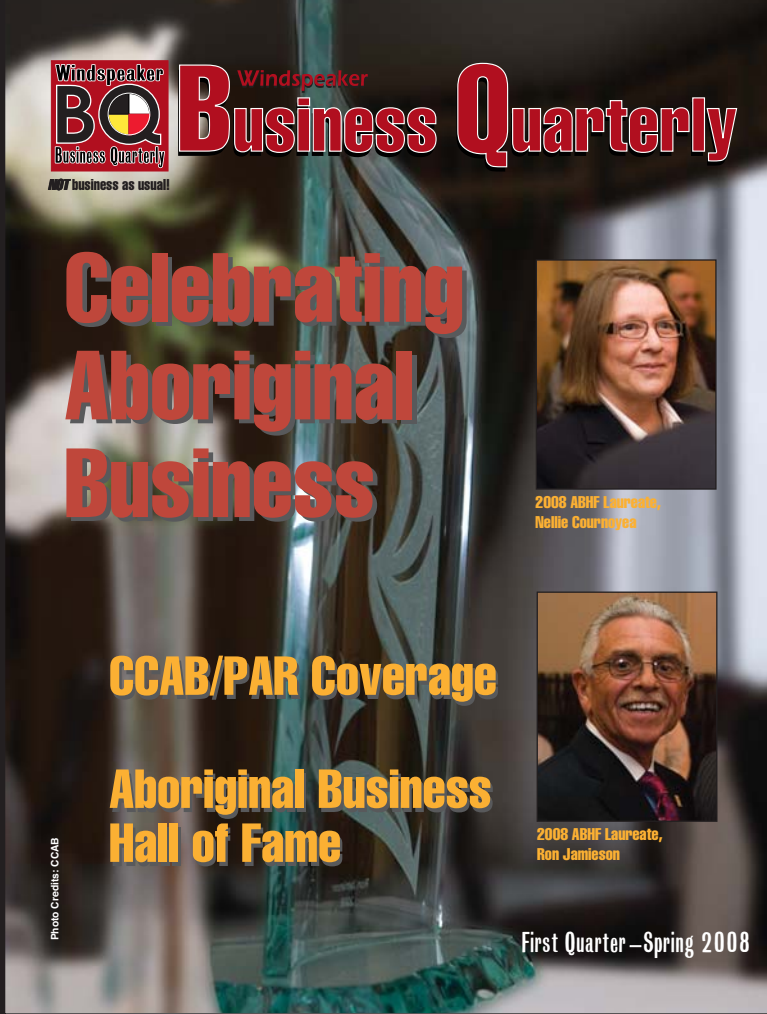
Photo Credit: Bert Crowfoot

Second Quarter – Summer 2008



Windspeaker Business Quarterly

NOT business as usual!



