



**BUSINESS
MEDIA
FACT BOOK**

**Magazines
Canada**

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B2B Media Make Business Happen

Business Media connect with business decision makers in virtually every business category. B2B magazines, websites, blogs, trade shows and more, help marketers achieve their communication and sales objectives, both as standalone media or in combination with others.

B2B platforms get noticed, generate leads, initiate consideration, assist negotiation and, ultimately, drive purchase. That's why Business Media are an essential part of any B2B marketing plan.

The Business Media Fact Book is a compilation of industry trends and the latest research to help marketers and advertising agencies evaluate how B2B advertising can be put to work to build business.

Make the Connection with Business Media

3

TOP 10 REASONS TO USE BUSINESS MEDIA

4

- 1. B2B ads make business happen!:** Study after study prove that business media magazines, websites, blogs, trade shows and more, help achieve business objectives, both as standalone media or in combination with others. B2B platforms help to drive consideration, negotiation and ultimate purchase. Make the connection with B2B media.
- 2. Business Media generates qualified leads:** Business leaders read B2B media and respond when looking for information, seeking vendors or screening other potential business partners
- 3. B2B platforms drive the purchase funnel:** Magazines are effective across all stages of the purchase funnel, driving awareness and purchase consideration (the most sought after metric that's hardest to sway).
- 4. B2B advertising drives web searches and visits:** Business media platforms are where business professionals go for ideas and inspiration. That's why B2B ads are leading influencers, driving readers to specific advertiser websites and to search.
- 5. Business Media delivers brand-relevant imagery:** The B2B editorial surround imbues ads with business and brand-relevant imagery, industry associations and a compatible frame of reference that delivers greater reader receptivity to advertising.

Continued...

TOP 10 REASONS TO USE BUSINESS MEDIA *(Cont'd)*

5

6. Business Media offers lasting messaging: B2B ads keep working 24/7. They provide a lasting, durable message. Plus, readers clip and save magazine ads for future reference.

7. B2B media is a credible info source: Business decision makers trust B2B media as leading, objective sources of information that readers use to gather industry intelligence and make important business decisions.

8. B2B advertising is relevant and welcomed: Readers value B2B advertising—they read ads almost as much as the editorial itself. The service aspect of ads is accepted as an essential part of the content mix.

9. Business Media advertising is targeted: Business Media platforms engage readers in very individual ways. There's a B2B magazine, website or trade show for virtually every industry need. Use business media to reach your target audience with laser-like precision in a meaningful way — a way in which other communication vehicles can't compete.

10. Business Media reaches decision makers: B2B media are go-to sources for business decision makers and buyers looking to stay informed about their industry sectors.

Industry Trends

B2B trends at a glance

6

A MAGAZINE FOR EVERY BUSINESS NEED

Magazines fulfill important business needs.

There's a magazine for virtually every business category where decision makers turn for the latest info.

7

Number of Canadian Business Media Magazines, 1999-2008

YEAR	# BUSINESS MEDIA TITLES
1999	742
2000	751
2001	750
2002	754
2003	761
2004	775
2005	780
2006	788
2007	785
2008	786

Sources: Canadian Advertising Rates and Data (CARD); Masthead magazine

B2B MAGAZINES TARGET SPECIFIC INDUSTRY NEEDS

Readers and advertisers have a deep and wide array of Canadian business media magazine titles to choose from in most editorial categories. Advertisers have significant options with which to build a strong reach campaign targeting business audiences.

8

To see how many titles are in each of 91 B2B categories, [click here](#) (go to *Magazine Launch/Closure History – B2B*).

Largest Categories – Number of Titles

RANK	INTEREST CATEGORY	# TITLES
1	Business	107
2	Medical	73
3	Automotive	31
4	Building	23
5	Education	21
6	Forest and Lumber	20
7	Construction	19
8	Government	18
9	Nursing	18
10	Petroleum	17
11	Hospital and Healthcare	16
12	Hospitality	16
13	Insurance	15
14	Advertising and Marketing	14
15	Industrial	14

Source: Canadian Advertising Rates and Data (CARD), 2008

INCREASING B2B MAGAZINE CHOICE

9

Never before has Canada produced so many outstanding business media magazines with content spanning the many unique needs of Canadian business leaders looking for industry-specific information and research.

No medium does this better than B2B magazines.

For a complete history of launches and closures by business category, [click here](#).

YEAR	LAUNCHES	CLOSURES	NET
1999	19	9	10
2000	14	5	9
2001	9	10	(1)
2002	10	6	4
2003	11	4	7
2004	21	7	14
2005	10	5	5
2006	9	1	8
2007	5	8	(3)
2008	10	9	1
10-Year Average	12	6	6

Source: Masthead Magazine Annual Tally

NEW TITLES ADDRESS EMERGING INFO NEEDS

The launch of new B2B magazine titles continues across most industry categories, fulfilling reader needs.

For a complete history of launches and closures by business category, [click here](#).

10

Number of B2B Launches

INTEREST CATEGORY	PAST 10 YEARS
Advertising/Marketing/Graphics/Printing	7
Architecture/Engineering/Construction	6
Automotive/Transportation	11
Boating/Fisheries	3
Business	16
Computer/IT/Electronics	7
Dentistry/Drug/Pharmacy/Hospital/Healthcare/Medical	15
Forest/Lumber/Mining	3
Government	3
Industrial/Machinery/Maintenance	3
Legal	5
Petroleum	3
Pets/Veterinary	3
Purchasing/Retail	3
Travel/Conventions & Meetings	3
Other	27
Total	118

Source: Masthead Magazine

CATEGORY CIRCULATION BY INDUSTRY

The Business magazine category accounts for the highest average issue circulation in Canada. Medical, Education, Nursing and Automotive magazines round out the top 5.

11

Average Issue Circulation ('000)

RANK	EDITORIAL CATEGORY	2008 CIRCULATION
1	Business	2,692
2	Medical	854
3	Education	539
4	Nursing	481
5	Automotive	402
6	Motor Vehicles	259
7	Engineering	255
8	Construction	249
9	Industrial	242
10	Real Estate	207

Source: CARD; Magazines Canada

MAGAZINES ENGAGE, BIG AND SMALL

Big or small, each B2B magazine reaches and fulfills the needs of its readers in every business category.

If you are looking to engage a tightly defined audience, put magazines of every size to work for you.

CIRC SIZE GROUPING	# OF TITLES	% OF TOTAL TITLES	GROUP CIRCULATION	% OF TOTAL CIRCULATION
150,000 +	3	0.5%	602,271	5.6%
100,000 to 149,999	6	0.9%	735,936	6.9%
50,000 to 99,999	21	3.3%	1,389,298	13.0%
25,000 to 49,999	75	11.7%	2,505,088	23.4%
10,000 to 24,999	264	41.1%	4,028,562	37.6%
5,000 to 9,999	152	23.7%	1,104,133	10.3%
1 to 4,999	121	18.8%	341,128	3.2%

Source: Titles reporting circulation in CARD

CANADA'S TOP 15 BUSINESS MEDIA TITLES

Canada boasts hundreds of professional business media titles that serve the needs of business decision makers every day. Here are some of Canada's largest titles ranked by circulation.

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Average Issue Circulation ('000)

RANK	TOP 15 BUSINESS MEDIA TITLES	2008 CIRCULATION
1	Professionally Speaking	210
2	Business Edge	182
3	The Standard	149
4	Canadian Nurse	129
5	Enterprise	123
6	Profiles of Success	100
7	CA Magazine	83
8	Bix X Magazine	75
9	Engineering Dimensions	74
10	CMAJ (Cdn. Medical Assoc. Journal)	72
11	Voice	72
12	Perspective infirmière	71
13	Canadian Oilfield Service & Supply	71
14	Canadian Automotive Review	65
15	Green Business	62

Source: CARD; Magazines Canada

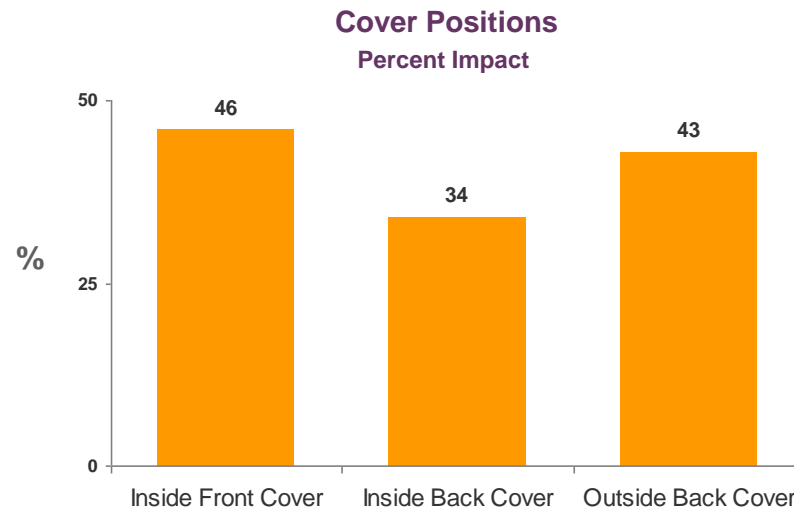
AD Positioning & Performance

Get the most out of Business Media

14

MAGAZINE COVERS ARE PRIME REAL ESTATE

Magazine covers get noticed by readers. It's a fact. Consider cover positions when: launching a new product or a new campaign, responding to competitive activity, a seasonal heavy-up to rapidly create awareness or simply looking to make a statement.

