

Building on a **Strong Foundation**

Connecting audiences
and inspiring donors through
authentic engagement across
multiple media platforms

WELCOME TO CANADA WIDE MEDIA . . .

As one of Western Canada's largest independent media companies, Canada Wide Media combines the best of traditional editorial and design with the very latest in branded and custom content, connecting our clients with their audiences in print and new media.



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Canada Wide Media Limited is Western Canada's leading independent audience engagement and custom content creation company. Canada Wide Media delivers exclusive and engaging content across multiple platforms, reaching more than six million consumers each year across Western Canada and beyond.

FOR MORE INFORMATION, CONTACT:
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“ Well Into the Future is our premier communication piece with our donors and the community-at-large, and continues to raise awareness of Lions Gate Hospital Foundation and the remarkable impact that we’re having on enhancing health care on the North Shore. The magazine has been very well received and we consistently hear only positive feedback (quite often accompanied by donations!).”

— Judy Savage, President, Lion’s Gate Hospital Foundation



We create content that engages audiences across multiple platforms



Newsletter Campaigns

Canada Wide is uniquely positioned to help your foundation with its communication needs through engaging content delivered across multiple platforms. We provide:

- Turnkey Project Management
- Professional storytellers and videographers
- Top tier editors and designers
- Multi-platform advertising and sales support
- Experts in multi-channel Social Media conversations
- Trust in upholding your brand integrity and promise

About Us

Canada Wide has an excellent track record of meeting deadlines, budgets and expectations. Each one of our custom titles may vary, but the one thing they share is the importance of engaging, informative storytelling that showcases the important work of the organizations they represent.

And our publishing partners also benefit from the diverse audiences we reach through our own brands like *BCBusiness*, *BCLiving*, *TV Week* and others.



Digital Content Management



Print Magazines



iPad & Mobile Apps

Our Solutions

Hospital foundations perform essential work within their respective communities. It's work that Canada Wide is proud to be a part of, serving as one of the key communication tools through which these organizations reach out to membership and, most importantly, inspire donations.

Our success stems from consulting closely with each foundation, understanding their individual areas of need and the stories of staff, donor contributions and leading-edge work worthy of being spotlighted.

We understand the healthcare market, and how to build brands, reach audiences, and attract donations.

+ The Magazine Solution

Canada Wide Media can provide your foundation with a professional print magazine built from the ground up and delivered to your audience within as little as 15 to 17 weeks. From the conceptualization and execution of a brand identity to the creative fulfillment and page-by-page design of a magazine, we have experts standing by to guide you through every step of the publication process.

+ The iPad Solution

An iPad Edition of your foundation magazine offers deeper content wells, immersive video, engaging infographics, vibrant imagery, interactive features and instant, real-time connectivity with your audiences through onboard social media.

The iPad Solution also offers additional advertising revenue opportunities within the iPad environment, and lends itself to interactivity and out-linking to websites, events and promotions.

+ The Social Media Newsroom Solution

As your partner in helping you become a vital source of information in your members' lives, we provide a full social media engagement plan that delivers your content wherever your stakeholders consume information: on Twitter, Pinterest, LinkedIn, Facebook and YouTube.

+ The Newsletter Solution

To expand your foundation's reach with a consumer and business audience, Canada Wide is able to deliver a health- and/or

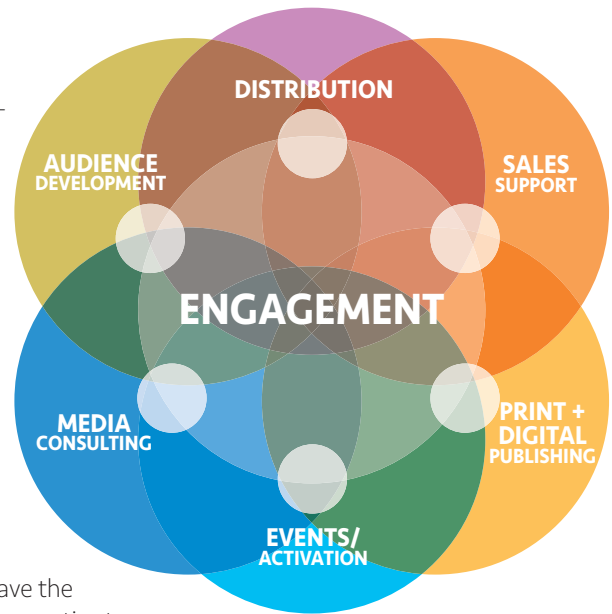
philanthropy-themed newsletter distributed once each month to our opted-in subscribers.

+ Digital Content Management Solution

Canada Wide manages the content of several proprietary websites, and routinely converts printed magazine and newsletter content into Search-Engine-Optimized content for the web. We have the in-house team and proven expertise to take your traditional content and transition it across new media, including e-newsletters, blogs, photo galleries, video embeds and social media channels.

+ Brand Alignment

One of the advantages of working with Canada Wide is that we connect with a very large percentage of British Columbians through our extensive network of publications, online products and events, making us a unique publishing partner in Western Canada.



“ We have been absolutely delighted with the work of Canada Wide – we feel our magazine is a superior publication and our readers have been extremely complimentary about its design and content.”

– B.C. Children's Hospital Foundation





Our clients know that we see ourselves as an extension of their marketing and communication departments and that we try to bring the very best value possible to the work we do for them.

Canada Wide understands the nuances and challenges that are unique to donor-driven foundations, and the importance of continuing to look for new ways to reach.

Our Foundation Clients

St. Paul's Hospital Foundation — PROMISE magazine

This sophisticated custom publication features engaging stories on cutting-edge medicine being conducted at St. Paul's, plus profiles of the people, technologies and techniques that are helping to transform modern medicine.

Lions Gate Hospital Foundation — WELL INTO THE FUTURE magazine

A publication for Foundation members as well as the broader community of Vancouver's North Shore, *Well Into The Future* features engaging stories and profiles on the innovative medicine, new technologies and dedicated people that are helping to enhance Lions Gate Hospital's ability to meet the health needs of its community.

BC Women's Hospital + Health Care Foundation — WOMEN'S magazine

women's is designed to engage and inform women, donors and the broader BC community regarding the leading-edge medicine being practiced at BC Women's Hospital.



BC Children's Hospital Foundation — SPEAKING OF CHILDREN magazine

Since 1982, BC Children's Hospital Foundation has worked with children, families, caregivers and hundreds of thousands of British Columbians to raise funds to support pediatric medicine. BC Children's Hospital Foundation's magazine, *Speaking of Children*, updates donors on the Foundation's progress, successes and urgent needs.

BC Cancer Agency — FORWARD magazine

the communication and education tool of the BC Cancer Agency's Provincial Survivorship Program, serves as a vehicle to inspire and inform cancer survivors and their family members throughout the province by sharing advice on how to deal with issues that face survivors of the life-changing disease.

Vancouver Foundation — VANCOUVER FOUNDATION magazine

The magazine explores the relationship between the Foundation, donors and grant recipients and highlights the positive impact of the Foundation's support of hundreds of innovative projects and programs across a range of community groups.

“ You all did a fabulous job (as usual) with the fall 2013 issue. And you did it under some very tight deadlines. I hope you will continue to look forward to our magazine project as much as we do. It's a privilege to work with such professionals.”

— Vancouver Foundation

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