Celebrating Aboriginal Business



2008 ABHF Laureate,
Nellie Cournoyea



2008 ABHF Laureate,
Ron Jamieson

CCAB/PAR Coverage

Aboriginal Business
Hall of Fame

Photo Credits: CCAB

First Quarter – Spring 2008



Windspeaker Business Quarterly



BC Treaty Process

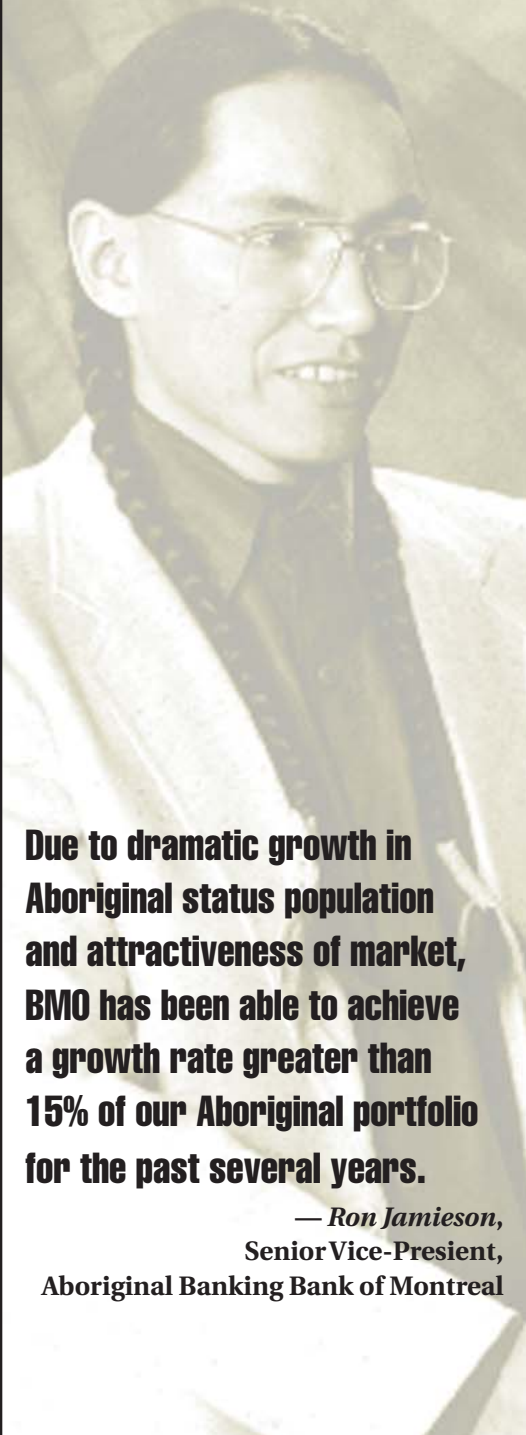
Huu-ay-aht: A fly in the Maa-nulth treaty ointment
Or prudently protecting its rights?

Third Quarter – Fall 2008

Not Business As Usual

In Canada, Aboriginal people are experiencing a renaissance – there is hope in the air and opportunity on the horizon.

— *Jocelyne Soulo dre*
CEO & President
Canadian Council
for Aboriginal Business (CCAB)



Due to dramatic growth in Aboriginal status population and attractiveness of market, BMO has been able to achieve a growth rate greater than 15% of our Aboriginal portfolio for the past several years.

— *Ron Jamieson,*
Senior Vice-President,
Aboriginal Banking Bank of Montreal

The Aboriginal economy is growing rapidly. Increasingly, Aboriginal communities and individuals are exploring a wider range of opportunities for economic development.

Areas of development include high technology, natural resources, manufacturing, tourism and finance. In fact, every type of business venture can now be seen at some stage of development within the Aboriginal economy. Many financial institutions have created special programs to make funding for business development easier to attain due to unique differences in loan securities with Aboriginal people. They have been leaders in recognizing the vast potential of Aboriginal economics. In addition, there are many success stories that can be attributed to increased cooperation with non-Aboriginal companies in the form of business partnerships.

Population Statistics:

Total population of Canada: **29,639,030**
 Total people of Aboriginal origin: **1,319,890**

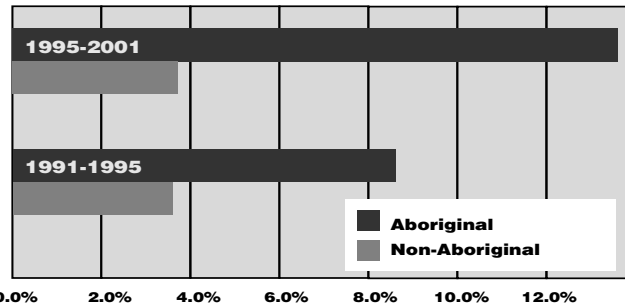
Origins

North American Indian: **957,650**
 On-reserve population:.... **285,625

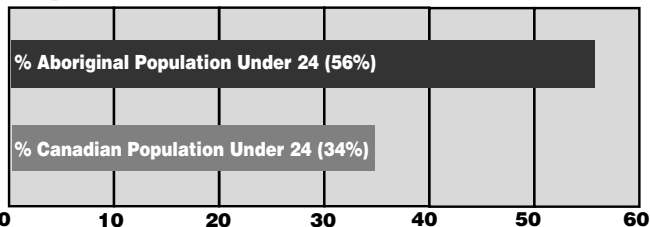
Metis: **266,020**
 Inuit: **51,390**

****Note:** Actual numbers are recognized to be much higher than census figures as a number of organized Aboriginal communities refuse to participate in the Canadian Census for a variety of reasons. Estimates suggest figures could be as much a double for on-reserve figures.

Population Growth Rate



Aboriginal and Canadian Populations Under 24



Number of Aboriginal Businesses:..... **20,000+**
 Growth in New Businesses from 1981-1996:
 Non-Aboriginal: **65%**
 Aboriginal: **170%**

Source: Aboriginal Business Canada/Industry Canada.