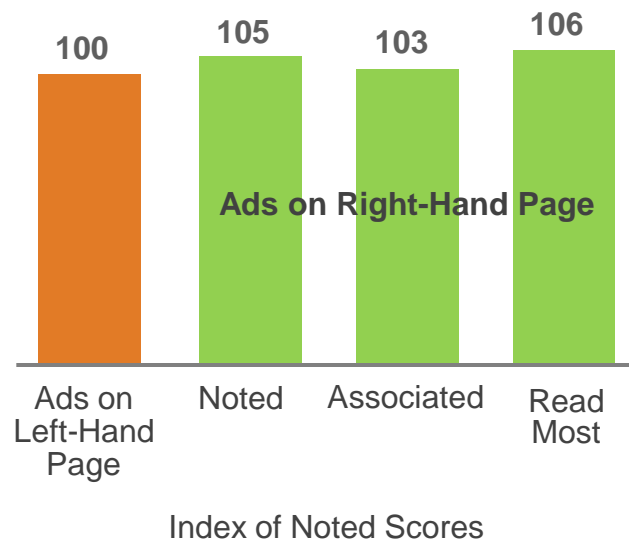


Source: Reed Research Group

15

LEFT vs. RIGHT PAGE ADS DELIVER THE SAME IMPACT

Research proves that magazine ads generate equal impact no matter where they are positioned in the magazine: left-page or right-page. A reader's interest is maintained throughout the entire magazine.



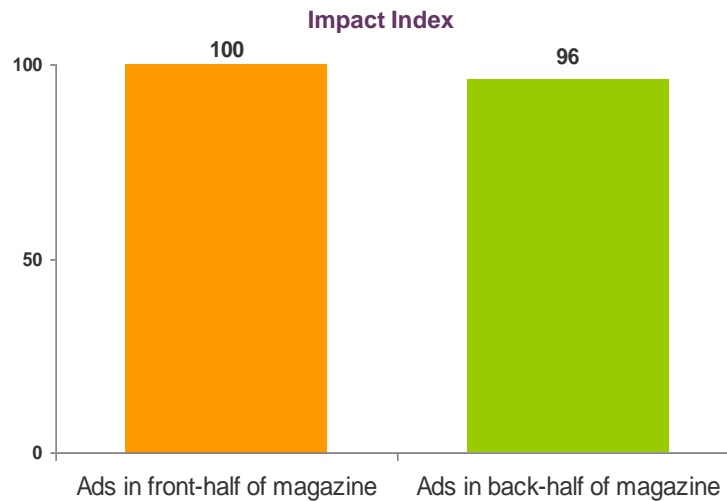
Source: Starch Research; Magazines Canada Magazine Essentials

(Differences are not statistically significant.)

ADS IN FRONT VS. BACK GENERATE EQUAL IMPACT

Research proves that magazine ads and editorial generate equal readership no matter where they are positioned in the magazine: front or back. A reader's interest is maintained throughout the entire magazine.

Magazine Readership: Front-half vs. Back-half



Source: Readex Research

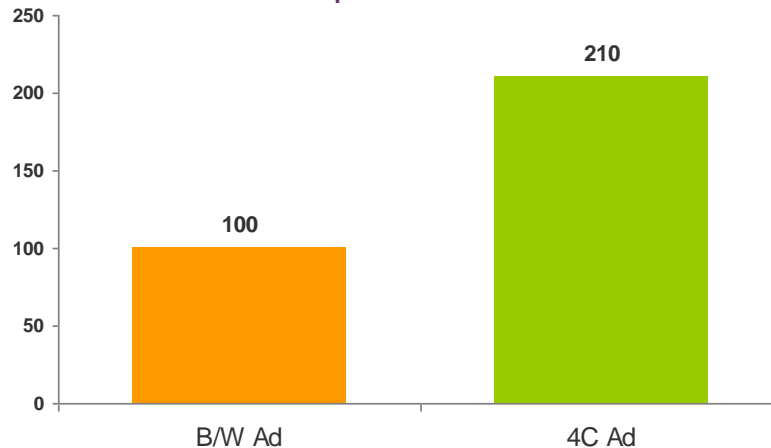
COLOUR ADS DOUBLE IMPACT VS. B&W ADS

Colour ads more than double the chance that ads will be read, ensuring your media investment works harder for you.

18

Black & White vs. 4-Colour Ads

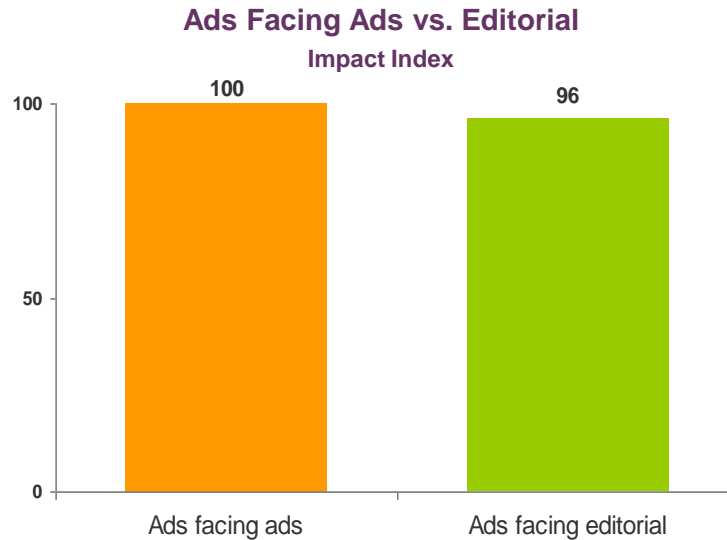
Impact Index



Source: Forrester Research – Canada - 2007

IMPACT OF AD PLACEMENT BY EDIT OR ADS THE SAME

Whether ads face editorial or other ads, readership impact is virtually the same. Readers are drawn to ads that are relevant to them at that point in time.



Source: Readex Research

19

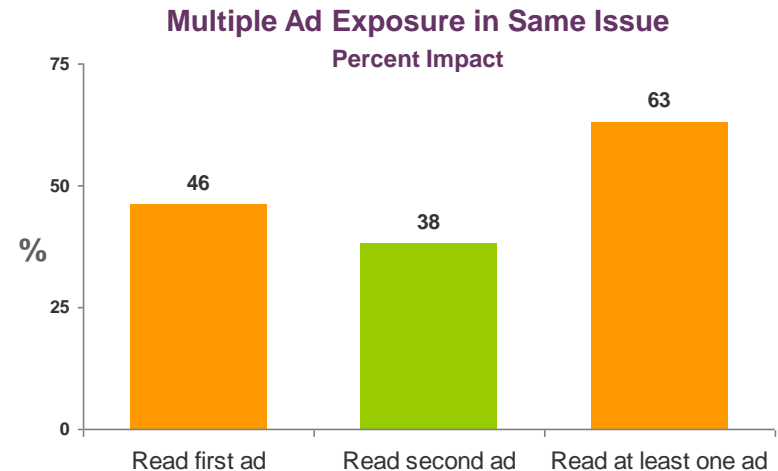
MULTIPLE ADS IN ONE ISSUE INCREASE IMPACT

Placement of more than one ad in a single issue quickly increases reader impact. The first ad is read by nearly one-half of readers, the second by 38% and, together, nearly two-thirds of readers see at least one of the ads.

When rapid reach of your B2B audience is imperative, multiple insertions can be a powerful tactic.

63%

of readers read at least one of the ads. The second ad substantially increases unduplicated readership



Source: Readex Research

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MAGAZINES SHOW IMMUNITY TO WEAROUT

Magazine ads maintain their effectiveness in creating recall and driving purchase intent even after repeated exposure. Evidence from two recent ad campaigns suggest that magazine ad wearout is more fiction than fact.

Where possible, multiple creative executions within a campaign remains a good idea to enhance communication momentum. As ever, the creative concept is king. Great creative generates a life and longevity of its own, including a strong ROI for advertisers.

Brand 'A'
22 measured ad insertions over 3 quarters

	Q1	Q2	Q3
Average recall	43%	43%	51%
Plan to purchase	20%	21%	20%

Brand 'B'
35 measured ad insertions over 4 quarters

	Q1	Q2	Q3	Q4
Average recall	58%	61%	61%	59%
Plan to purchase	12%	13%	14%	15%

Source: Affinity's VISTA Views. Base: Actions taken based on readers recalling specific ads

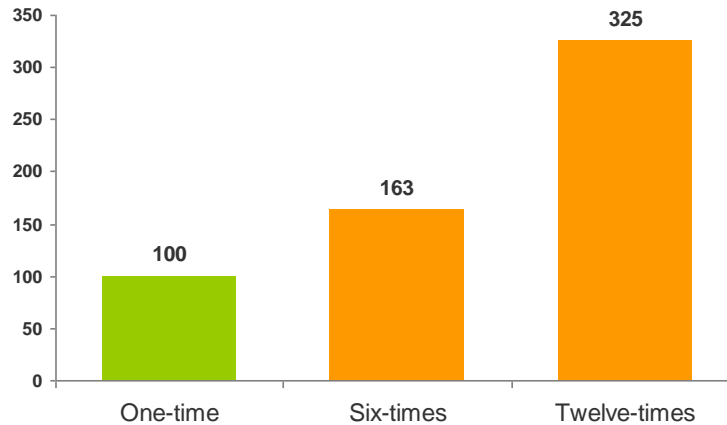
21

CAMPAIGN FREQUENCY MATTERS

Frequency does count. The higher the frequency of insertion, the greater the advertising recall. It stands to reason that frequency of message will ensure top-of-mind awareness and greater understanding of your company/brand.

