

Corporate Knights

The Company for
Clean Capitalism

Media Kit US Edition
Winter 2012

clean cap·i·tal·ism
((kln) kp-tl-zm)

/n./ an economic system in which prices
fully incorporate social, economic and
ecological costs and benefits.



THE COMPANY FOR CLEAN CAPITALISM

Corporate Knights (CK) is a media, research, and financial products company focused on quantifying and animating clean capitalism drivers for decision makers. Corporate Knights USA is distributed as an independent magazine supplement with *The Washington Post*, reaching 100,000 subscribers in the paper's Capitol Hill edition. As the world's only large circulation magazine focused on the intersection of business and society, CK is the most prominent brand in the clean capitalism media space, trusted by influencers for its unparalleled 10-year track record providing informed, objective and authentic research and analysis to the market. Corporate Knights USA is America's foremost magazine for clean capitalism.

Corporate Knights Capital (CKC), a division of the leading publishing and investment research company Corporate Knights (CK), is your source for objective, data-driven 'clean capitalism' ratings for over 2000 companies globally.

Leveraging its proven ranking algorithm, which captures company performance on 11 key performance indicators (KPIs) covering resource management, financial management and employee management, CKC is developing a global suite of clean capitalism-themed passive investment products tailored to meet the unique needs of large investors.

CK organizes various global events, conferences and roundtables, including its annual Global 100 Davos Dinner, one of the hottest tickets on the World Economic Forum circuit (since 2006).

"CORPORATE KNIGHTS IS A HIGHLY COMMENDABLE SAMPLE OF SAVVY ENTREPRENEURIALISM, NOT JUST A CHRONICLER BUT AN ADVOCATE; A SETTER OF STANDARDS; AN EXPLAINER OF FINE DISTINCTIONS, CONTRADICTIONS AND AMBIGUITIES; AN EMPLOYER OF CARROTS ... BUT HANDY WITH THE STICK AS WELL, WHEN SUCH IS CALLED FOR."

— F. ANTHONY COMPER,
FORMER CEO, BMO FINANCIAL GROUP



Corporate Knights Davos Investment Forum 2009: Pictured (Left to Right): Nicholas Parker (Chairman, Corporate Knights Inc.), Dan Esty (Commissioner, Connecticut Department of Environmental Protection), Laura Tyson (Professor, Haas School of Business, former Chair, US President's Council of Economic Advisers), Toby Heaps (CEO, Corporate Knights Inc.), Matthew Kiernan (Chairman, Inflection Point Capital Management), Lord Nicholas Stern (Chair, Grantham Research Institute on Climate Change and the Environment, London School of Economics), George Soros (Chairman, Soros Fund Management), Joseph Stiglitz (Professor, Columbia University, Former Chief Economist, World Bank)

TO RESERVE YOUR AD CALL

PAUL CASSEL

President

t. 416-850-8787

tf. 877-850-8787

c. 416-271-2372

pcassel@up-marketing.com

"CORPORATE KNIGHTS IS THE MOST IMPORTANT BUSINESS MAGAZINE IN NORTH AMERICA"

— RALPH NADER,
PUBLIC CITIZEN



OUR REACH

.....

At Corporate Knights our editorial content supports the corporate and consumer quest to attain reputable standards of social and environmental responsibility. Respected for its fairness and integrity, Corporate Knights is a must-read publication for leading decision makers and change agents in government, industry and the consumer public. Each issue draws correspondence from leading CEOs, government ministers and society leaders.

Our Readers:

- Public Policy and Society Leaders
- Consumers
- C-Suite Officers
- Lawyers and Accountants with Public Accounting & Sustainability Practices
Senior Managers, Directors, Vice Presidents of:
 - Sustainable Development
 - Regulatory and Government Affairs Communications
 - Risk Management
- Trustees and Managers of Large Public Investment Funds
- Government Officials from:
 - National Resources
 - Environment
 - Industry and Economic Development
 - Finance

Who Reads Corporate Knights?

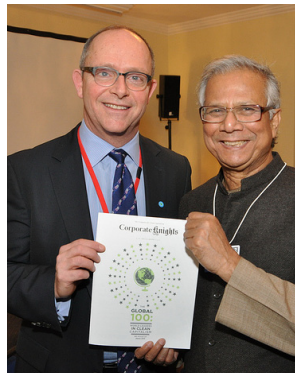
Heads of State



Media Moguls



Nobel Laureates



(Left:) 18th Prime Minister of Canada Brian Mulroney; *(Centre:)* Steve Forbes with CK Publisher, Toby Heaps; *(Right:)* Nobel Laureate Muhammad Yunus with CK Chairman Nicholas Parker

TO RESERVE YOUR AD CALL

PAUL CASSEL

President

t. 416-850-8787

tf. 877-850-8787

c. 416-271-2372

pcassel@up-marketing.com



DISTRIBUTION

.....

