



## CONTENT RICH

*Speaking of IMPACT* magazine –

**NOW IN ITS SIXTH YEAR OF PUBLICATION**

– is focused on the “content” side of the Canadian meetings industry. No other industry periodical is devoted solely to excellence in all aspects of planning and delivering the very purpose of most meetings... the content.

*Speaking of IMPACT* is published quarterly by the Canadian Association of Professional Speakers (CAPS) and Cutting Edge Communications, Inc. – a leading Canadian publisher of association, private-label, trade and consumer magazines and directories. CAPS is the association in Canada for experts who speak professionally. It is affiliated with, and a founding member of, the worldwide International Federation For Professional Speakers. CAPS’ 750 national and local chapter members include outstanding keynoters, seasoned trainers and experienced facilitators.

*Speaking of IMPACT* is distributed across Canada to 8,000 meeting and conference planners, convention services and facilities, HR professionals, leading Canadian associations, corporate executives representing companies with a minimum of 500 employees, training decision-makers, professional speakers and speakers’ bureaus.

*Speaking of IMPACT* delivers regular columns addressing issues and viewpoints from some of our industry’s brightest...plus in-depth articles exploring key challenges and new possibilities facing those responsible for creating content-rich meetings and events. Topics range from human resource issues to IT and ethics.



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**DEADLINES**

ISSUE	SPACE	MATERIALS	PUBLISHING
Winter '08	Nov 32	Nov 10	Nov 24
Spring '09	Mar 8	Mar 15	Mar 29
Summer '09	Jun 7	Jun 14	Jun 28
Fall '09	Aug 16	Aug 23	Sep 6

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