22

Campaign Frequency (# of Insertions)
Recall Impact Index

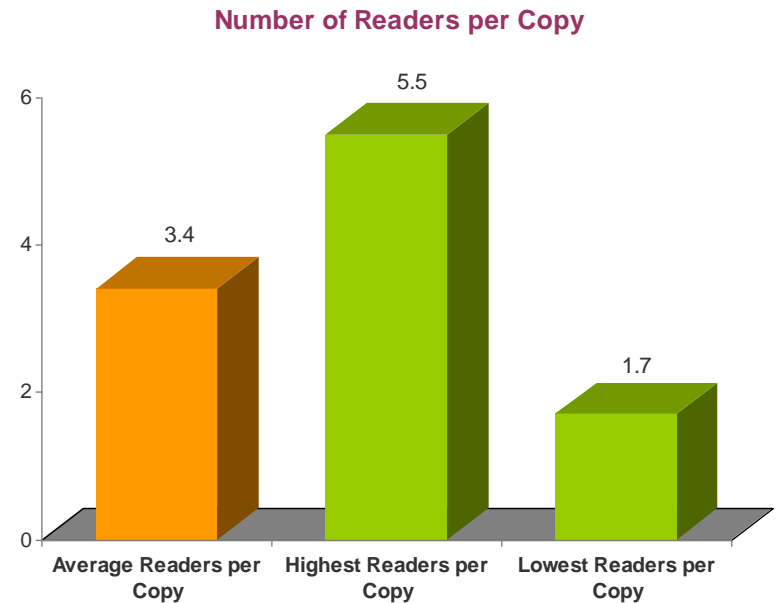


Source: Reed Research Group

B2B MAGAZINES AVERAGE 3.4 READERS PER COPY

Canadian business media magazines get passed from person to person to person. The average magazine copy is read by 3.4 business readers with a range of 1.7 to 5.5 readers per copy. That means readers think highly enough of the magazine to pass it along to others who need to stay in the know.

B2B magazines efficiently reach the business audience you need to reach.



Source: Ad-Gage Readership Norms; Mendon Associates

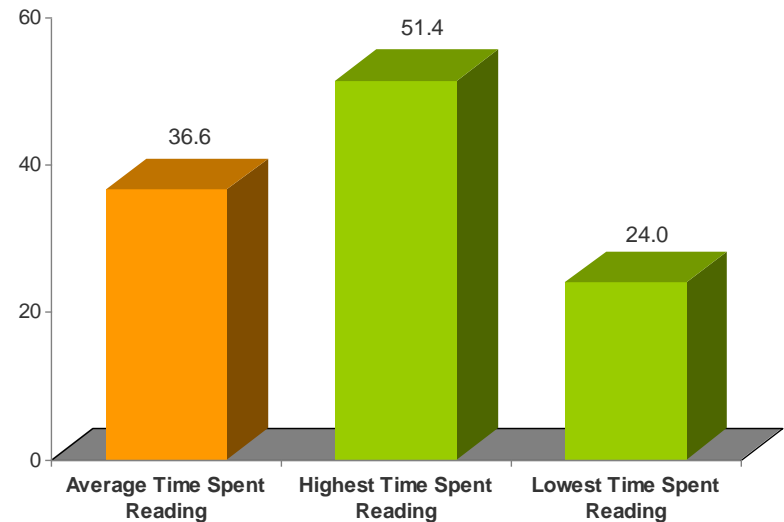
23

DECISION MAKERS SPEND QUALITY TIME WITH B2B PUBS

The average B2B magazine reader spends 37 minutes with each issue—quality time driven by undivided reader attention demanded by the reading process. Time spent ranges from 51 to 24 minutes.

24

Time Spent Reading an Issue (# of minutes)

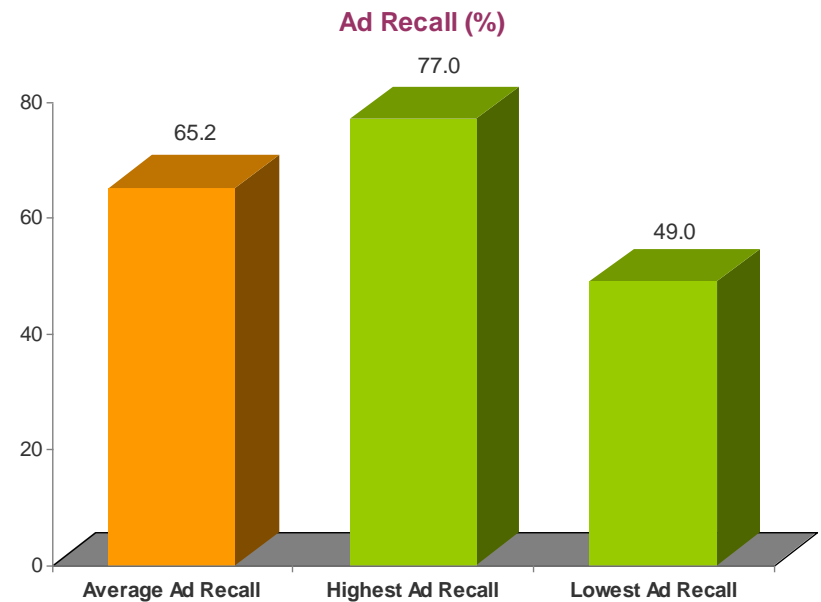


Source: Ad-Gage Readership Norms; Mendon Associates

DECISION MAKERS RECALL MAGAZINE ADS

Canadian decision makers recall B2B magazine ads in a big way. On average, two-thirds recall ads with a tight range of 77% to 49%.

In a fast-paced business environment, it's reassuring to know that your business audience is seeing your ad and remembering your ad in high percentages.



Source: Ad-Gage Readership Norms; Mendon Associates

25

DECISION MAKERS USE ALL BUSINESS MEDIA

Business decision makers are highly involved and engaged with all types of business media: publications; websites; trade shows; web-based events.

Media Involved With	Frequency	Time spent
Industry-specific business magazines	64% read 3 magazines or more last month	44% spent 3 hours or more reading per week
Industry-specific conference or trade show	51% attended 3 conferences or trade shows or more during the past 12 months	58% spent 5 days or more at conferences or trade shows during the past 12 months
Industry-specific websites	54% visited 5 websites or more last month	47% spent 3 hours or more on websites per week
Web-based events	75% attended 3 web-based events or more during the past 12 months	N/A

Source: Forrester Research 2007

26

B2B MEDIA IS OBJECTIVE, TRUSTED & COMPETITIVE

Business media lead other media in objectivity, trust, creating awareness of new products, staying ahead of the competition and growing the business.

% of business decision makers who chose the following media as the best medium for the following statements

Response	Industry-specific Websites	Industry-specific Magazines	Industry-Specific Tradeshow	Other Media
Provides objective information	27% (1)	25% (2)	9% (4)	General business magazine = 11% (3)
Provides information that I can trust	25% (2)	26% (1)	10% (4)	Vendor website = 12% (3)
Keeps me ahead of the competition	24% (1)	20% (2)	14% (3)	Gen'l business magazine Web site = 9% (4)
Helps me do my job better	22% (1)	20% (2)	11% (3)	Web portals = 10% (4)
Helps me advance my career	22% (1)	19% (2)	14% (3)	General business magazine = 10% (3)
Helps me grow my business	21% (1)	18% (2)	15% (3)	Gen'l business magazine Web site = 8% (4)
Helps me become aware of new products or services	17% (3)	19% (2)	22% (1)	Vendor Web site = 16% (4)

Source: Forrester Research 2007

Percentage of respondents selecting each medium. (Overall rank in parentheses.)

27

B2B Magazines

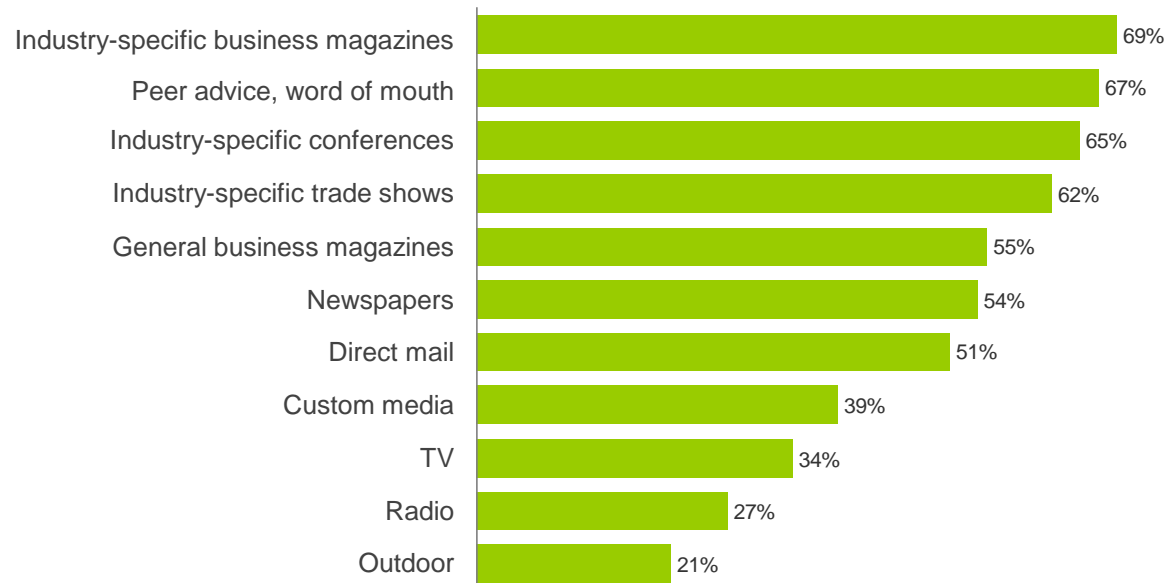
The cornerstone of almost any
B2B marketing plan

28

B2B MAGAZINES MOST USED BY BDMs

B2B magazine lead a long list of “traditional” media used most by business decision makers (BDMs) to do their jobs.