The Washington Post (100,000)

Capitol Hill distribution

Why advertise in Corporate Knights USA?

- Reach right into America's most influential community with the top corporate sustainability magazine.
- Via insertion in the Washington Post Corporate Knights USA reaches the White House, Congress, Regulatory Agencies, National Political Parties, Major Media, Lobbyists, Think Tanks, International Organizations, and Diplomats.

The Washington market is affluent, educated, employed and professional

- Affluent: #1 in proportion of adults living in households with incomes \$100,000+
- Educated: #1 in proportion of adults age 25+ with a 4-year college degree
- Professionals: #1 in proportion of employed adults working in a professional managerial job

Hottest Region for Fastest-Growing Companies

Washington, D.C., is the top metropolitan area for fastest-growing companies for the fifth consecutive year, with 40 of the fastest-growing companies.

- New York City is a close second, with 39
- San Francisco with 32
- Los Angeles with 27
- Boston with 25

Fortune 500 Companies: *Washington is home to 15 Fortune 500 companies.*

Capital One Financial Corporation
Host Hotels & Resorts, Inc.
Computer Sciences Corporation
Lockheed Martin Corporation
Coventry Health Care, Inc.
Marriott International, Inc.
Danaher Corporation
NVR, Inc.
Federal Home Loan Mortgage
Corp Pepco Holdings, Inc.
Federal National Mortgage Association
SLM Corporation
Gannett Co., Inc.
The AES Corporation
General Dynamics Corporation



EDITORIAL SCHEDULE 2012

CORPORATE KNIGHTS USA

.....

PREVIOUS ISSUE:

The Global 100 and Cleantech Issue

- Distribution Date: March 8, 2012

RANKINGS & REPORTS:

- Global 100 Most Sustainable Corporations, including a profile of the Top-Ranked Company, written by Marc Gunther
- Clean Capitalism Leaders: The Top 20 most resource-productive companies on the S&P 500

FEATURES:

- Which countries are leading the corporate sustainability pack?
- Cleantech's top venture capitalists speak out
- President Obama's clean energy report card
- CO2: Turning carbon waste into carbon treasure
- A Q&A with Jigar Shah, the man leading Richard Branson's Carbon War Room
- Dick Cheney's surprise gift to clean energy
- George Monbiot asks: Has environmentalism failed?
- Round table with Bill Gates' trusted energy tutors

BONUS DISTRIBUTION:

- 7th Annual Foundations and Endowments Summit, San Diego, March 26-27, 2012
- 3rd Annual World Series of ETFs & Indexing, Boston, May 7, 2012



GLOBAL 100 AND CLEANTECH
WINTER 2012 (USA)

Corporate Knights • 2012 • USA

TO RESERVE YOUR AD CALL

PAUL CASSEL

President

t. 416-850-8787

tf. 877-850-8787

c. 416-271-2372

pcassel@up-marketing.com



EDITORIAL SCHEDULE 2012

CORPORATE KNIGHTS USA

UPCOMING ISSUE

Most Sustainable U.S. Cities and Web of Sustainability Issue

- Distribution: June 6, 2012
- Reservation Due: May 4
- Materials Due: May 11

RANKINGS & REPORTS:

- A ranking of the most sustainable cities in the United States
- Ranking Latin America's Clean Capitalism Leaders
- Spotlight on America's greenest mayors

FEATURES:

- Is it time to create a Global League of Sustainable Cities?
- Humanity claims a new epoch: the Anthropocene
- The man who created the Web and the brother who's counting its emissions
- Reducing CO2 and creating better corporate citizens via Internet technologies
- Q&A with Duke Energy CEO James Rogers, discussing the importance of collaborating with the Chinese as a way to scale up deployment of clean energy
- Rio+20: Assessing two decades of global sustainable development efforts
- The quest for corporate resilience in the face of climate change and resource scarcity

OTHER UPCOMING ISSUES:

Clean Capitalism Countries and Biomimicry Issue

- Distribution: September 18, 2012
- Reservation Due: August 24
- Materials Due: August 27

Clean Capitalism Blueprint and Cleantech Issue with Spotlight on Water

- Distribution: November 29, 2012
- Reservation Due: October 26
- Materials Due: November 2

Global 100 and S&P 500 Clean Capitalism Issue

- Distribution: February 13, 2013
- Reservation Due: January 11
- Materials Due: January 16

