

# Purchasing **B2B** EDITORIAL FOCUS



Michael Power, editor



## Purchasing **B2B**

### 6 issues

For over 59 years, *PurchasingB2B* has been a valued and reliable source of information for professional development, trends, industry news, and best practices. Through print, online daily news, web features and weekly eNewsletters, our relevant and timely editorial coverage gives our readers the tools they need to do their jobs more effectively. Our mandate also involves bringing together **BUYERS and SUPPLIERS**. We rely on our readers and suppliers to share their knowledge through case studies, contributed columns, profiles, research studies, and more. We invite YOU to let us know when you have news, story ideas, product information, or contributed content that would interest our readers.

## Published by : Feature Sections and Supplements

# fleet management

Feature section in 4 issues of *PurchasingB2B*

**Audience:** Purchasing and procurement professionals who have responsibility for specifying, recommending and managing fleet vehicles, products and services for their businesses.

**Editorial Mandate:** To provide information that decision makers need to successfully and cost-effectively manage their fleets, including vehicles, equipment, and other mobile assets. Our team of professional writers delivers the latest information on new vehicles, safety, maintenance, outsourcing, equipment and lifecycle management, along with other key topics in each edition of *Fleet Management* and on the website.



## CAR Canadian Automotive Review

Special supplement published by *PurchasingB2B* in April and October

**Distribution:** Approx. 38,000+ with *PurchasingB2B* as a centrebound supplement, and distributed to select senior business managers with:

**CONTRACTOR**

**PLANT** ADVANCING CANADIAN MANUFACTURING

**HPAC** HEATING PLUMBING AIR CONDITIONING

**On-Site**

**Editorial Mandate:** *CAR* serves an executive audience with information about vehicles, products and services for business. Whether its work vans, pick-up trucks or cars for making sales calls, *CAR* features reviews, trends, accessories, technology, safety advice, and information on lifecycle management.

Our editorial team drives all the new cars and trucks on the market as they become available and pass along their expert opinions in each issue of *CAR* and on the website.

## Travel Management Canada

Feature section in 6 issues of *PurchasingB2B*

**Audience:** Procurement and financial professionals and travel managers who have responsibility for contracting travel as well as events and meetings products and services.

**Editorial Mandate:** With a focus on best practices, thought leadership roundtables, product profiles, and event coverage, our editorial is aimed to help decision makers control costs, establish effective policies and manage risk.



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