Which *traditional* B2B media do you use to do your job?



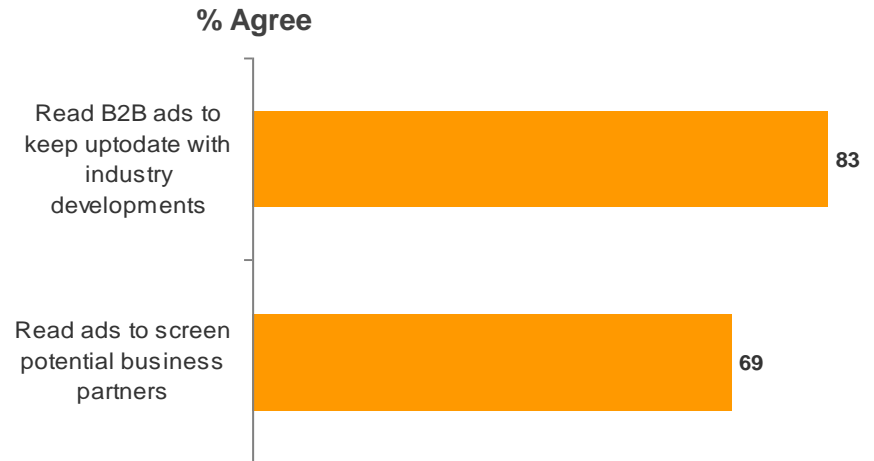
Source: Forrester Research 2007

29

B2B EXECUTIVES ARE RESPONSIVE TO B2B PUBS

B2B executives use Business Media magazines to keep up-to-date on industry developments and search for potential business partners. Business media are “go to” destinations for info that matters.

30



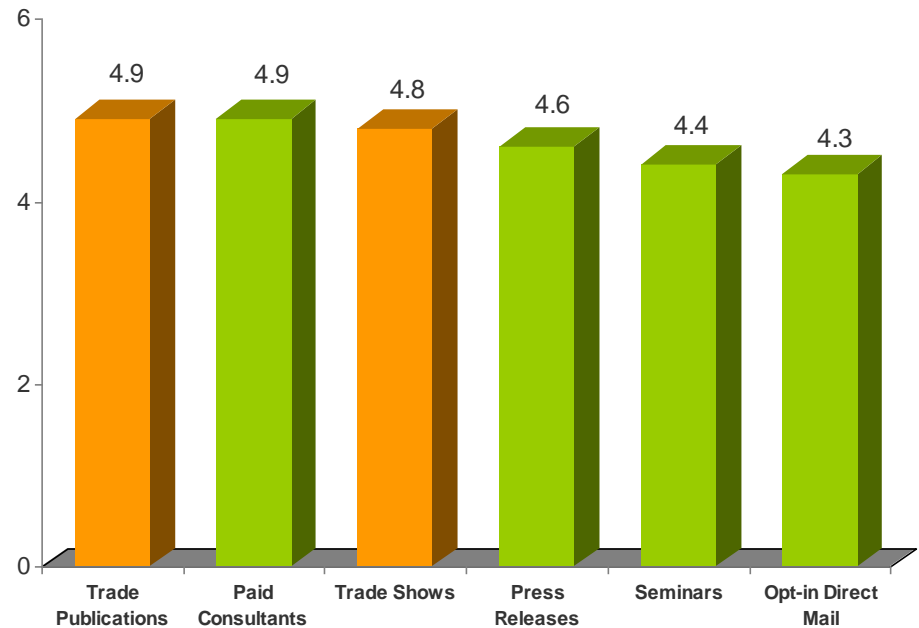
Source: Reed Research Group - 2005

B2B PUBS INFLUENCE THE PURCHASE CYCLE

Business media publications are lead influencers with technical buyers throughout the purchase cycle, closely followed by trade shows.

31

Top Offline Influences - Technical Buyers (All Phases)

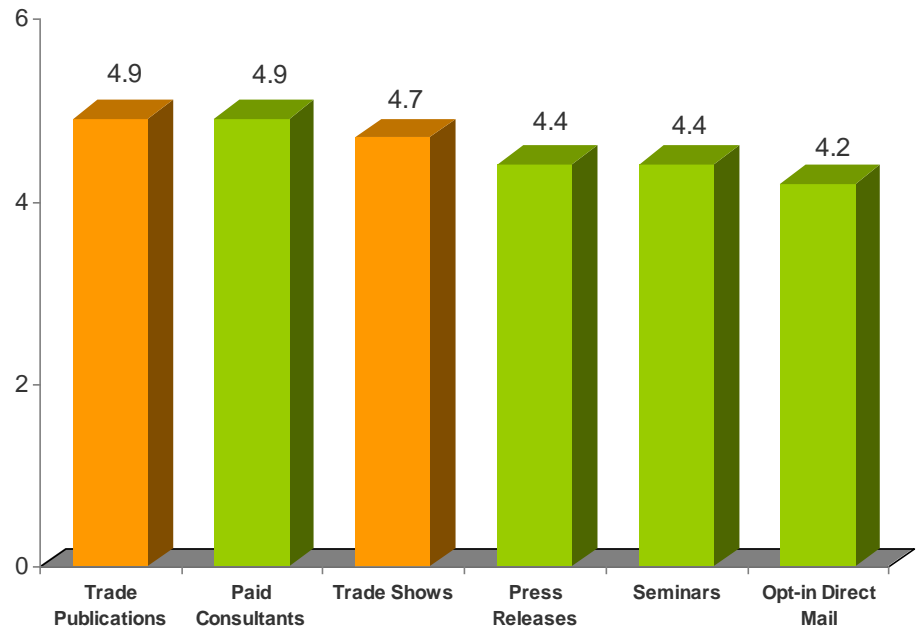


Source: Enquiro Search Solutions, Inc.

B2B PUBS DRIVE THE CONSIDERATION PHASE

Business media publications lead the way in supplying technical buyers with the information they need during the all-important research and consideration phase. Trade show attendance is also a key source of information when performing due diligence.

Top Offline Influences - Technical Buyers (Research Phase)



Source: Enquiro Search Solutions, Inc.

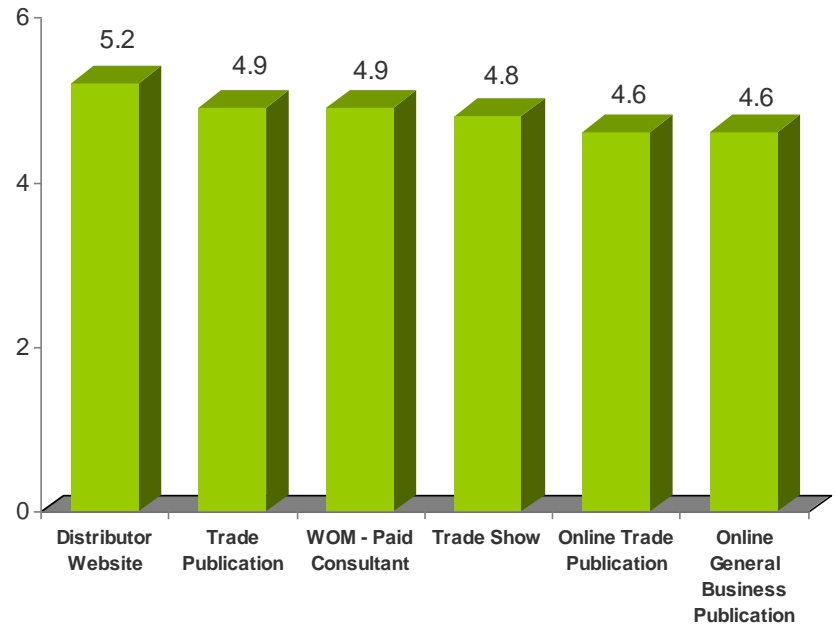
32

B2B PUBLICATIONS ARE HIGHLY INFLUENTIAL

Business media publications and trade shows influence technical buyers in a big way. Business media are important “go to” destinations for decision makers in need of relevant, actionable information.

33

Top Influences - Technical Buyers (All Phases)



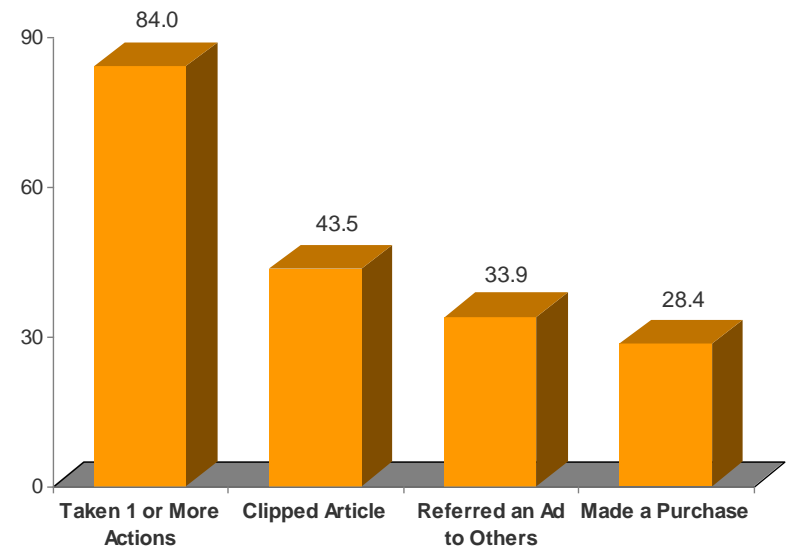
Source: Enquiro Search Solutions, Inc.