TO RESERVE YOUR AD CALL

PAUL CASSEL

President

t. 416-850-8787

tf. 877-850-8787

c. 416-271-2372

pcassel@up-marketing.com

APPLIED ARTS
MAGAZINE AWARDS, 2011

— DESIGN AWARD:
CORPORATE KNIGHTS

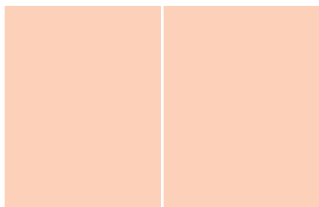


RATES

4-Color Ad Placement	x1	x2	x3	x4
Double-Page Spread	\$17,500	\$15,750	\$14,875	\$14,000
Back Cover	13,750	12,375	11,688	11,000
Inside Front Cover	12,500	11,250	10,625	10,000
Inside Back Cover	11,050	9,945	9,393	8,840
Full Page Premium Location	10,500	9,450	8,925	8,400
Full Page	10,000	9,000	8,500	8,000
Half Page	7,000	6,300	5,950	5,600

SPECIFICATIONS

All ads are full color. Graphics should be a PDF and have a resolution of 300 dpi or higher, and in CMYK.



Double Page Spread
Bleed: 0.125
Trim: W 16.5" x H 10.875"
Safe Area: 16.75" x 9.5"



1 page
Bleed: 0.125
Trim: W 8.25" x H 10.875"
Safe Area: 7.875" x 9.5"



1/2 page
Bleed: 0.125
Trim W 8.25" x H 5.437"
Safe Area: 7.875 x .4.25"



1/3 page vertical
Bleed: 0.125
Trim W 2.805" x H 10.5"
Safe Area: 2.5" x H 9.5"



1/6 page
Bleed: 0.125
Trim: W 2.805" x H 5.437"
Safe Area: W 2.5" x H 4.25"

TO RESERVE YOUR AD CALL

PAUL CASSEL

President

t. 416-850-8787

tf. 877-850-8787

c. 416-271-2372

pcassel@up-marketing.com

SEND MATERIALS TO:

business@corporateknights.com

Or, upload directly
to CK Ad Materials FTP:

Host: corporateknights.com

Username: ad_material

Password: ckAdFTPdrop

Port: 21



DIGITAL ADVERTISING

CORPORATEKNIGHTS.COM

TO RESERVE YOUR AD CALL

PAUL CASSEL

President

t. 416-850-8787

tf. 877-850-8787

c. 416-271-2372

pcassel@up-marketing.com

Audience

- 10,877 monthly visitors
- 33,154 monthly page views

Content

Corporate Knights is the most recognized brand in the industry for clean capitalism news, interviews, reports and rankings. Corporateknights.com is the go-to place for decision makers who want to clean up capitalism.

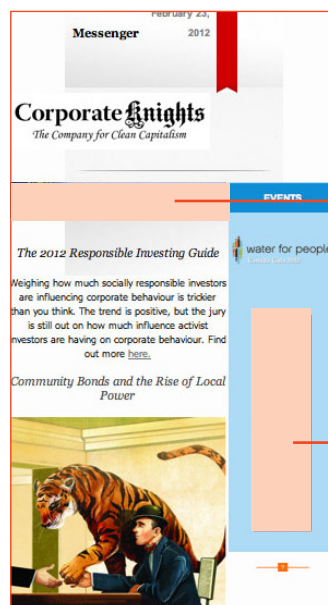
Primary Content Feature Elements

- Performance Data
- Research & Reports
- Indices
- In-depth Features
- Quick Polls
- Blogs
- Podcasts
- Video

Corporate Knights online reaches a diverse audience of business and government leaders, institutional investors, social and environmental advocates and students. It is a cost-effective medium for promoting your brand, products and services to current and future decision makers with an interest in sustainability.

Weekly eNewsletters

Our Corporate Knights Messenger eNewsletter is packed with news, special features, and upcoming events and is distributed to 5,000+ subscribers every Thursday. One time, exclusive and frequency rates are available for your leaderboard or skyscraper positions.



728 X 90
Leaderboard

160 x 600
Skyscraper



DIGITAL ADVERTISING

CORPORATEKNIGHTS.COM

TO RESERVE YOUR AD CALL

PAUL CASSEL

President

t. 416-850-8787

tf. 877-850-8787

c. 416-271-2372

pcassel@up-marketing.com

Opportunities

Corporate Knights' online advertising and sponsorship opportunities include:

- ROS banners
- Weekly eNewsletter sponsorship
- Podcasts

Rates

Website banners are sold on run-of-site monthly basis.