Canada-wide Distribution

Distribution:

Initially the distribution of Business Quarterly will piggyback on *Windspeaker's* extensive Canada-wide distribution via Canada Post. An additional 5,000 copies will be distributed through Aboriginal business groups and associations who will provide Business Quarterly to their membership

Total monthly circulation	29,000+
Distribution through <i>Windspeaker</i>	24,000+
Aboriginal organizations (2,500+)	15,500+
First Nations and Métis Settlements only (620+)	8,500+

Readership:

Conservative readership numbers will match those of *Windspeaker*. The numbers are conservative due to the expected longer shelf life of a quarterly magazine.

Average number of readers per copy.....	5.6 *
Total number of readers per issue	165,000+ *
Number of Aboriginal readers per issue	120,000+ *

* Source: Based on *Windspeaker* Reader Survey - November 2001

British Columbia:	4,000	13%
Alberta:	4,500	15%
Saskatchewan:	3,500	12%
Manitoba:	3,500	12%
Ontario:	7,000	27%
Quebec:	2,000	7%
Maritimes:	1,000	3%
(Nova Scotia, P.E.I., Newfoundland, New Brunswick)		
The North:	2,000	7%
(NWT, Yukon, Nunavut)		
Foreign:	500	1%

Schedule:

Edition	Booking	Materials	Publication
Q4 - Winter	27-Nov	5-Dec	January - 2009
Q1 - Spring	05-Mar	13-Mar	April - 2009
Q2 - Summer	28-May	05-June	July - 2009
Q3 - Fall	10-Sept	18-Sept	October - 2009

Windspeaker Business Quarterly • 13245 - 146 Street • Edmonton, Alberta T5L 4S8
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**Patronage from the
 Aboriginal consumer market
 has helped us keep our
 business growing in new
 directions.**

— Marina Smith-Kulba,
 General Manager,
 Place Louis Riel All Suite Hotel

**Our people
have been in
communications
for generations.**

**Our future
depended on it.**

**Our future
still does.**

Effective: July 14, 2005

	1X	4X	8X
Full Page No Bleed: 7.75 wide X 10.25 inches Full Bleed: 8.25 wide X 10.75 inches + \$250 surcharge	\$4,500	\$4,000	\$3,750
Preferred Placement Surcharges: Outside Back/Inside Back/Inside Front + \$500			
2/3 Page Vertical 5 wide X 10.25 inches	\$3,400	\$3,000	\$2,850
2/3 Page Horizontal 7.75 wide X 6.75 inches	\$3,400	\$3,000	\$2,850
1/2 Page Vertical 3.75 wide X 10.25 inches	\$2,500	\$2,250	\$2,125
1/2 Page Horizontal 7.75 wide X 5 inches	\$2,500	\$2,250	\$2,125
1/3 Page Vertical 2.5 wide X 10.25 inches	\$1,750	\$1,500	\$1,400
1/3 Page Horizontal 7.75 wide X 3.3 inches	\$1,750	\$1,500	\$1,400
1/6 Page Vertical 2.5 wide X 5 inches	\$1,000	\$800	\$700
1/6 Page Vertical - B/W 2.5 wide X 5 inches	\$800	\$700	\$650
1/12 Page - B/W only 2.5 wide X 2.5 inches	\$425	\$375	\$350

Rates:

All prices listed are NET.

Line Screen: 150

Stock:

60 pound coated throughout

Live Area:

7.75 in. wide X 10.25 in. tall

Bleed Size:

8.25 in. wide X 10.75 in. tall

Trim Size:

8.00 in. wide X 10.5 in. tall

Mechanical Requirements

We will only accept digital versions of ads in the following formats:

Acrobat PDF files, with fonts embedded;
EPS files (Illustrator or Photoshop).
All art files must be defined as CMYK.
(minimum 300 dpi scaled at 100%)

Files may be emailed, however,
we are not responsible for delays.
Emailed files must be accompanied by a fax proof.

Larger files (more than 10 megabytes) cannot be
emailed and will need to be sent to our FTP server.

Please contact your advertising representative
for our FTP coordinates.

We also accept PDF and EPS files
on standard format CD ROM disks.
Please include a high quality color proof.

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