DECISION MAKERS TAKE ACTION AFTER READING

B2B magazines motivate business decision makers to do something. They take action after reading a business media magazine. They clip articles, refer magazine ads to others and, most importantly, they purchase a product or service. Business media titles drive your business forward.

34

Actions Taken after Reading Magazine



Source: Ad-Gage Readership Norms; Mendon Associates

Online B2B Magazines

Your favourite print *magazines* in *digital* format

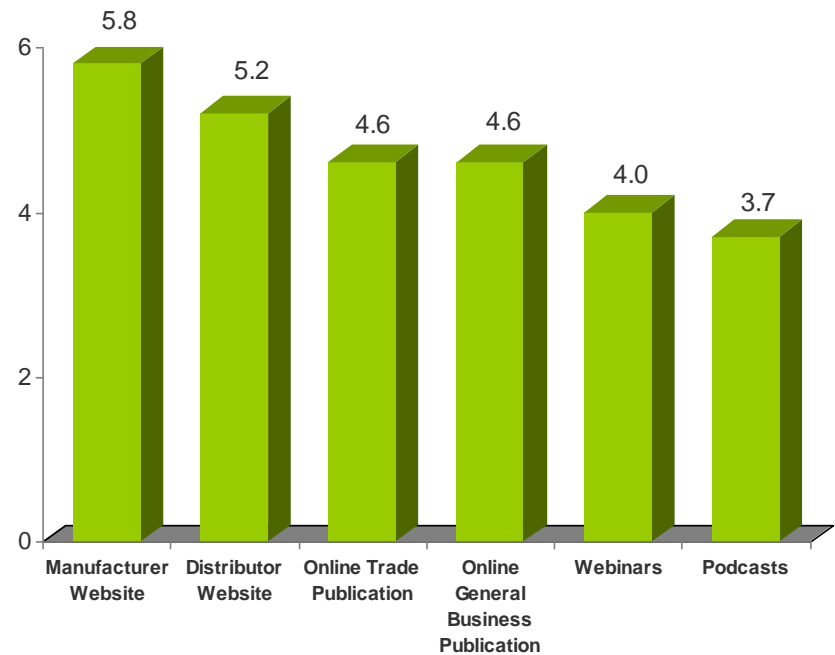
35

ONLINE B2B PUBLICATIONS ARE HIGHLY INFLUENTIAL

Online trade publications are highly influential in meeting the exacting needs of technical buyers. Online business publications offer timely news, reviews and analysis that technical buyers rely on to make informed business decisions.

36

Top Online Influences - Technical Buyers (All Phases)



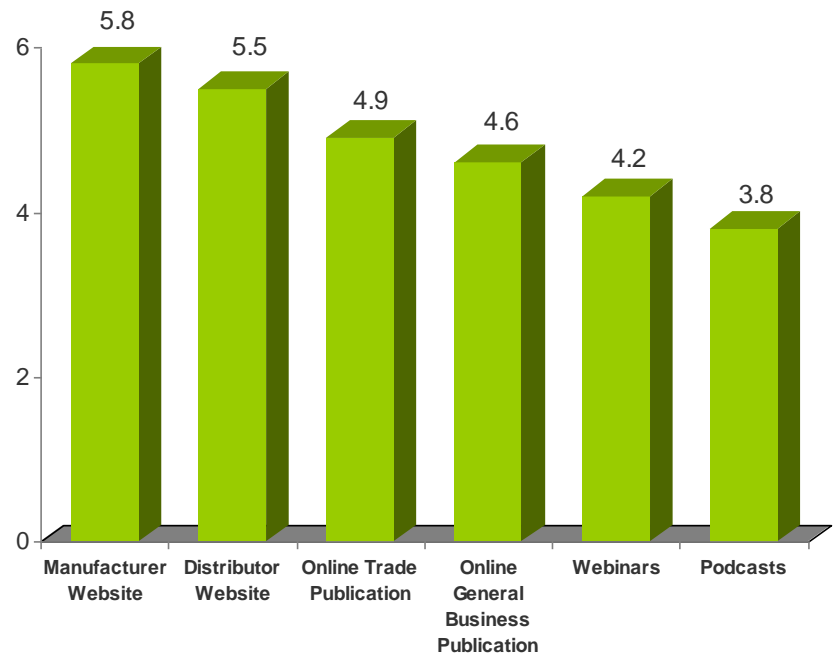
Source: Enquiro Search Solutions, Inc.

ONLINE B2B PUBS HELP FINALIZE NEGOTIATIONS

Online publications play a significant role in the negotiation/vendor finalization phase. Business media content is used as a trusted, credible source for closing business deals.

37

Top Online Influences - Technical Buyers (Negotiation Phase)



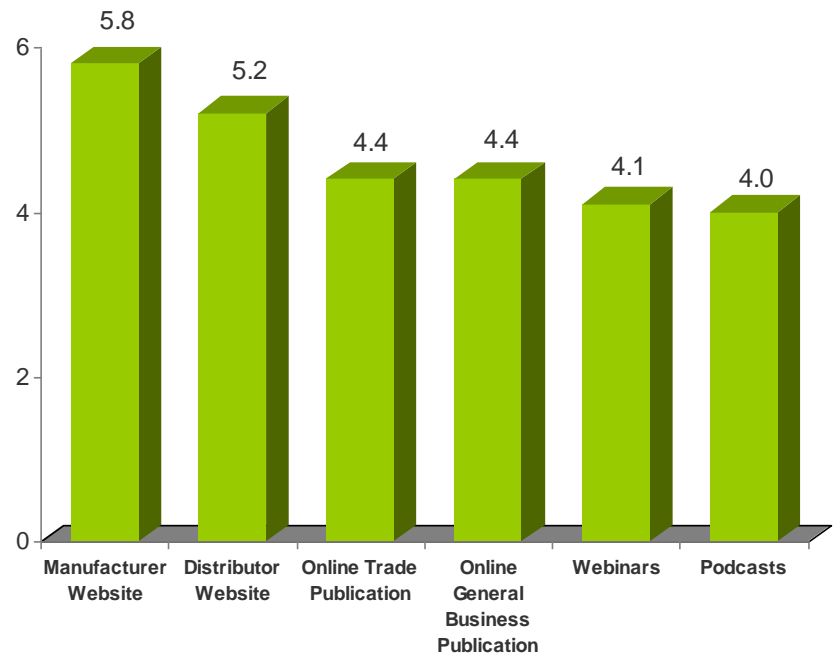
Source: Enquiro Search Solutions, Inc.

ONLINE B2B PUBS AID PURCHASE FINALIZATION

Online business publications play an important role in the final purchase phase adding confidence to final decisions.

38

Top Online Influences - Technical Buyers (Purchase Phase)



Source: Enquiro Search Solutions, Inc.

39

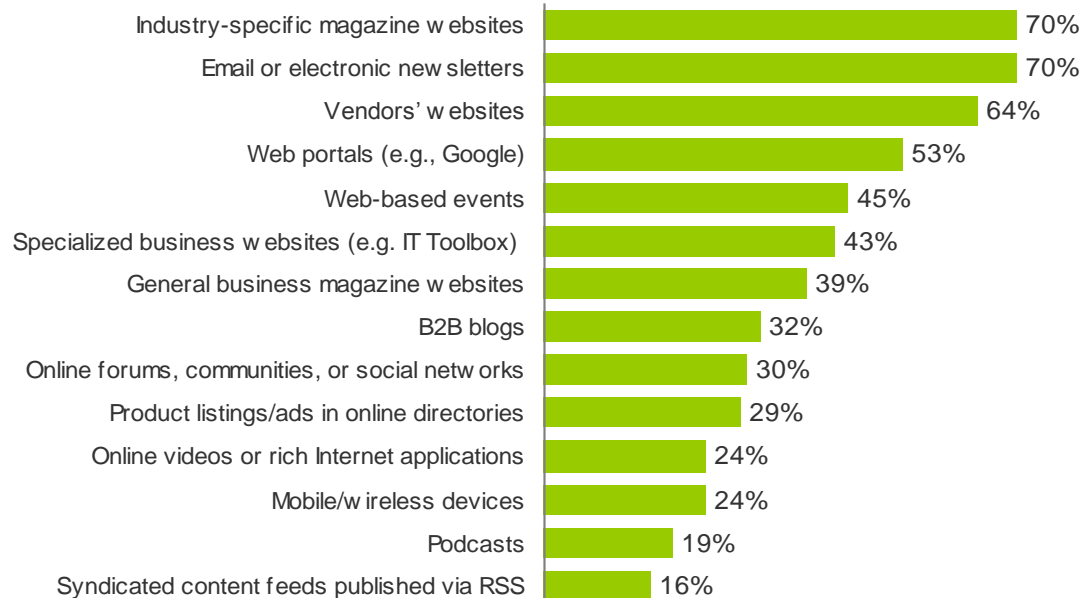
B2B Websites

Trusted B2B info access 24/7

B2B WEBSITES ARE MOST USED BY BDMs

Business magazine web sites top the list of digital media used most by business decision makers (BDMs) to do their jobs.

