

**Editorial contact**

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Companies are increasingly seeking additional outside services to augment their internal operations for crucial functions such as risk management and credit management, to drive initiatives that leverage financial equity, facilitate corporate acquisitions, improve cash flow, borrow funds, issue bonds, make capital investments, and more.

**Canadian Treasurer** readers face a growing challenge to the successful management of their financial position and their capital investments to serve the diverse needs of their operations. Our expert editors, writers and industry insiders will explore these topics and more in 2020.

## READERSHIP/CIRCULATION

**Total National Distribution** 6,000

British Columbia	595
Alberta	326
Prairies	131
Ontario	4,640
Quebec	404
Atlantic Provinces	102

### BONUS DISTRIBUTION

- AFP Canada Events
- TMAC Chapter Events
- FEI Canada Conference
- Treasurers Forum Canada
- Credit Scoring & Risk Strategy Council
- CUMA Conference
- Credit Association of Greater Toronto
- Telecommunications Risk Management Association
- Canadian Bankers Association
- Canadian Payments Association
- Retail Council of Canada

## 2020 EDITORIAL SCHEDULE

ISSUE	EDITORIAL CLOSE	AD CLOSE	FOCUS	INSIGHT
<b>Q1 SPRING</b>	▶ March 13	▶ March 27	<b>PLANNING, BUDGETING, AND FORECASTING</b>	▶ With today's networked economy, planning, budgeting, and forecasting are challenged with an increasing need to integrate. This issue looks at best practices, applications, processes and trends for streamlining and optimizing those cycles.
<b>Q2 SUMMER</b>	▶ June 5	▶ June 19	<b>GROWTH, TRANSITION, AND MONETIZING THE BUSINESS PLAN</b>	▶ Good investor and stakeholder relationships are the key to a sustainable enterprise. We look at the various aspects of stakeholder relations and discuss best practices for effective stakeholder management.
<b>Q3 FALL</b>	▶ September 4	▶ September 18	<b>TOTAL FINANCE: A WHOLISTIC APPROACH</b>	▶ Today, the role of finance has a wholistic perspective. We look at the all-encompassing and overarching role of the CFO and finance and its impact on corporate strategy.
<b>Q4 WINTER</b>	▶ November 14	▶ November 27	<b>MANAGING AND MITIGATING ENTERPRISE RISK</b>	▶ A look at identifying and evaluating risk (financial, operational, reporting, compliance, governance, strategic, reputational, etc.), prioritizing and managing exposure, and the processes for managing it.

### PLUS...

Each issue includes Regular Editorial Columns which look at credit management...leasing & finance...bank relationships...vertical market insights...technological developments...major news stories...events and more.