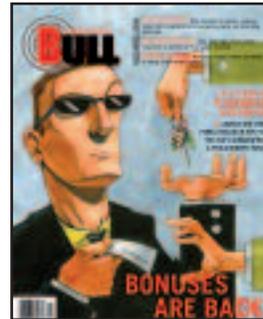




EDITORIAL FOCUS

EXPLORING EXECUTIVE LIFE

The Bay Street Bull is a unique opportunity for advertisers and marketers to reach the prime movers in Canada's financial, media and legal communities through a highly target publication designed to inform, stimulate and entertain.



Bull Features

In each issue of *The Bay Street Bull*, lead stories focus on the people making the greatest impact on Bay Street. We'll look at what motivates them, how they measure success and how they create winning teams. These stories feature some familiar figures, such as Gordon Nixon and Gerry Schwartz, as well as some mavericks like David Kassie and Tony Fell. It takes a certain amount of wisdom, experience and hard work to be part of the Bay Street community and, as you will see, each view from the top is different.

With top business writers from Bay Street to Wall Street, *The Bull* covers issues the business community wants to read about. Topics like bank mergers, the SEC, the Ontario Securities Commission and emerging business policies. Since our readers seek more than the local perspective, we've asked the big players—like Donald Trump—to give us their views.

In addition to our feature stories *The Bull* will have some regular and reoccurring departments like:

Hot Sheet

Not just toys and trinkets, but practical utilities for the mature and discriminating reader who enjoy shopping whether it's downtown Toronto or mid-town Manhattan. There's always a surprise in the Hot Sheet.

Bull Wisdom

Is it intuition, the ability to tap into the subconscious or sheer luck? Maybe it's all three. We, at *The Bull*, aren't sure. So in our Wisdom Page, we explore the inexplicable that seems to guide the most successful by examining their values, their ethics and their fears.

The Bull will also cover Fashion and the Arts.

The Bull will be individually labelled and hand delivered to Roltek International's blue-chip client list as well as other lists comprising people who play executive roles in the financial district (see circulation and demographic sheet). Roltek is the largest independent distributor of the most influential newspapers and magazines going directly to Canada's financial, legal and media decision-makers. These are readers of the *Wall Street Journal*, *The Financial Times* of London, *The Economist*, and *Business Week* as well as Canada's major daily financial newspapers. *The Bull* will also be available at selected retail outlets on Bay Street and will be inserted in *The Wall Street Journal* for distribution in Vancouver, Calgary, Ottawa and Montreal.

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