Of the digital B2B media that you use on your job, which three do you rely on the most?



Source: Forrester Research 2007

40

DECISION MAKERS VISIT B2B WEBSITES & WEB EVENTS

Nearly two-thirds of Canadian business decision makers visit the website of a business media magazine they read, and half participate in web events sponsored by a business media magazine they read.

41

“Likely” or “Very Likely” (%)

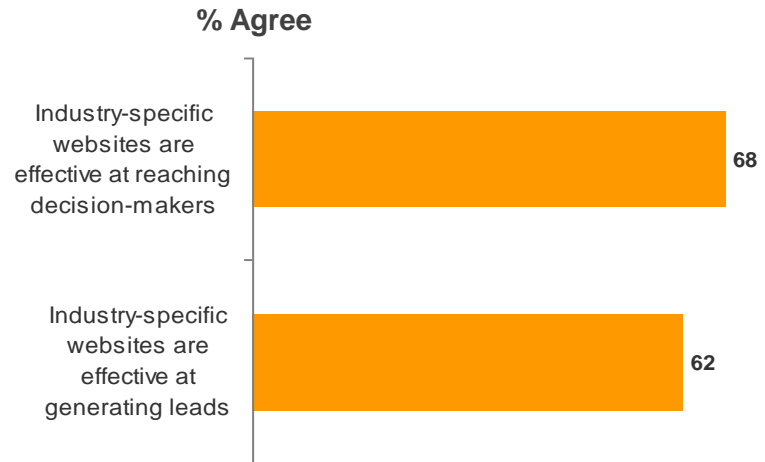


Source: Forrester Research – Canada - 2007

B2B WEBSITES GENERATE LEADS

B2B marketers agree that B2B websites connect with hard- to-reach decision makers and generate qualified business leads. B2B websites work 24/7 to impact decision makers when they are ready to buy.

42

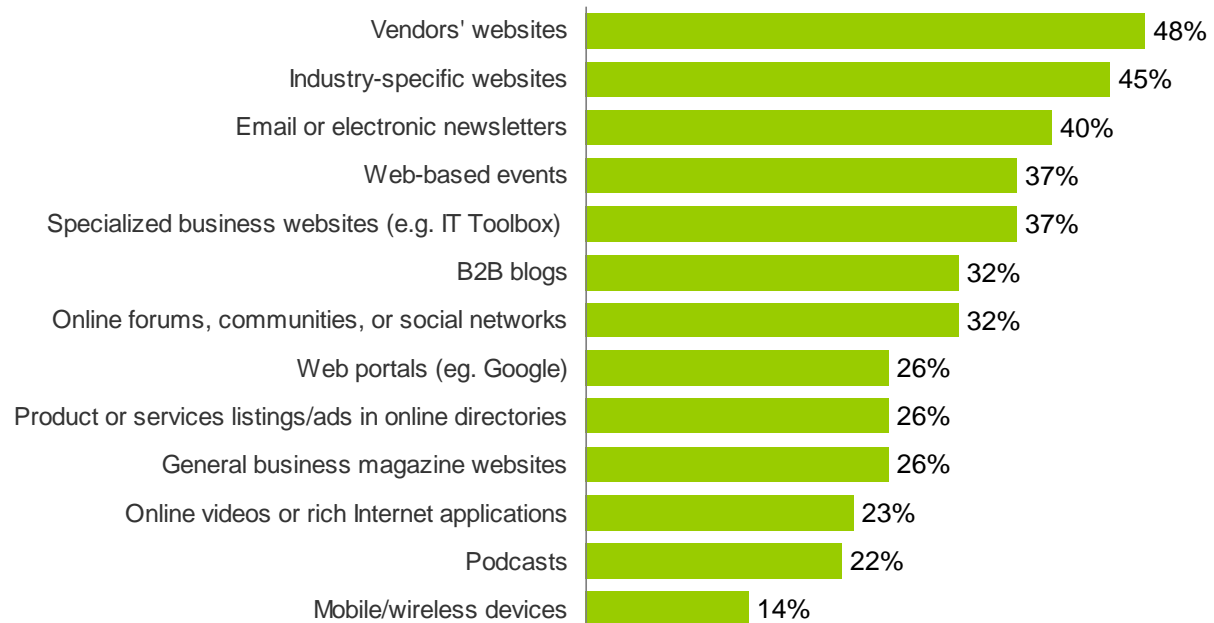


Source: Forrester Research - 2007

B2B WEBSITES VALIDATE BUSINESS DECISIONS

When making purchase decisions, decision makers rank business websites highly among the digital media they rely on to inform and validate their choices.

“Which *digital* business-related media are most effective at informing/validating your firm's business purchase decisions?”



Source: Forrester Research 2007

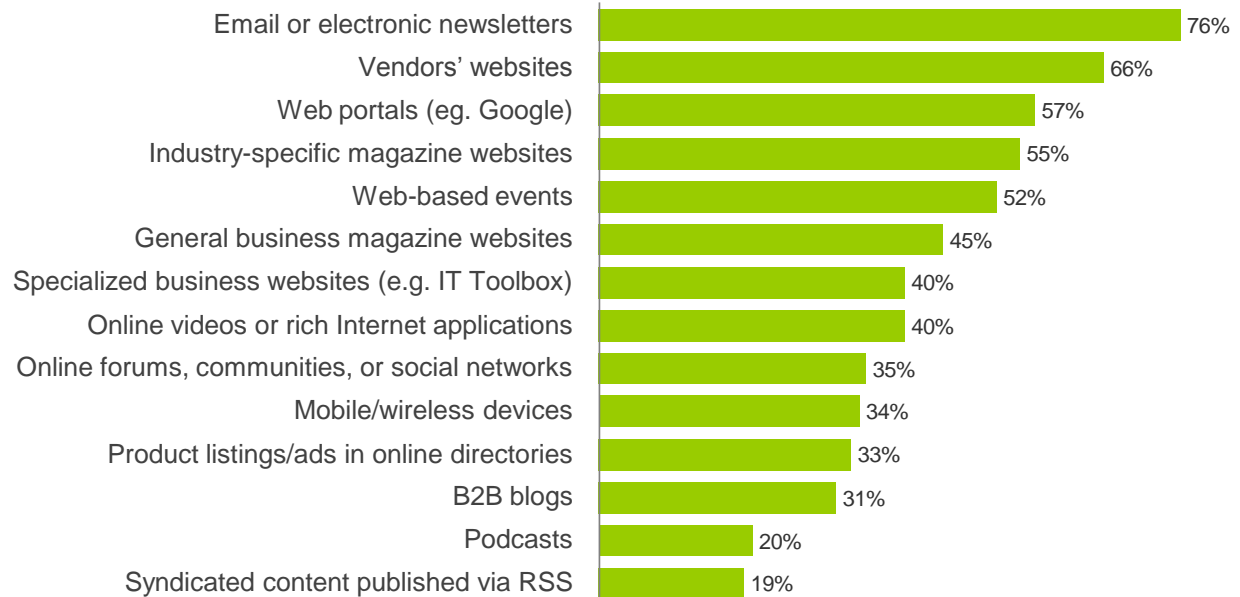
43

B2B MEDIA WEBSITES ARE KEY TO READERS' JOBS

Business decision makers visit business magazine websites as often or more than other web portals, sites or other digital platforms to assist them in doing their jobs.

44

Which *digital* B2B media do you use to do your job?



Source: Forrester Research 2007

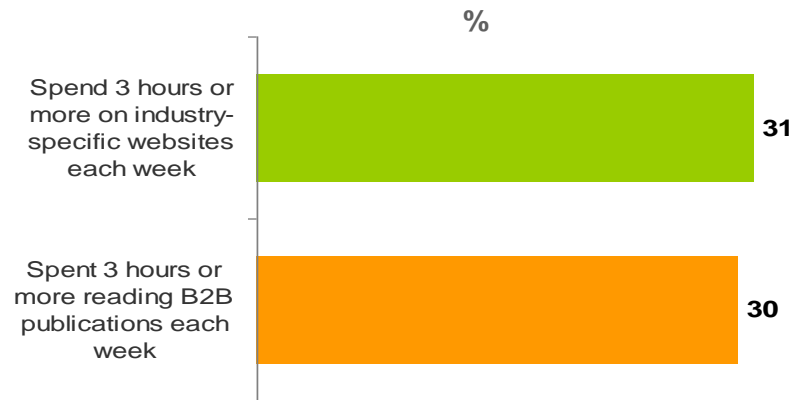
B2B Media Mix

Surround your B2B target audience
with 360° marketing

45

DECISION MAKERS USE B2B MAGAZINES & WEB WEEKLY

Nearly one-third of B2B decision makers spend 3+ hours per week on business media websites and another 3+ hours per week reading business media publication. That amounts to over 24 hours of quality time spent engaged in B2B media each month.