Leaderboard	\$1500
Skyscraper	\$800
IMU Box	\$1000
Messenger – eNewsletter Leaderboard	\$750
Messenger – eNewsletter Skyscraper	\$600
Podcasts	Call

Banner Type	Dimensions	Max File	Looping/Formats
Leaderboard	728 x 90	35k	gif, jpeg, html
Skyscraper	160 x 600	35k	gif, jpeg, html
IMU Box	300 x 250	35k	gif, jpeg, html

An active URL for linking is required. Creative must work on a Mac and PC as well as on multiple versions of Firefox, Internet Explorer, and Safari.

SEND MATERIALS TO:

business@corporateknights.com

Or, upload directly
to CK Ad Materials FTP:

Host: corporateknights.com

Username: ad_material

Password: ckAdFTPdrop

Port: 21



728 X 90
Leaderboard

160 x 600
Skyscraper

300 x 250
IMU Box



DIGITAL ADVERTISING

GLOBAL100.ORG

.....

The Global 100 Most Sustainable Corporations in the World is an annual project led by Corporate Knights. Launched in 2005, the Global 100 is announced each year at the World Economic Forum in Davos.

- In 2011, the Global 100 was recognized for its industry-leading standard of transparency and objectivity by a meta-study of corporate sustainability rankings (*Rate the Raters* by the consultancy SustainAbility).
- From its inception on February 1, 2005, the Global 100 Most Sustainable Corporations has achieved a total return of 41.70%, outperforming its benchmark (the MSCI All Country World Index at 29.30%) by more than 11% to December 31st, 2011.
- The Global 100 includes companies from 22 countries encompassing all sectors of the economy, with collective annual sales in excess of \$3.02 trillion, and 5,285,645 million employees.
- Global100.org has been linked to by major media outlets throughout the world including the Associated Press, Forbes, New York Times, the Korea Times, and Bloomberg.

Audience

- 34,981 monthly visitors
- 74,671 monthly page views

Rate

Website banner is sold on run-of-site monthly basis.

IMU Small Box \$1200

Banner Type	Dimensions	Max File	Formats
IMU Small Box	180 x 150	35k	gif, jpeg, html

An active URL for linking is required. Creative must work on a Mac and PC as well as on multiple versions of Firefox, Internet Explorer and Safari.

180 x 150
IMU Box
Small Box



TO RESERVE YOUR AD CALL

PAUL CASSEL

President

t. 416-850-8787

tf. 877-850-8787

c. 416-271-2372

pcassel@up-marketing.com



EVENTS/SPONSORSHIPS

TO RESERVE YOUR AD CALL

PAUL CASSEL

President

t. 416-850-8787

tf. 877-850-8787

c. 416-271-2372

pcassel@up-marketing.com

Corporate Knights connects the highest profile decision-makers from leading blue-chip C-Suite executives, government officials and society leaders. Recent speakers at Corporate Knights events included:

Senior Government Representatives

- Hon. Danny Williams, Former Premier, Newfoundland and Labrador
- Preston Manning, President and CEO, Manning Centre for Building Democracy
- Ralph Nader, Public Citizen and Former Presidential Candidate
- Gary Doer, Canadian Ambassador to the United States
- Rt. Hon. Stephen Harper, Prime Minister of Canada
- Hon. Jean Charest, Premier, Quebec
- Rt. Hon. Paul Martin, Former Prime Minister of Canada

Corporate & Society Leaders

- Dr. James Lovelock, Scientist and Originator of the Gaia Theory
- Galen G. Weston, Executive Chairman, Loblaw Companies Limited
- George Soros, Chairman, Soros Fund Management
- Jim Balsillie, Co-CEO, Research in Motion
- Maurice Strong, Former Under-Secretary General, United Nations
- James Wolfensohn, Chairman and CEO, Wolfensohn Fund Management L.P.

Corporate Knights organizes various global events including:

- The 11th Annual Best 50 Corporate Citizens in Canada, June 7, 2012
- The 9th Annual Global 100 Davos Dinner, January 23, 2013

A variety of event sponsorship packages and exclusive opportunities are available to meet your company needs. To gain key exposure and position your organization in front of industry leaders and institutional investors, please contact Kelsey Schram to arrange your sponsorship package at kelsey@corporateknights.com or 416.203.4674 x 224.



Corporate Knights Chairman, Nicholas Parker, launches CK USA at the Canadian Embassy in Washington, DC, July 15, 2011



(From the left) Corporate Knights CEO Toby Heaps, Canada's Ambassador to the United States Gary Doer and Ralph Nader at the launch of CK USA, Canadian Embassy in Washington, DC, July 15, 2011.