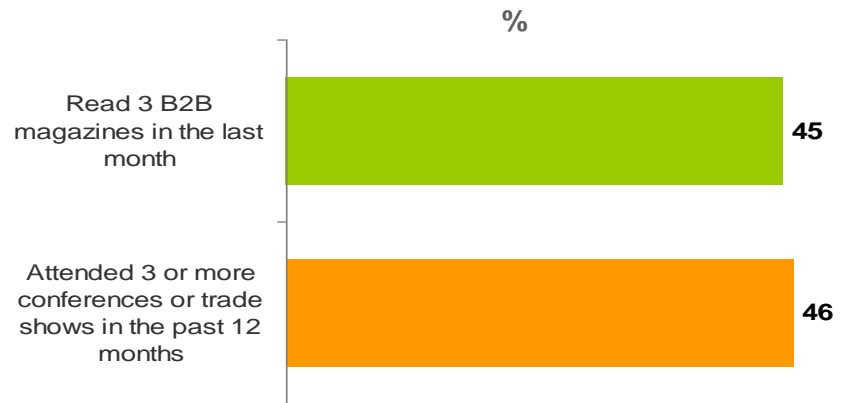
Source: Forrester Research – Canada - 2007

46

B2B DECISION MAKERS VALUE BUSINESS MEDIA

Nearly half of Canadian business decision makers read three business media magazines each month and visit at least three conferences or trade shows each year.

47

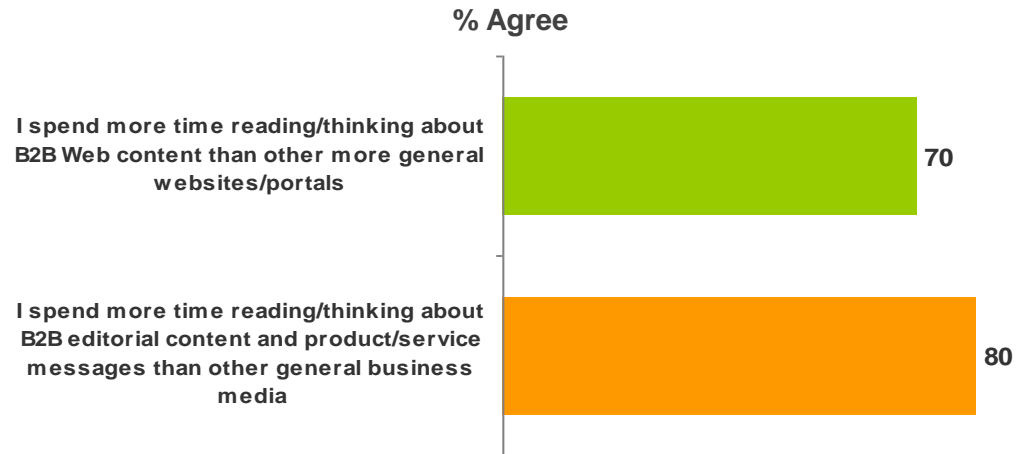


Source: Forrester Research – Canada - 2007

B2B PUBLICATIONS & WEB SITES ARE MOST ENGAGING

B2B decision makers find business media publications, websites and portals to be extremely engaging. That's because business media publications talk the language and meet the relevant needs of most every business and professional industry.

48

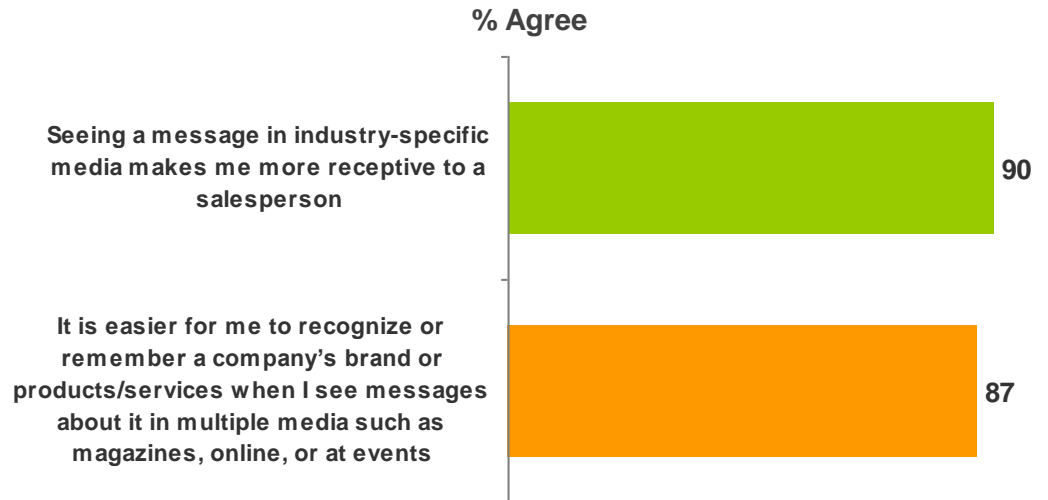


Source: Forrester Research – Canada - 2007

B2B PUBLICATIONS & WEBSITES RAISE AWARENESS

B2B decision makers are more likely to remember a product/service or be more receptive to a salesperson when seen advertised in—or at—a business media magazine, website or event.

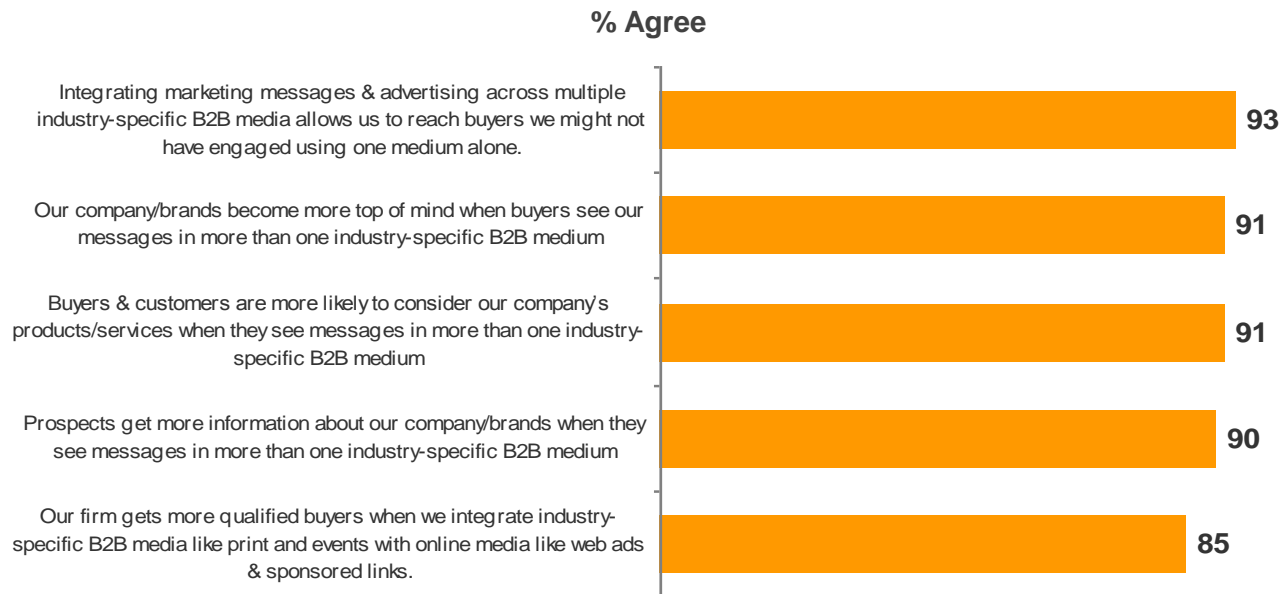
49



Source: Forrester Research – Canada - 2007

BUSINESS MEDIA DRIVE REACH AND RESPONSE

B2B marketers strongly agree that their firms and brands achieve a higher level of reach, top-of-mind awareness and response from qualified buyers when multiple B2B media are used in a campaign.



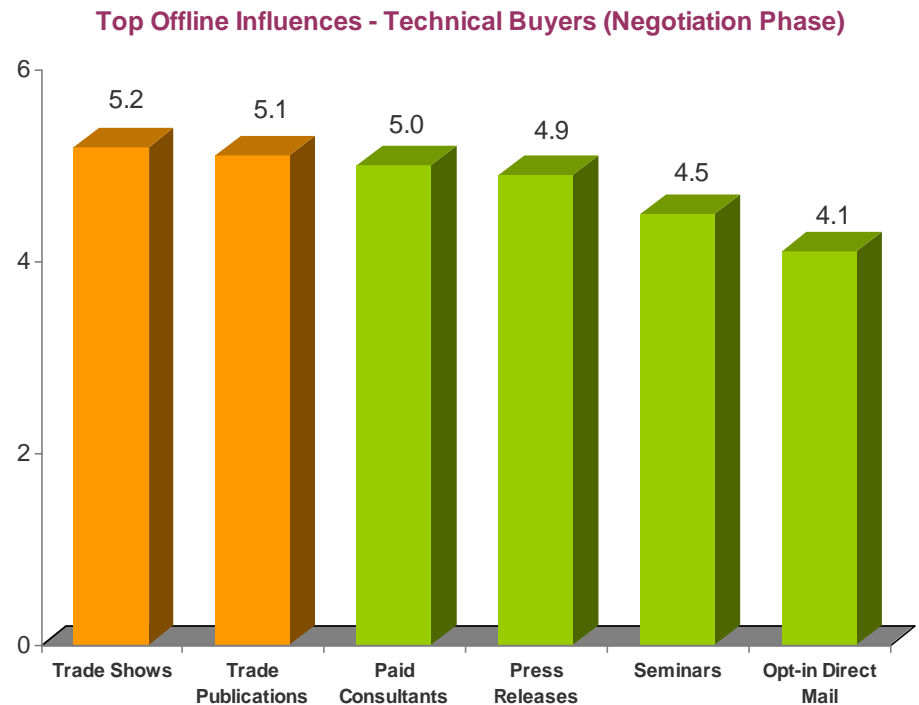
Source: Forrester Research - 2007

50

B2B PUBS & SHOWS CEMENT VENDOR SELECTION

51

Technical buyers put a lot of store in business media publications and trade shows while in the process of negotiation and vendor finalization. B2B media provides them with the information and reassurance they need to make sound business decisions.



Source: Enquiro Search Solutions, Inc.

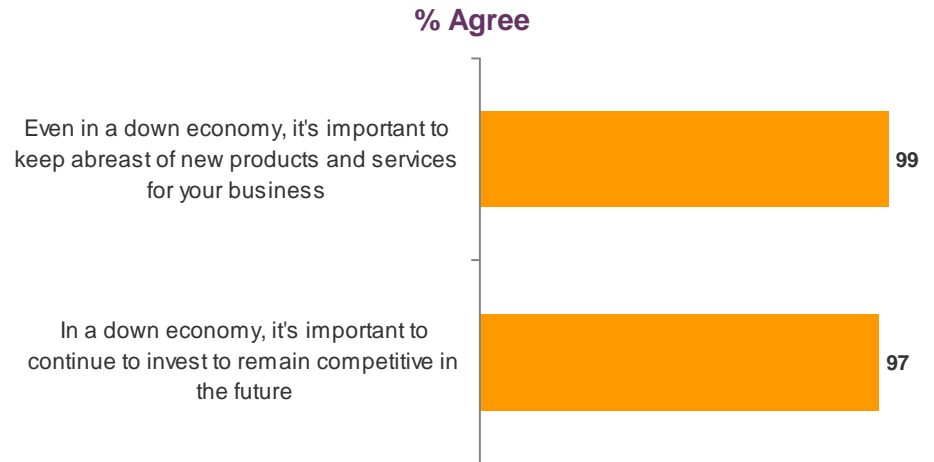
52

Recession Advertising

The key to future success

RECESSION ADVERTISING IS KEY TO FUTURE SUCCESS

Business executives agree: investment is important in a recession. It allows you to be more competitive when better times return. As a result, it is equally important to stay abreast of new products and industry developments so that you don't get left behind.



When times are good, you should advertise. When times are bad, you must advertise.

Source: Yankelovich/Harris, 2009

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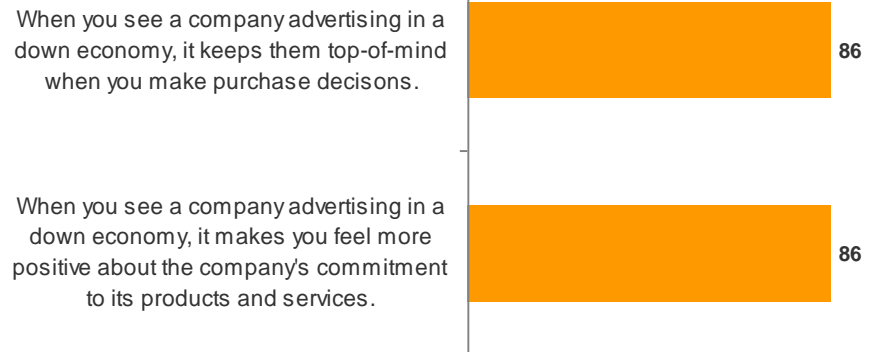
RECESSION ADVERTISING ENHANCES BRAND STANCE

54

Executives feel strongly that advertising in a recession positively predisposes decision makers towards those products and services, given their heightened awareness and a sense of commitment to those brands.

Advertising in a recession can contribute to market share growth by having a more positive share-of-voice in the marketplace.

% Agree



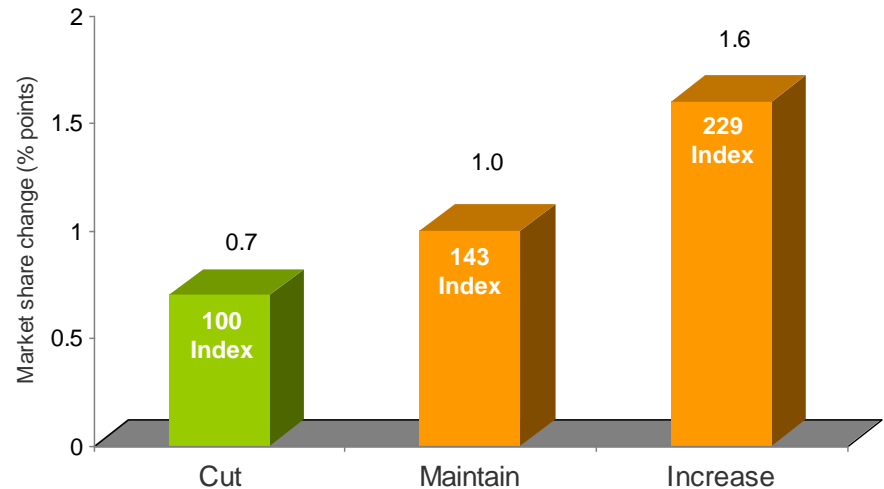
Source: Yankelovich/Harris, 2009

RECESSION ADVERTISING GROWS MARKET SHARE

Research shows the positive effects of advertising in a recession. Advertisers that maintain or increase spending can achieve significant market share growth after the recovery versus those who cut spending.

55

Share Point Change in First 2 Years After Recovery



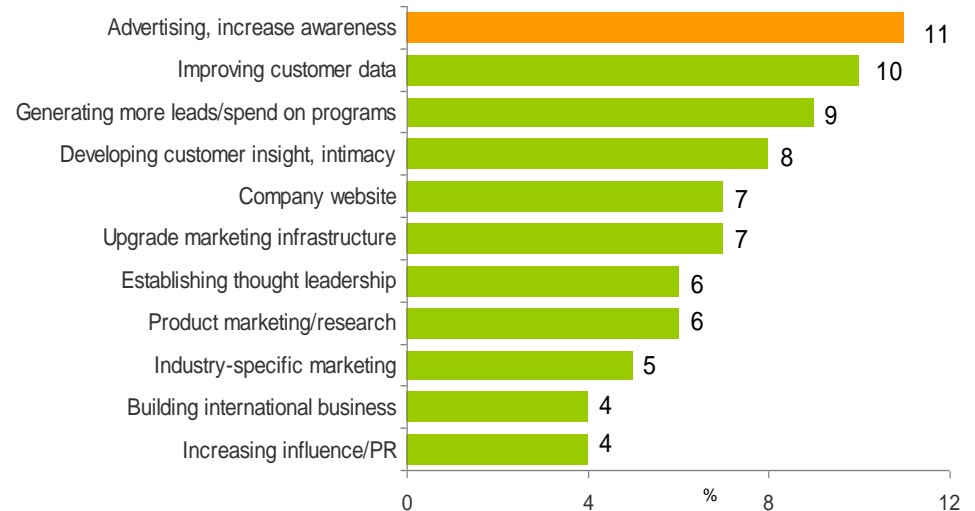
Source: Marketing Leadership Council Report: Justifying Marketing Expenditures in a Down Economy 2002

HIGHER AD SPEND HIGH ON B2B EXEC WISH LIST

A recent Forrester poll indicates that B2B advertisers, if given a substantial budget increase, see advertising as their first choice destination given their desire to increase market awareness. Business media communication solutions are well positioned to surround business audiences and their information/lead generation needs.

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Where increases would be spent



Source: Forrester, B2B CMO Investment Priorities 2008

Other Useful Info

Magazines Canada can help

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ABOUT MAGAZINES CANADA

Magazines Canada is Canada's professional magazine industry association, representing the country's top business and consumer titles. As a not-for-profit organization, it strives to serve Canadian magazines through advocacy, direct-to-retail distribution, professional development, marketing and advertising services.

Magazines Canada strives to supply the advertising industry with solid information to help advertisers and their agencies understand how magazine advertising works and how it may best be put to work for them.

For a complete list of Magazines Canada member titles, [click here](#).

The logo for Magazines Canada, featuring the words "Magazines" and "Canada" in white, stacked vertically, on a red background with a curved bottom edge.

Magazines
Canada

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AdDirect™ AD PORTAL

Magazines Canada AdDirect™ is a web-based ad preflight portal, designed to streamline the ad delivery process between clients and participating magazines. AdDirect™ allows advertisers and agencies to preflight, approve and automatically deliver a PDF ad file to a publication.



All ads are checked against each magazine's individual specifications. Clients receive a real-time preflight report showing that the ad has been successfully preflighted and delivered or a listing of any warnings or errors that have occurred during the preflight process. This report allows clients to immediately fix any potential problem, saving both time and money.

Visit the <https://addirect.sendmyad.com> home page or the [Magazines Canada site](#) to view a brief video on how to use the ad preflight portal system, download the User Guide or click on links to view frequently asked questions. AdDirect™ is a free service to agencies and advertisers.

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GOT QUESTIONS? CONTACT US.

If you have questions about how magazine advertising can be put to work, chances are we have the answers. We have a large library of research information beyond what you'll find on the Magazines Canada website. Information is just an email or phone call away.

Web: www.magazinescanada.ca

Email: adinfo@magazinescanada.ca

Tel: 416.596.5382

Fax: 416.504.0437

We're here to help.

The logo for Magazines Canada, featuring the words "Magazines" and "Canada" stacked vertically in white, bold, sans-serif font, set against a red background that has a curved bottom edge on the right side.

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Canada**

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